

# The Comparison Between Facebook and Instagram

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## Abstract

This study aims to analyze the differences between Facebook and Instagram. This study also aims to find out which social media young people are most interested in and which applications are superior. The method in this study uses qualitative methods to obtain information in order to achieve the objectives of this study. Respondents needed in this study were academic writing students of the UTI FSIP. The results show that Facebook and Instagram have several differences that can help determine which app is the best.

**Key words:** Facebook, Instagram, Comparison

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## INTRODUCTION

When it comes to social media marketing, Facebook continues to be the big guy on campus (Ahluwalia et al., 2021; Alita, 2021; Naconha, 2021). As of June 2019, Facebook has grown to 2.38 billion users, making it the top social media platform for the total number of active users (Aminatun et al., 2021; Nani et al., 2021; Pramita et al., n.d.). Over the past 15 years, Facebook has redefined the way we look at social networks and also expanded the possibilities of social media for businesses (Febrian et al., 2021; Jasmin, 2021; Munthe et al., 2018; Novawan et al., 2020).

Then there's the relatively new kid on the block, Instagram. Founded in 2010, Instagram has enjoyed massive success in growing its active user base (Anuar et al., 2020; Damayanti et al., 2019; Febria Lina & Setiyanto, 2021). As of June 2018, Instagram has grown to a whopping 1 billion monthly active users, positioning itself as one of the fastest growing social media networks globally (Lina & Ahluwalia, 2021; Rahman Isnain et al., 2021; Suwarni & Handayani, 2021). This growth shouldn't come at a surprise (Juliarti et al., 2021; Putri & Aminatun, 2021; Sulistiani, Putra, et al., 2021). We are at a space where mobile dominates, with users spending more time browsing the web on mobile globally (Al-Ayyubi et al., 2021; Febriantoro & Suaidah, 2021; Priandika & Widianoro, 2021). With billions of active users, it's clear that these social networking sites are powerful and have a lot of opportunities for your brand to engage with consumers (Aldino et al., 2021; Fauzi et al., 2020; Rahman et al., 2021). Even better, Facebook and Instagram have been hard at work bridging the gap between user bases (Agustin & Ayu, 2021; Karal et al., 2017; Qodriani, 2021). Things like the ability to have an Instagram placement for a Facebook ad and allowing users to share Instagram Stories directly to Facebook are just two of the ways these platforms have created moments of synergy for marketers and users alike (Pintoko & L., 2018; Puspita et al., 2021; Sengkey et al., 2020).

Although there are many new options for marketers to integrate into their strategies, you can't always apply the same techniques you'd use for Facebook to Instagram and vice versa. So, let's take a look at some of the differences between the two and help you understand where your brand should focus attention.

## LITERATURE REVIEW

Some people say that Facebook is not that popular anymore and that Instagram has taken its place. Other people say exactly the opposite. So, choosing the right platform can become quite a hassle (Mastan et al., 2022; Oktaviani et al., 2021; Zulkarnais et al., 2018). Even more so when the opinions are all different in regards to this subject. It's easy to think about Instagram vs Facebook as competitors, or anything else for that matter (Anderha & Maskar, 2021; Yudha & Mandasari, 2021; Yudiawan et al., 2021). However, knowing how they actually work will help you extract the most important details about these platforms. Understanding how a platform works is vital for your business (Fauzi et al., 2021; Kurniawan et al., 2018; Setiawan et al., 2021). Your digital marketing strategy should contain personalized aspects for each social network in order to increase your social media performance (Imani & Ghassemian, 2019; Pratiwi et al., 2021; Sulistiani, Muludi, et al., 2021).

Instagram is mostly limited to visual content. Facebook, on the other hand, combines visual content with text as well. You've just tried imagining how adding just a block of text to Instagram (without the picture) would be like. This can be considered the main difference between Instagram and Facebook. You can't post text on Instagram if you don't have a visual cue. Another difference is related to what you can do on Facebook: play. Again, this is a feature you might not think about straight away, but games are not available on Instagram (Abidin et al., 2021; Novitasari et al., 2021; Rauf & Prastowo, 2021). Another aspect worth mentioning is the posting structure on both platforms. On Facebook, you can create albums for your pictures. On Instagram, however, your pictures aren't placed in albums. Instagram Stories are the only ones that you can categorize as "Story Highlights."

Moreover, on Facebook, you can always share links and make them the main part of your social media posts (Fikri et al., 2020; Nuh, 2021; Suprayogi et al., 2021). Maybe you want to share some important industry news or promote one of your blog articles. You will be able to share the link, have a preview of it visible to your followers, and allow them to click on the link and be automatically redirected to that specific page (Choirunnisa & Sari, 2021; Neneng et al., 2021). However, on Instagram, clickable links can't be used in post descriptions, they are only allowed in your account's bio. So, in order for you to share an article, you will have to create a visual for the content you want to promote (since there are no link previews on Instagram) and redirect your followers to click the link in bio. Also, you can add the link to your description, but chances are your audience will not copy it into their browser as it takes more effort to do so. If you have more links you want to share with your audience, you can use Instagram tools like Linktree to include more of them in your bio.

## METHOD

The researcher use questionnaire method to collect the data. A questionnaire is a data collection technique by asking questions to be answered by respondents, usually in writing. The writer will conduct research with student English Education batch 2018 in Universitas Teknokrat Indonesia. Especially for Academic Writing students. Students will complete the questionnaire given by the author, they will answer some of the questions given. The subject are English Education student batch 2018 in Universitas Teknokrat Indonesia. The samples are academic writing students in English Education batch 2018.

**Table 1. Questionnaire About The Difference Between Facebook and Instagram**

1.

No	Question	Yes	No
1.	Do you use Facebook and Instagram?		

2.

No	Question	Facebook	Instagram	Both
1.	What do you use Facebook or Instagram more often?			
2.	Which do you prefer Facebook or Instagram?			
	The Reason			
3.	If you want to upload photos or videos, do you often use Facebook or Instagram?			
4.	Which application drains Facebook or Instagram internet quota more?			
5.	Why Instagram is more in demand than Facebook?			

## RESULTS AND DISCUSSION

Table 2. Result of Questionnaire

No	Question	Yes	No
1.	Do you use Facebook and Instagram?	100%	

No	Question	Facebook	Instagram	Both
1.	What do you use Facebook or Instagram more often?	23,1%	76,9%	
2.	Which do you prefer Facebook or Instagram?	30,8%	69,2%	
	The Reason	1.Because on Facebook	1. Because it's tidier	

		<p>you can watch funny videos</p> <p>2. More informative, look for jokes</p> <p>3. Because it looks more eye catching</p>	<p>2. More interesting</p> <p>3. Facebook is mostly moms and dads</p> <p>4. The nuance is cooler and more trendy</p> <p>5. Wider coverage</p> <p>6. Because it contains good photos</p>	
3.	If you want to upload photos or videos, do you often use Facebook or Instagram?	11,5%	88,5%	
4.	Which application drains Facebook or Instagram internet quota more?		92,3%	7,7%
5.	Why Instagram is more in demand than Facebook?	<ol style="list-style-type: none"> <li>1. Maybe in terms of features and uniqueness</li> <li>2. People especially youngsters nowadays like to post their moments on Instagram. Instagram's interface is also better than Facebook in my opinion</li> <li>3. Because Instagram makes it easy for people to interact, and on instagram we can see videos or things that are happening so many people choose instagram</li> <li>4. Because in my opinion there is more interesting content on Instagram.</li> <li>5. Instagram is widely used by generation z youth, whereas Facebook has spread in general and is so widespread that it is impactful, excessive posting</li> <li>6. Instagram is more popular</li> </ol>		

		than Facebook because the need to upload photos is invaluable. Photos uploaded using Instagram do not reduce photo quality so that the image is clearer. There are also many active users and the application is easier to use.
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This paper aims to find out the difference between Facebook and Instagram. The population in this study were students of English Education batch 2018 at the Universitas Teknokrat Indonesia. Based on the data that the writer already got, it can be said that Instagram is more popular than Facebook. This is evident in the questionnaire data that they use the Instagram application more interested. Most of the students like to use Instagram because they think Instagram is easier to use. They also like Instagram for its because the features are more complete.

## CONCLUSION

This study aims to analyze the differences between Facebook and Instagram. As of June 2019, Facebook has grown to 2.38 billion users, making it the top social media platform for the total number of active users. As of June 2018, Instagram has grown to a whopping 1 billion monthly active users, positioning itself as one of the fastest growing social media networks globally. Even better, Facebook and Instagram have been hard at work bridging the gap between user bases. Things like the ability to have an Instagram placement for a Facebook ad and allowing users to share Instagram Stories directly to Facebook are just two of the ways these platforms have created moments of synergy for marketers and users alike. This paper aims to find out the difference between Facebook and Instagram. Most of the students like to use Instagram because they think Instagram is easier to use. Based on data, Instagram is superior to Facebook. So, Facebook must improve the quality of the application,. So that users can use Facebook comfortably and become more popular.

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