Psychological Review of Visual Communication on the Instagram Platform: Analysis of Support for SDGs-5 Empowerment for Gender Equality

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ABSTRACT
This research conducts a comprehensive exploration of the psychological dimensions of visual communication on the Instagram platform, specifically analyzing its support for the Sustainable Development Goals (SDGs) with a focus on SDGs 5 for gender equality and empowerment. SDGs 5 is critical in promoting global gender equality and contributing to sustainable development. This research investigates the diverse roles of Instagram as a medium for disseminating information, education, advocacy, inspiration and collaboration regarding gender issues and women's rights. This research uses a qualitative approach using literature study methods to comprehensively investigate the psychological dimensions of visual communication on the Instagram platform, especially in support of SDGs 5 for empowering gender equality. These findings underscore Instagram's important contribution, revealing its effectiveness in shaping perceptions, attitudes and behavior regarding SDGs5 goal. Despite its positive impact, ethical considerations and challenges related to credibility, privacy and security require careful attention. This research provides valuable insights for stakeholders, offering a psychological review of visual communication on Instagram and improving strategies for achieving SDGs 5 empowerment and gender equality in a sustainable manner.

INTRODUCTION

Gender equality is a condition where women and men enjoy the same rights, opportunities, responsibilities and respect in all aspects of life. Gender equality is also interpreted as a fundamental human right recognized by various international legal instruments such as the Universal Declaration of Rights. Human Rights and the Convention on the Abolition of Human Rights (Hebl, M & King, E. B, 2019). This principle of gender equality is important for peaceful, prosperous and sustainable global development (Ikouta, 2020), as highlighted in Sustainable Development Goals (SDG) number 5, which emphasizes achieving gender equality and empowering women and girls.

Although efforts to achieve gender equality continue to be made, existing challenges are still obstacles that need to be resolved immediately (Dhir et al, 2016). Women and girls continue to face injustice and discrimination in the fields of education, health, employment, politics, and most are victims of violence (Belingheri et al, 2021). Statistics for 2023 show that only 55% of adult women are literate compared to 69% of adult men. Women also face health vulnerabilities due to limited access to reproductive health services, while the labor market presents wage gaps and occupational segregation. Political representation is still uneven, with women only occupying 27% of parliamentary seats globally (Derous, E & Pepermans, 2019) (Hebl, M & King, E. B, 2019). These challenges not only have a detrimental impact on individual women and girls but also hinder overall social, economic and environmental development. To overcome this problem, a comprehensive and inclusive strategy is needed that involves collaboration between various stakeholders such as government, the private sector, civil society, academics and the media (Fakih, 2001).

Responding to these challenges, the United Nations (UN) has established SDGs number 5, which focuses on achieving gender equality and empowering all women and girls. This Goals consists of nine targets and fourteen indicators covering discrimination, violence, harmful practices, representation, participation, reproductive health, and economic rights (United Nations, 2015). To achieve this Goals requires active participation and collaboration from various stakeholders. Media, especially social media, plays an important role in advancing gender equality efforts. Platforms such as Instagram, with more than one billion monthly active users worldwide, offer entertainment, information, education, promotion, advocacy and participation features (Veirman et al, 2017). Instagram can serve as a powerful medium for addressing SDGs 5 issues, raising awareness, and mobilizing support for gender justice. Through posts using Instagram media, it can influence how the psychology of visual communication (Rettberg, 2014) that is developed in Instagram users will influence perspectives on SDGs 5, namely gender equality.

This research is the first research to examine the psychological impact of visual communication on the Instagram platform regarding empowering SDGs-5 for better gender equality. The aim of this research is to analyze the psychological impact of visual communication on the Instagram platform on users' perceptions and awareness regarding gender equality and women's empowerment in the context of SDGs number 5. This research is supported by various studies that show the power and significant influence of visual communication on social media. Like research by Veirman et al. (2017) show that Instagram, with its rich visual features, is able to effectively attract users' attention and inspire social action. In addition, a study by Rettberg (2014) highlights how visual storytelling on this platform can shape perceptions and raise awareness regarding social issues, including gender equality. Furthermore, research from Caleo & Heilman (2019) found that visual content on social media can increase empathy and social awareness, which are key elements in achieving gender equality goals. Therefore, this research aims to analyze the psychological impact of visual

communication on the Instagram platform on users' perceptions and awareness regarding gender equality and women's empowerment in the context of SDGs number 5.

LITERATURE REVIEW

Instagram as a Communication Media

Communication comes from the Latin communicare which means to disseminate or inform. From the words communicare, the translation of the word communis / communal means common property or togetherness which can generally be said to be applicable everywhere/general in nature (Giles H & Harwood J, 2017). In English, the term that has a meaning identical to that is communication which is defined as a process of passing symbols that contain meaning (Papacharissi, 2015). From the English term communication, the word communication emerged which is defined as an activity to convey ideas, thoughts, ideas from one person to another (Al-Rawi, 2019). Communication is a complicated process of conveying messages from a source or communicator to a recipient or communicant, very dependent on the use of certain tools and facilities known as communication media (Hargie, 2016). This media functions as a channel that facilitates the exchange of information through various channels, whether verbal which includes spoken or written expressions or nonverbal, which includes symbols, images, and gestures. Embedded in the fabric of human life, both at the individual and societal levels, communication media have diverse functions that intricately contribute to the dynamics of interpersonal and collective interactions.

Communication plays an important role in increasing the effectiveness of communication efforts (Miller, 2014). They achieve this by providing clarity and strengthening the intended message, demonstrating the ability to adapt to various situations, conditions and characteristics inherent in the communicator and communicant relationship (Peter & Lee, 2017). Apart from that, Al-Rawi (2019) also emphasized that communication media functions as an agent of efficiency, speeding up and simplifying the communication process while saving time, energy and costs. The wide reach of communication media enables the dissemination of messages to a wider and more diverse audience, thereby fostering inclusivity in the exchange of information.

Another important function lies in the inherent ability of communication media to convey more concrete and real messages (Hargie, 206). By using relevant examples, illustrations, data, facts, or evidence, these tools minimize ambiguity, misunderstanding, or distortion, thereby encouraging a clearer understanding of the content being communicated. More than just transmission, communication media have a motivating role, stimulating responses, feedback, or anticipated actions from the communicant (Illahi & Aditia, 2022). Giles & Harwood (2017) also emphasize that these tools have the power to influence the attitudes, behavior or perspectives of beneficiaries, thus demonstrating their significant impact in shaping individual and collective thought patterns.

In the fields of education, business, politics, social interaction and culture, communication media plays a role as a catalyst for increasing productivity. This encourages innovation, creativity and produces new solutions to complex problems. Additionally, these media have the capacity to reproduce or repeat messages through various means, preserving and documenting valuable information for future reference (Stjernfelt, F & Sonesson, 2017). As a transmitter of information, communication media functions as a very valuable channel for disseminating useful, accurate and timely information to the communicants. The accessible sources of information provided by these tools contribute to the ease and speed with which individuals acquire knowledge.

Perhaps one of the most interesting functions lies in the media's ability to instill attractiveness into the message conveyed. By including elements of aesthetics, art, or entertainment, communication media attract the attention of the communicant, making the message more engaging and interesting. In doing so, these tools are able to address diverse audience needs, interests, and tastes, revealing nuanced insights into the complexity of human preferences.

Communication media has emerged as an indispensable component in the human communication process, offering a myriad of functions that go beyond simply exchanging information (Watzalwick et al, 2011). Their capacity to increase effectiveness, simplify efficiency, concretize messages, motivate responses, increase productivity, facilitate information reproduction, convey accurate information, and create message appeal positions them as dynamic instruments that shape the landscape of human interaction and understanding (Littlejohn & Foss, 2017).

Communication media, a diverse and dynamic landscape, undergoes classification based on several criteria such as channels, distribution methods, and physical presence (Dijk, 2013). One important classification relates to the channels used in communication media (Nussbaum 2018). Verbal communication media relies on words, both spoken and written, as a channel for conveying messages. This category includes everyday conversations, speeches, letters, books, and articles. In contrast, nonverbal communication media utilize symbols, images, gestures, or other nonlinguistic cues to convey messages (Knapp & Daly, 2011). Examples range from visual arts such as images, charts and videos to non-verbal cues such as smiles and nods.

Another classification dimension is based on the distribution method. Audio or voice communication media utilizes sound as a means of conveying messages, seen on radio, telephone and podcasts. In contrast, audio-visual communication media uses a combination of sound and images, such as television, film and video. Print communication media uses paper or printed materials to convey messages, ranging from traditional forms such as newspapers and magazines to modern forms such as brochures and posters (Duggan et al, 2014).

Furthermore, communication media can be classified based on physical presence. Broadcast communication media transcends physical boundaries, does not require the physical presence of either the communicator or the recipient. Examples include radio, television, and the internet, which reach individuals in various locations. Mobile communication media utilizes mobile devices, such as cell phones and tablets, enabling communication anytime and anywhere via SMS, telephone, email and social media. Electronic communication media relies on electronic technology, especially computers and the internet, providing various communication features and facilities through media such as email, websites, blogs and forums. Lastly, written communication media uses writing as the medium, which potentially requires the physical presence of both parties in the communication process, as seen in letters, books and notes (Giles & Hardwood, 2017). This multifaceted classification underscores the richness of communication media, each category serving different purposes and contributing to complex networks of human interaction and information dissemination (Greene & Burleson, 2003).

From the description above, it can be concluded that communication media are tools or means used in the communication process to facilitate sending and receiving messages. Communication media has an important function in human life, both as individuals and as members of society. Communication media also have various types which can be classified based on various criteria, such as channels, distribution methods,

or physical presence. Communication media can be selected and used according to the purpose, situation and conditions of communication.

One of the most popular communication media in the world today is Instagram. Instagram is a social media platform that focuses on visual content in the form of images and videos (Bakhsi et al, 2014). Social media is a digital platform that provides facilities for carrying out social activities for each user. Social media allows users to interact, share information, and search for information that is currently hot in society (Kietzmann et al, 2011). Social media helps in erasing the distance between people, so it is very effective in shortening the time in communicating. Instagram allows users to capture and share everyday life moments in interesting and creative ways (Goffman, 1995). Instagram has various features that can improve the quality and variety of visual content produced, such as filters, stickers, stories, live, IGTV, Reels, and others (Alhababash & Ma, 2017). These features not only function as tools for editing images and videos, but also as a means of interacting with other users, both directly and indirectly.

Instagram is also a source of information, inspiration, entertainment and business opportunities for its users. By following accounts that suit their interests and preferences, users can gain knowledge, insight, ideas and motivation from various fields, such as education, arts, sports, health, beauty, culinary, fashion and others (Lee et al, 2015). Apart from that, Instagram is also an effective platform for promoting products, services or works, whether by individuals, communities or companies. Instagram is one of the largest and most popular social media in the world, with more than one billion active users every month. Instagram also has a significant influence in shaping trends, lifestyles and popular culture in global society (Sheldon & Bryan, 2016). Therefore, many people spend their time on Instagram to express themselves, communicate, and enjoy interesting and meaningful visual content.

Sustainable Development Goals (SDGs) 5: Gender Equality

SDGs 5 is one of the 17 Sustainable Development Goals (SDGs) agreed by member countries of the United Nations (UN) in 2015 (United Nations, 2015). SDGs 5 aims to achieve gender equality and empower all women and girls. Gender equality is a condition where men and women have the same rights, opportunities and responsibilities in all aspects of life. Empowerment of women and girls is a process of increasing the capacity, independence and participation of women and girls in development. SDGs 5 has 9 targets and 14 indicators that UN member countries must achieve by 2030 (French, D & Kotzé, L, 2018). These targets are:

1) End all forms of discrimination against women and girls worldwide.
2) Eliminate all forms of violence against women and girls in public and private spaces, including human trafficking, sexual exploitation, and harmful practices such as early marriage and female genital mutilation.
3) Eliminate practices that are detrimental to the reproductive health of women and girls, such as child marriage, forced marriage and polygamous marriage.
4) Recognize and guarantee women's rights to control their reproductive and sexual health, including universal access to reproductive health and family planning services, information and education.
5) Guarantee women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life.
6) Ensure fair and equal access for women to education, economic resources, land and asset ownership, technology, financial services and decent work.

7) Increase the use of necessary technology, especially information and communication technology, to empower women and girls.

8) Adopt and strengthen policies, laws and regulations that support gender equality and the empowerment of women and girls at all levels.

9) Strengthen support for initiatives relevant to gender equality and the empowerment of women and girls at global, regional, national and local levels (UNICEF, 2019).

Sustainable Development Goals (SDG) 5 serves as an important framework with particular emphasis on achieving gender equality and the empowerment of all women and girls, recognizing these efforts as fundamental human rights and integral prerequisites for driving sustainable development worldwide (Leal et al, 2019). A comprehensive evaluation of progress and challenges in SDGs 5 requires a careful examination of 14 indicators that collectively cover multiple dimensions that include gender equality and women's empowerment.

These indicators investigate various aspects, including violence, autonomy in decision-making in relationships, prevalence of female genital mutilation (FGM), political representation, presence of women in managerial positions, division of household work and unpaid care, access to financial services , internet use, and legal frameworks that support gender equality (Fakih, 2001). For example, an in-depth analysis of violence prevalence indicators reveals a disturbing reality: globally, 18% of women and girls aged 15 to 49 who have ever been in a partnership have experienced physical and/or sexual violence perpetrated by their partner or former partner in that country 12 months previously (Ikouta, 2020). At the same time, indicators of political representation paint a clear picture, showing that, in World Economic Forum (2018) the global average of women in national parliaments reached 25.5%, although there are considerable regional variations (Sach et al, 2021). These indicators, each a unique aspect of the broader gender equality landscape, collectively provide a nuanced understanding of the current status and direction of progress. This explains the gaps and challenges that still exist and require immediate attention and joint action (French, D & Kotzé, L, 2018).

Achieving the ambitious goals outlined in SDGs 5 requires collaborative efforts across multiple fronts, involving governments, civil society, the private sector, the media and individuals. It is a shared responsibility to remove barriers, challenge stereotypes, and foster an inclusive environment that ensures the realization of rights and unlocks the full potential of all women and girls. Only through integrated and comprehensive efforts can we hope to move towards a future where gender equality is not just an aspiration but a concrete reality that shapes the global development landscape (Caleo, S & Heilman, M, 2019). SDGs 5 is an important and strategic Goals to achieve sustainable, inclusive and equitable development. Gender equality and the empowerment of women and girls are not only human rights, but also the key to overcoming various development challenges, such as poverty, hunger, health, education, environment, peace and security (Haunschild et al, 2020). By realizing SDGs 5, women and girls can maximize their potential, contributions and benefits for themselves, their families, society and the world (French, D & Kotzé, L, 2018).

Psychological Review of Visual Communication

The exploration of the psychological dimensions embedded in visual communication has achieved a prominent position in scientific dialogue, underscoring the profound impact that visuals have on complex human cognitive, emotional and behavioral processes. In the contemporary social media platform landscape, with a particular focus on the ubiquitous Instagram, the symbiotic relationship between psychological

mechanisms and visual stimuli has become a growing center of scientific inquiry (Highfield, T & Leaver, T, 2016). Instagram, introduced in 2010, is an example of a social media platform thoughtfully designed based on visual-centricity, characterized by a special emphasis on sharing photos and videos, thereby fostering an unparalleled mode of communication in the digital realm. Many studies in this domain have revealed complex cognitive efficiency related to visual information processing, one of which was carried out by (Kostelnick, C & Hassett, M, 2003). This science argues that the human brain, based on its evolutionary trajectory, is innately predisposed to interpret and respond to visual stimuli with greater speed and comprehension compared to textual content (Bateman, 2014). In the complex visual world of Instagram, this cognitive tendency has major implications. Here, images and videos transcend their role as mere artifacts of expression; they metamorphosed into powerful tools adept at conveying diverse narratives, shaping perceptions, and exerting an influential influence on the attitudes of the platform's broad user base.

The emotional resonance derived from visual content within the Instagram sphere has emerged as a focal point of close investigation. Research by Kostelnick, C & Hassett, M (2003) has investigated the emotional potential of visuals, revealing that evocative images have the capacity to elicit strong emotional responses. These responses, in turn, make a significant contribution to the formulation and strengthening of people's attitudes and beliefs. The complex interaction between psychological processes and visual communication on Instagram is an intellectual frontier, which demands a deep understanding of the various dynamics that occur. This understanding is especially important when considering the potential role of these platforms in advancing social issues, a paradigm exemplified in the promotion of the Sustainable Development Goals (SDGs). Instagram's ability to integrate visual content as a catalyst for narrative construction, emotional engagement, and attitude formation positions Instagram as a powerful instrument for influencing societal perspectives and driving collective action towards sustainable development goals (Tversky, 2011). In essence, uncovering the complex interplay between psychological processes and visual communication on Instagram is more than just an academic endeavor (Wate, 2008), it serves as a compass that guides our understanding of the platform's transformative potential in directing societal narratives toward the realization of broader social and development goals .

Across a very broad spectrum of social issues, gender equality is emerging as a focal point summarized in Sustainable Development Goals 5 (SDG-5), which presents a distinct area where visual communication on Instagram has great potential. The existing body of literature firmly recognizes the important role of diverse strategies in achieving gender equality (Bateman, 2014). However, realizing this potential is not without challenges.

The credibility of information disseminated via Instagram visuals has emerged as a focal point of scrutiny in academic discourse. Lingering concerns regarding the authenticity of visual content and the prevalence of misinformation require a critical examination of the role of these platforms as reliable media for promoting gender equality. Ethical considerations further complicate this landscape, demanding a different understanding of responsible practices in the production, curation, and distribution of visual content on platforms with global reach. Privacy and security issues add complexity to this discourse, underscoring the balance that must be struck between encouraging openness and ensuring protection in the dynamic and ever-evolving world of digital communications (Turner & Clark, 2016). Additionally, the concentration of power in the hands of large corporations, which regulate algorithms and influence platform policies, raises sharp questions about the potential biases and imbalances inherent in the visual narratives shared on Instagram

(Gilrane et al, 2019). This requires a critical examination of the structural dynamics underlying these platforms and their potential impact on images and perceptions of gender equality. The proposed research aims to conduct an in-depth analysis, exploring the psychological nuances underlying visual communication on Instagram in relation to the promotion of gender equality. By uncovering the complexities associated with Instagram's visual narrative, this research aims to contribute valuable insights that go beyond contemporary discourse on the impact of social media.

METHODS

This research employs a qualitative approach, utilizing a literature study method to comprehensively investigate the psychological dimensions of visual communication on the Instagram platform, specifically in the context of supporting Sustainable Development Goals (SDGs) number 5 for gender equality empowerment. The qualitative approach is chosen to facilitate an in-depth exploration of social phenomena, focusing on the intricate interplay between Instagram's visual communication dynamics and its role in advancing SDGs 5. This method enables a nuanced understanding of the psychological nuances embedded in the visual content disseminated on Instagram. The research data comprises a meticulous examination of literature pertaining to key concepts in media communication, gender equality, and SDGs 5, along with an emphasis on the application and utilization of Instagram as a social media platform. This dataset is sourced from credible, up-to-date literature such as books, journals, articles, and reports that align with the research's thematic scope. The data collection process involves a systematic search, tracing, and selection of pertinent sources (Cresswell, 2014).

Subsequently, the collected data undergoes a comprehensive review, summarization, and categorization based on predetermined themes. The theoretical framework, integrating concepts from media communication, gender equality, and SDGs 5, serves as the foundation for the subsequent data analysis. This analysis entails a meticulous comparison, connection, and synthesis of findings derived from the reviewed literature. The outcomes of the data analysis are presented in a descriptive narrative complemented by pertinent quotes, tables, graphs, or images (Neuman, 2013). Additionally, the findings are accompanied by a thorough discussion that incorporates arguments, criticisms, and suggestions directly related to the role of Instagram in supporting SDGs 5 for gender equality empowerment. This research aspires to contribute significantly to the advancement of communication science, particularly within the realm of communication media for gender equality, and intends to offer valuable insights for practitioners, activists, and users of Instagram who are invested in addressing gender-related issues.

RESULTS

The findings of this research underscore the important role of Instagram as a multifaceted platform in advancing the Sustainable Development Goals (SDGs), especially SDGs 5, which focuses on achieving gender equality and empowering women and girls. The framework used in this research aims to interpret and evaluate Instagram's contribution to achieving specific targets in SDGs 5, namely 5.1 (end all forms of discrimination against women and girls), 5.5 (ensure women's full and effective participation and equal opportunities in leadership), and 5.B (increasing the use of technology necessary to empower women and girls). The research results show that Instagram plays an important role in supporting SDGs 5 goals by becoming a medium for disseminating information, education, advocacy, inspiration and collaboration

regarding gender issues and women's rights.   The use of strong and emotional images and videos on the Instagram platform can increase awareness and empathy for gender issues. Visuals on Instagram that depict women's real experiences, whether in the form of personal stories, documentation of daily life, or advocacy campaigns, have great potential to move audience emotions and actions.

Well-designed infographics and illustrations can make it easier to convey complex information about gender equality and women's rights. By simplifying data and facts into an easy-to-understand visual format, messages can be received more effectively and quickly by a wider audience. The use of colors, typography, and attractive designs also play an important role in attracting attention and influencing public perception. Strategic and consistent use of hashtags also helps in building online communities that care about gender issues. Campaigns such as #MeToo, #HeForShe and #TimesUp have shown how powerful visuals and stories, posted consistently with relevant hashtags, can garner global support and drive real social change to advance the goals of gender equality and women's empowerment as well as girls in accordance with SDGs target 5.

Instagram as a Medium for Information

The research findings highlight the pivotal role of Instagram as a medium for information dissemination, offering a convenient and effective platform for accessing relevant, accurate, and up-to-date information about Sustainable Development Goals (SDGs), with a particular focus on SDGs 5. This Goals specifically addresses the imperative to achieve gender equality and empower women and girls. Notably, Instagram serves as a dynamic conduit for sharing diverse content, including data, facts, news, reports, and other sources aimed at augmenting public knowledge and awareness regarding the significance of gender equality and the empowerment of women and children. Illustratively, the @unwomen account, the official Instagram representation of UN Women-an influential United Nations agency dedicated to promoting gender equality and women's empowerment globally-exemplifies how Instagram can be utilized as a powerful information channel. This account consistently publishes content covering various gender-related issues, such as gender-based violence, political and economic equality, reproductive rights, and global campaigns supporting SDGs 5.
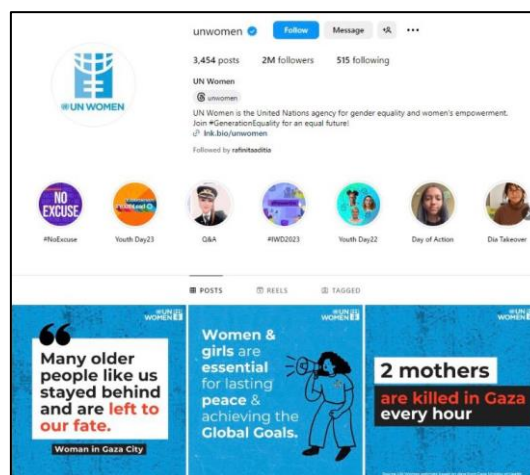

Image 1. View of the Instagram profile @unwomen

Additionally, the @theglobalgoals account, representing the official initiative of Global Goals, leverages Instagram to disseminate information related to SDGs 5. This includes statistics, infographics, videos, and inspiring stories that vividly portray the progress and challenges in achieving gender equality and empowering women and girls.

Image 2. View of the Instagram profile @theglobalgoals

The use of Instagram as an information medium has emerged as a valuable strategy, allowing people to obtain the information they need to understand and support SDGs 5 easily and quickly. The visual nature of the platform increases engagement and facilitates a quicker and more impactful connection with the content. The analysis presented in this research not only explores informational aspects but digs deeper into the psychological dimensions of visual communication on Instagram. Visual content is a critical element that not only conveys information but also has transformative potential. The research findings confirm that visual content on Instagram is not just a representation, but a catalyst that plays a central role in shaping a collective mindset that actively supports women's empowerment and achieving Sustainable Development Goals 5 (SDGs 5).

Instagram as a Medium for Education

Instagram as an educational medium, offering a dynamic platform for the provision and acquisition of high-quality, equitable, and lifelong education in the context of Sustainable Development Goals (SDGs), particularly focusing on SDGs 5. This Goals emphasizes achieving gender equality and empowering women and girls, and Instagram emerges as a potent channel for disseminating educational materials, curriculum, methods, and learning resources that enhance people's competence and skills in addressing gender-related issues. Examining specific Instagram accounts as examples, @theguiltyfeminist stands out as an official representation of The Guilty Feminist podcast. This account employs a unique approach by discussing feminism in a humorous, honest, and inclusive manner. @theguiltyfeminist frequently shares educational material about feminism, encompassing concepts, historical insights, images, and contemporary issues related to feminism. The account goes beyond mere content-sharing by organizing events, discussions, and workshops, providing a tangible platform for individuals interested in feminism to actively engage and learn.
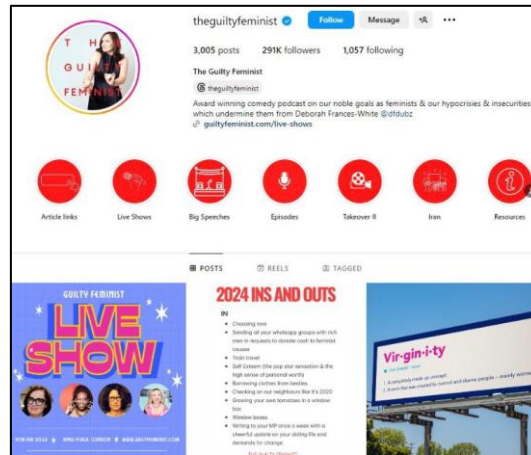
Image 3. View of the Instagram profile @theguiltyfeminist

Similarly, the @girlrising account, affiliated with the global movement Girl Rising, utilizes Instagram as a platform to share educational material specifically focused on girls' education. This includes facts, challenges, solutions, and the far-reaching impacts of educating girls. In addition to informational content, @girlrising provides films, books, and other learning resources that serve as educational media, enriching the audience's understanding of the importance of girls' education.

Image 4. View of the Instagram profile @girlrising

Instagram as an educational medium is highlighted in this research as a means for people to easily and flexibly access quality education tailored to their needs regarding SDGs 5. The visual nature of Instagram, coupled with its accessibility and interactive features, contributes to more engaging interactions. and personalized educational experiences. Educational content presented via Instagram influences perceptions, attitudes and behavior regarding gender equality. Instagram's capacity to facilitate dynamic and interactive educational experiences contributes significantly to building a more informed and empowered community dedicated to advancing SDGs 5. These findings provide valuable insight into the ongoing discourse on the intersection between psychological processes, visual communication, and education in the world of education, when Instagram users see visually what an account posts, their psychology will be inspired to want to enable women and children to get a good education in order to create gender equality.

Instagram as a Medium for Advocacy

The crucial role of Instagram as an advocacy medium, providing a platform for individuals and organizations to vocalize and heed community aspirations, demands, or solutions related to gender issues and the rights of women and girls. Examining specific Instagram accounts as exemplars, the @malala account serves as the official representation of Malala Yousafzai, an esteemed education activist and Nobel Peace Prize recipient. Malala gained international recognition for her courageous struggle against the Taliban's prohibition of girls attending school in Pakistan. The @malala account frequently shares advocacy content on gender issues, particularly girls' education, featuring stories, opinions, and invitations to join movements that champion the right of girls to receive a decent education.
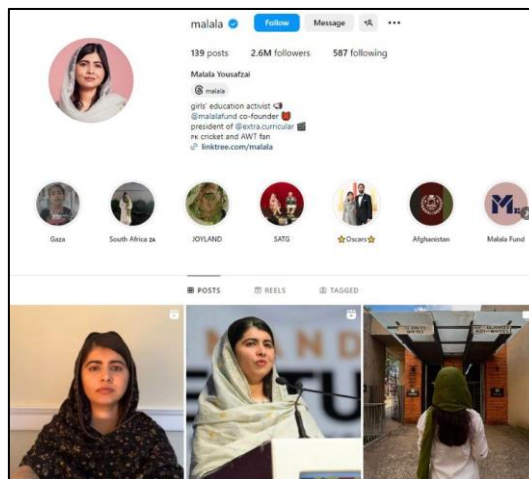

Image 5. View of the Instagram profile @malala

Similarly, the @heforshe account, affiliated with the HeForShe global solidarity campaign, invites men and boys to actively support gender equality and women's empowerment.
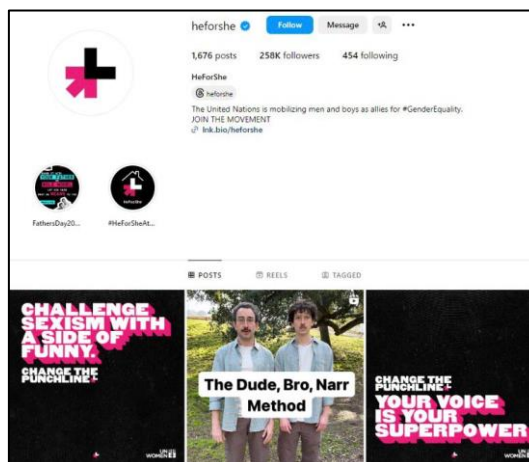

Image 6. View of the Instagram profile @heforshe

Account @heforshe consistently posts advocacy content, including testimonials, commitments, and actions from HeForShe supporters representing diverse backgrounds and professions. Image 6, offering a visual representation of the @heforshe profile, illustrates the collective effort to advocate for gender equality. Instagram, as an advocacy medium, facilitates a more accessible and courageous platform for individuals to voice and listen to aspirations, demands and solutions related to SDGs 5. The visual nature of this platform

increases the emotional impact of advocacy efforts, fostering a sense of community. connection and urgency. Advocacy content posted via Instagram is apparently able to influence perceptions, attitudes and behavior regarding gender equality.

Instagram as a Medium for Inspiration

Instagram as a medium of inspiration, providing a dynamic platform for the exchange of motivation, encouragement, and exemplary stories within the community, particularly concerning gender issues and the rights of women and girls. Examining specific Instagram accounts as illustrative examples, the @michelleobama account stands as the official representation of Michelle Obama, the former First Lady of the United States renowned for her contributions in the realms of education, health, and women's empowerment. The @michelleobama account consistently shares inspirational content about women, featuring stories, profiles, achievements, and tips from remarkable women who have successfully pursued their dreams across diverse fields.

Image 7. View of the Instagram profile @michelleobama

Similarly, the @emmawatson account, representing actress, model, and activist Emma Watson, known for her role as Hermione Granger in the Harry Potter film series and as a HeForShe ambassador, serves as another exemplary source of inspiration on Instagram.
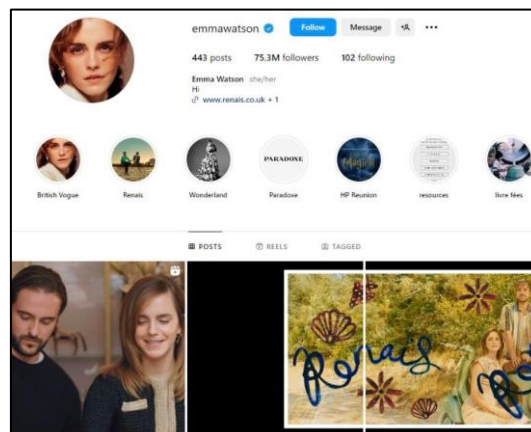

Image 8. View of the Instagram profile @emmawatson

The research not only explores the inspirational aspect but also delves into the psychological dimensions of visual communication on Instagram. Understanding how inspirational content influences perceptions, attitudes, and behaviors related to gender equality is integral. Instagram's capacity to serve as a catalyst for positive change and empowerment is highlighted, contributing valuable insights to the ongoing discourse on the intersection of psychological processes, visual communication, and inspiration in the context of sustainable development goals. The platform's role in motivating individuals to emulate and contribute to the advancement of SDGs 5 further emphasizes its potential as a transformative force in shaping a more equitable and inclusive world.

Instagram as a Medium for Collaboration

The research findings underscore the instrumental role of Instagram as a collaborative medium, serving as a platform to provide and obtain support, cooperation, and community partnerships pertaining to gender issues and the rights of women and girls. This is exemplified by the @globalfundwomen account, the official representation of the Global Fund for Women, a non-profit organization dedicated to providing funding, networks, and support for women's organizations championing women's human rights worldwide.
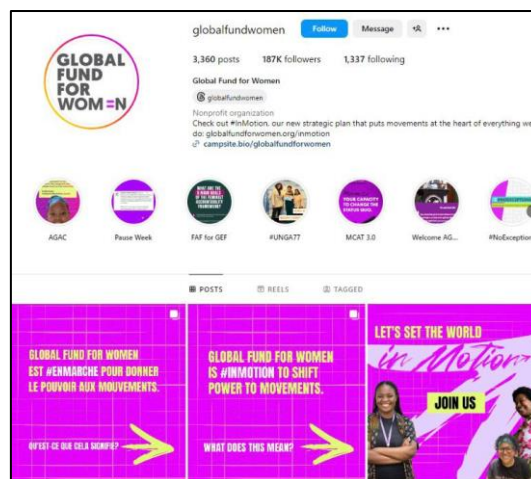

Image 9. View of the Instagram profile @globalfundwomen

Account @globalfundwomen consistently shares collaborative efforts on gender issues, including programs, activities, and impactful results achieved by the Global Fund for Women's partners in promoting gender equality and women's empowerment across diverse countries. Instagram emerges as an effective and inspiring medium for advancing gender issues and the rights of women and girls on a global scale. Leveraging its visual features, such as photos and videos, Instagram provides human rights advocates and women's activists with a compelling platform to convey messages that resonate broadly. The platform facilitates the easy dissemination and access of gender equality campaigns, educational content on women's issues, and expressions of support for women's rights to millions of users worldwide. Moreover, Instagram creates a space for women and girls to share their personal experiences, strengthen solidarity within communities, and foster open dialogue. Through the utilization of hashtags and collaboration features, Instagram becomes a nexus for diverse initiatives dedicated to promoting equality and empowering women.

Instagram possesses the potential to shape public opinion and drive positive social change in the realm of gender issues. The combination of educational content, inspirational narratives, and awareness campaigns

on the platform can contribute significantly to altering societal perceptions and fostering a more inclusive world. The active engagement and support from the Instagram user community further enhance its potential as a powerful tool in addressing gender inequality and advocating for the rights of women and girls globally. Instagram, through its collaborative features, emerges as a catalyst for positive social change, contributing to the broader discourse on the intersection of psychological processes, visual communication, and collaborative activism in the context of gender equality.

Discussion

A comprehensive exploration of Instagram's diverse roles in advancing the Sustainable Development Goals (SDGs), particularly focusing on SDGs 5 for gender equality and empowerment, reveals diverse and impactful engagement with the platform. The findings of this research explain the important contribution of Instagram in various dimensions, emphasizing the importance of Instagram as a medium for disseminating information, education, advocacy, inspiration and collaboration regarding gender issues and women's rights. The effectiveness of Instagram as a medium for information dissemination is emphasized through the lens of SDGs 5. The platform has emerged as a dynamic channel for sharing relevant, accurate and up-to-date information on gender equality, drawing attention to the importance of ending all forms of gender equality discrimination against women and girls (SDGs 5.1). Well-known Instagram accounts such as @unwomen, the official UN Women representative, and @theglobalgoals, the Global Goals initiative account, provide examples of how Instagram can be leveraged to disseminate important data, news and reports on gender-based issues. This finding is in line with research from Sheldon, P., & Bryant, K. (2016) which confirms that the visual nature of Instagram is able to increase the accessibility and impact of information thereby contributing to wider public knowledge and awareness regarding the importance of gender equality and the empowerment of women and children.

The role of the Instagram platform as an educational medium is explained through examples such as @theguiltyfeminist and @girlrising, which show how Instagram provides a dynamic space for the provision and acquisition of high-quality, equitable and lifelong education related to SDGs 5. This dimension of Instagram's impact is aligned with the Goals of achieving equality gender and empowering women and girls by increasing competencies and skills (Young et al, 2019). Instagram's visual and interactive features strengthen engagement with educational content, providing a flexible and accessible platform tailored to users' diverse needs (Alhabash, S., & Ma, 2017). The psychological dimensions of visual communication on Instagram are explored, emphasizing how educational content influences perceptions, attitudes and behavior regarding gender equality, thereby contributing to a more informed and empowered community dedicated to SDGs 5.

Instagram is put forward by accounts such as @malala and @heforshe, which illustrate how this platform functions as a powerful medium for voicing and paying attention to community aspirations, demands and solutions regarding gender issues. This is in line with the focus of SDGs 5, which emphasizes the need for global support in fighting gender inequality (Michelmore, K., & Sassler, 2016). The visual nature of Instagram adds an engaging dimension to advocacy efforts, fostering a sense of connectedness and urgency. This research deepens the analysis by exploring the psychological dimensions of visual communication, recognizing the important role of Instagram in influencing attitudes and behavior regarding gender equality advocacy. The capacity of these platforms to serve as catalysts for social change and empowerment is

highlighted, contributing valuable insights to the intersectional discourse between psychological processes, visual communication and advocacy within the SDGs framework.

The inspirational aspects of Instagram are explored through accounts such as @michelleobama and @emmawatson, who show how the platform functions as a medium for exchanging motivation, encouragement, and exemplary stories related to gender issues. This is in line with SDGs 5's Goals to empower women and girls by providing a dynamic platform to showcase women's journeys and achievements in various fields (Puspitawati, 2013). This research emphasizes the transformative potential of Instagram in shaping a collective mindset that actively supports and advocates for gender equality. The psychological dimensions of visual communication are further explained, underscoring Instagram's role in motivating individuals to contribute to progress on SDGs 5 and foster a more just and inclusive world. Finally, the collaborative nature of Instagram is examined through the example of @globalfundwomen which illustrates how the platform provides a space for support, cooperation and community partnerships on gender issues. This collaborative dimension is aligned with the interconnected goals of SDGs 5, which emphasize the need for collective action to achieve gender equality and empower women and girls. Instagram's visual features, such as photos and videos, facilitate easy dissemination and access to collaborative efforts, contributing to the global conversation regarding the promotion of equality and women's empowerment.

This research makes a valuable contribution to understanding Instagram's multifaceted role in supporting SDGs 5, combining insights from multiple dimensions and emphasizing the psychological aspects of visual communication. These findings go beyond conventional paradigms, connecting with previous research and offering a deeper perspective on how these visual platforms can be effective tools for positive change towards gender equality and empowerment. In line with previous research conducted by Lomborg, S., & Bechmann, A (2014) on the effectiveness of Instagram social media, this research further deepens our understanding of how Instagram, as a visual platform, can psychologically influence perceptions, attitudes and related behavior gender issues. Although previous research (Madera et al, 2019) has highlighted the influence of social media on people's awareness of social issues, this research enriches the literature by specifically focusing on the psychological dimensions of visual communication on Instagram. This is becoming increasingly relevant in an era where visual elements play an important role in shaping people's opinions and perspective.

In the context of information dissemination, Instagram has proven to be an effective and easily accessible channel for conveying data, facts, news and other sources (Hu, Y., Manikonda, L., & Kambhampati, 2014) which increases public knowledge about the importance of gender equality and Women empowerment. These findings are in line with previous research showing that social media, including Instagram, can function as an important agent in conveying impactful and in-depth information to the public (Jenkins et al, 2013). As an educational medium, Instagram provides a dynamic space for the provision and acquisition of high-quality education on gender issues. Although previous research (Kaplan, A. M., & Haenlein, 2010) has highlighted the potential of social media as an effective educational tool, this research takes a more specific approach to Instagram, exploring how visual educational content can shape users' perceptions and knowledge about gender equality. . In the realm of advocacy, Instagram offers an open and brave space for individuals and organizations to voice and listen to aspirations, demands or solutions related to gender issues. This finding is in line with the findings of researchers who focus on gender-related issues as carried out by Huang et al (2020) who emphasize the effective role of social media in advocacy to shape public opinion and mobilize support for gender-related issues. As a source of inspiration, Instagram makes a positive contribution by presenting

motivating and empowering narratives, depicting women's extraordinary journeys and achievements. In the collaborative dimension, Instagram has proven to be an effective platform for giving and receiving support, fostering cooperation, and building community partnerships regarding gender issues. This finding is in line with the concept of collaboration found by Highfield, T & Leaver, T. (2016) which highlights the importance of digital platforms as a strong collaboration tool in achieving common goals.

This research goes beyond conventional paradigms and adds a psychological dimension to the understanding of Instagram's role in supporting SDGs 5. This contribution brings together the research results, connects them to previous findings, and provides an in-depth perspective on how this visual platform can be an effective tool for driving positive change towards gender equality and women's empowerment.

CONCLUSION

From the results of the research and discussion above, it can be concluded that the pivotal role of Instagram in advancing Sustainable Development Goals (SDGs) 5, focusing on gender equality and empowerment. The platform serves as a dynamic medium for information dissemination, education, advocacy, inspiration, and collaboration related to gender issues and women's rights. Aligned with the study's theme, Psychological Review of Visual Communication on the Instagram Platform: Analysis of Support for SDGs-5 Empowerment for Gender Equality, Instagram emerges as an effective and strategic communication tool for promoting SDGs 5 objectives. Instagram significantly contributes to knowledge enhancement, awareness building, and the promotion of competence and skills related to gender equality. It fosters community engagement, motivation, and solidarity, playing a crucial role in empowering women and girls. The platform also excels in showcasing and appreciating the accomplishments of women across diverse fields, influencing societal perceptions through its visual nature. By providing a space for voicing community aspirations and facilitating collaborations, Instagram actively participates in the global conversation on gender equality. In essence, Instagram's multifaceted functionalities make it a transformative force in advancing SDGs 5. Its psychological impact, coupled with the ability to disseminate collaborative efforts globally, positions Instagram as a powerful medium for driving positive social change towards a more equitable and inclusive world.

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