

The Utilization of Instagram Social Media on @Mistakeworld's Media Partners to Spreading News

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ABSTRACT

In the digital era, social media has become the main tool in disseminating information, including in the world of journalism and media partners. This study aims to analyze the use of Instagram by @Mistakeworld media partners in spreading news, especially in the music community in Cirebon. @Mistakeworld itself is an alternative media account to load activities for its members who like pop culture (Skate, Music, Graffiti, fashion etc.) around the Cirebon area. at first mistake world was Illegal Magazine which then changed its name in June 2023. the purpose of the establishment of mistake world was so that people in Cirebon in particular were not too dependent on Mainstream media. Using qualitative methods and New Media theory, this research examines how Instagram features such as Stories, Reels, and Feeds are used to build interactions with audiences. New Media The results show that Instagram is not only an information sharing platform, but also creates close connectivity between media partners, musicians, and their fans. High interactivity through comments, Direct Messages, and other features allow for wider and more responsive news dissemination.

INTRODUCTION

Social media is now an inseparable part of the dissemination of information in the digital era. One of the platforms that is in high demand is Instagram, which attracts the attention of various groups of users. According to Digital Transformation World data in 2019, Instagram is ranked fifth as the social media platform with the largest number of users in the world (Ahmad, 2019). In Indonesia itself, Instagram is in third place with the highest number of active users and is used up to 62 million times per month as a marketing medium (Social, 2019).

The development of this fast-paced digital era has resulted in various social media platforms such as Instagram having become one of the crucial tools in the dissemination of information. For example, on the international Instagram account @what.it.takes.blog which is used to share information related to music that focuses on hardcore music and has a larger following, actively building connections with local and international communities through the promotion of music releases and live performance documentation. In Indonesia, similar accounts have also begun to be created and it is no exception in Cirebon City. Where Cirebon is known as a city with a strong traditional culture and religious nuances, and has local and religious values that still greatly influence information and entertainment consumption patterns. It is not easy for all cultures to enter this region, but with the ease of information exchange in this digital era, it has begun to shift.



Figure 1. Instagram account screenshot @what.it.takes. Blog

In Indonesia, one of them in the Cirebon area, there are media partner accounts that effectively utilize Instagram in spreading news, namely @Mistakeworld. With the various features offered by Instagram, @Mistakeworld can convey information in real-time and build closer interactions with their audience. The use of Instagram as a medium of news dissemination allows @Mistakeworld to present content that is more interesting and accessible to users, thereby increasing engagement and response from the audience (Smith, 2020).

Through Instagram, @Mistakeworld presents music, fashion, skateboarding, and other pop culture content that has received an enthusiastic response from the young generation of Cirebon. The high interest in music releases, concerts, and creative discussions indicates the emergence of new dynamics in the way people interpret their cultural identity. This phenomenon is interesting to study because it reflects social changes in a society that was previously more conservative. Therefore, it is important to analyze how Instagram is used by @Mistakeworld in building audience engagement, as well as its impact on the social and cultural structure in urban cities like Cirebon.

Research on the use of Instagram as a medium for spreading news has been carried out. For example, a descriptive study on @infobandungraya account shows that Instagram is used effectively in spreading news to the public every day (Lailiyah, 2023). In addition, other research shows that the easy and practical nature of Instagram social media makes it a tool for disseminating information that is easily accessible and accepted by the public (Yunus, Y., 2020).

There is also a context of citizen journalism, Instagram is also used as a platform to support these activities. Research shows that conventional mass media is greatly helped by the results of citizen journalism coverage disseminated through Instagram (Shanaz, N. V., 2021). This shows that Instagram is not only used by official media, but also by individuals or communities in disseminating information and news.

Similar research on media partners has been researched by many researchers before, but on average, media partner research by researchers usually only focuses on how to use the social media features used. While the research that will be used focuses more on the process of disseminating news. So, this study aims to analyze how @Mistakeworld utilize Instagram features in disseminating news, as well as their impact on audience engagement and response. It is hoped that the results of this research can contribute to understanding the role of Instagram as a media for disseminating news and effective strategies in utilizing it.

LITERATURE REVIEW

Media Partner or Media Relations have the same meaning, both of which play an important role in public relations activities. Public relations, according to Ruslan & Rosady (2007), is an activity that aims to manage communication between an organization and its public, by planning and trying to build and maintain mutual understanding. Media relations is one of the activities in the field of public relations or public relations that focuses on establishing good relations with the mass media to obtain optimal and balanced publications (Wardhani, 2008). Yosol Iriantara emphasized that maintaining good relations with the media is very important in supporting public relations activities. In fact, in many organizations, the success of public relations is often measured by the number of news published in the mass media. Although media relations is only one aspect of public relations, its role can be very strategic and effective. When a message is not only received but also considered significant by the local media, this becomes an important step in achieving the success of the public relations program (Iriantara, 2005).

New Media according to Nina Jablonski in her article "Understanding the Evolution of New Media Platforms" published in the *Global Media Journal* (Jablonski, 2019) states that new media is a digital-based platform that has developed rapidly in recent decades, including social media, cloud-based applications, and other communication tools. He emphasized that the main characteristic of new media is its ability to bring together various communication functions in a single platform, such as text, voice, image, and video communication. While according to James E. Katz and Ronald E. Rice in their book published in 2019, "The Digital Media Revolution: Impact on Communication and Society", defines new media as any form of communication supported by internet technology and digital applications. They emphasized that new media allows users to interact directly with the media as well as collaborate with other users in creating content and sharing information. Their concept focuses on the huge influence of new media on the way people communicate, work, and interact socially.

In the terminology of new media there are several concepts that bring about the birth of media, there are six concepts in new media or New Media, the first is new media as Digital Media where new media refers to digital technology-based media, which includes content and platforms that can be accessed through the internet and digital devices such as computers, smartphones, and tablets. This concept of digital media focuses on how digital technology has changed the way we access, produce, and share information. New media involves previously separate forms of communication (such as text, images, videos) in a more integrated format, facilitating direct interaction between users and content (Suryanto, A. 2018).; while the second is interactivity in new media where interactivity is one of the main characteristics that distinguish new media from traditional media. In new media, audiences not only receive information, but can also actively participate in the communication process. Audiences can provide feedback through comments, content sharing, or even create their own content. This creates a more dynamic two-way relationship between the sender and the recipient of the message (Mulyana, 2018).

The third new media concept, Media Convergence, is a concept that describes the integration of various forms of media and communication technology in one platform or device. With the existence of new media, various communication functions (such as text, images, video, and voice) can be brought together in one digital platform. This allows users to access content from various forms of media in a more practical and integrated way (Putra, 2018); The fourth concept is User-Generated Content (UGC) where content is created by users (not professionals or media organizations), which is now very dominant in new media. Platforms like YouTube, Instagram, and Twitter allow individuals to create, share, and distribute their own content. UGC changes the relationship between media and audience, where audiences can also play the role of content producers (Sari, N., & Fitriani, 2018).; The fifth concept, namely Multimedia, is the use of various forms of media, such as text, images, sound, and video, in one platform to convey information. In new media, multimediality allows for a more dynamic and interesting presentation of information, which does not only

depend on text or images, but can also include other multimedia elements (Yudistira, A., & Kesuma, 2018); and the sixth concept is Information Democratization refers to more equitable access to information in the digital era. With new media, the process of distributing information becomes more open and not centralized to large institutions or organizations. Anyone can access, produce, and disseminate information without geographical restrictions, which provides opportunities for individuals or small groups to share their perspectives (Ahmad, F, 2018); while the last concept is Instantaneity and Speed of Dissemination where instantaneity refers to the ability of new media to disseminate information instantly and in real-time. In the era of new media, users can access and share information in seconds. Platforms such as Twitter and WhatsApp allow information or news to spread quickly, creating new dynamics in the world of communication (Fadli, M., & Cahyani, 2018).

New media certainly has differences from conventional media such as radio, television, print media, and other types of mass media. One of the new forms of media that is considered the most important information tool of the future is the internet. The Internet has the ability to create, store, and receive messages (Ramírez Sánchez, 2013). Unlike traditional media that is usually owned by an organization, the internet is a globally connected network of computers that operate on the basis of a mutually determined program agreement.

Social media, also known as social networks, is a part of new media. The platform is internet-based and allows its users to share information, opinions, experiences, and personal views. Social media comes in many forms, such as community-based apps like YouTube, social networking platforms like Instagram, Twitter, and Facebook, blogs like Tumblr, and collaborative projects like Wikipedia. All of these platforms contain content that is created, updated, and managed independently by users, so that it can be accessed by others for free and on a voluntary basis.

The term "new media" is used to describe the characteristics of media that differ from conventional media that have existed before. Media such as television, radio, magazines, and newspapers are referred to as old media, while internet-based media that is interactive in nature is categorized as new media. However, this term does not mean that the old media disappears and is completely replaced by the new media, but rather simply to highlight the distinctive characteristics that more modern media have (Nabil, 2021).

Instagram was founded by Kevin Systrom and Mike Krieger, launched on October 6, 2010 as a free app for iOS devices. In the beginning, Instagram focused on sharing photos with various filters to improve visual quality. In April 2012, Facebook acquired Instagram for about \$1 billion. After the acquisition, Instagram experienced rapid growth, including the addition of various new features as well as expansion to the Android platform. Today, Instagram is not just a social media, but has become a part of the lifestyle, especially among teenagers who actively use it on a daily basis. The app allows users to take photos, edit them with available digital filters, and share them with their followers. With a variety of creative and interactive features, such as photo and

video sharing, Direct Messages, Live Broadcasts, Instagram Stories, Hashtags, Reels, comments, editing features, and explore, Instagram is a means for its users to communicate, share, and connect with audiences around the world. (Syahrina, A., Fratista, S., Pelangi, A., & Fauzi, 2022).

Some of the key features of Instagram include: (1) Photo and Video Sharing: Users can upload photos and videos, add filters, and share them with their followers; (2) Stories: Launched in August 2016, this feature allows users to share photos and videos that would disappear after 24 hours, and comes with a variety of creative tools such as stickers, text, and filters; (3) Direct Messaging: Allows users to send text messages, photos, and videos privately to other users; (4) IGTV: Launched in June 2018, IGTV allows users to upload long-form videos, up to an hour, designed for longer video content consumption; (5) Reels: Launched in August 2020, Reels allows users to create and discover creative short videos of up to 60 seconds in length, similar to the concept of TikTok; (6) Shopping: This feature allows businesses to tag products in posts and Stories, making it easy for users to shop directly through the app.

@Mistakeworld established in 2021 in April is an Alternative Media to contain activities for its members who like pop culture (Skate, Music, Graffiti, fashion etc.) around the Cirebon area. At first Mistake World was Illegal Magazine which was later renamed in June 2023. The purpose of the establishment of Mistake World is so that people in Cirebon in particular are not too dependent on to the mainstream media.

The @Mistakeworld account currently has more than 2,795 followers on Instagram, with the majority of the younger generation coming from the Cirebon area and its surroundings. This can be seen from the characteristics of content that focuses on local activities such as music concerts, album launches, and creative community activities in Cirebon. In addition, the engagement of followers in the form of comments, participation in events, and other digital interactions shows that this account has managed to build a solid audience community at the local level. Thus, @Mistakeworld not only becomes an alternative media, but also a new representation of the digital communication pattern of the urban community of Cirebon, especially the younger generation.

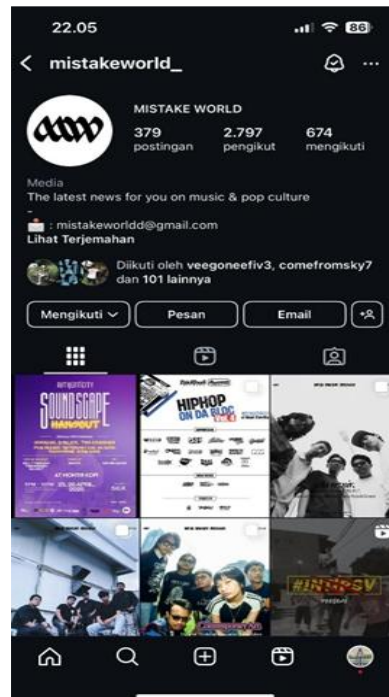


Figure 2. Screenshot of Instagram account @mistakeworld

This research refers to several previous studies that have been conducted by several researchers, including the first research by Muhammad Ikrom Syawali in 2024 with the title "The Utilization of Instagram Social Media in the Media Partner of the GIGS Indonesia Alliance in the Dissemination of Concert News in Jakarta" published in the journal Repository of the National University which discusses how to use Instagram for the dissemination of news by the Media Partner of the Indonesian Gigs Alliance. using a Qualitative method with New Media theory where the results of the study show that the Gigs Indonesia Alliance account utilizes Instagram social media by using all the features on Instagram, namely Instastory, Reels, IGTV, and Instagram feeds which are tools To convey a social media activity by publishing or disseminating information and news through the Instagram feature by facilitating interaction with the public or followers, especially with a certain target audience.

The second research that has been conducted by Sakana Bill Haqi and Imam Syafganti in 2019 with the title "Strategy for Selecting Media Partners and Influencers in the Implementation of the CRAFINA 2019 Exhibition" published in the journal Business Events which discusses strategies in choosing media partners and influencers for promotional activities at the CRAFINA 2019 exhibition. This research uses a qualitative method with a new media theory approach. The results of the study revealed that there are three main factors in the selection of media partners and influencers, namely the exhibition promotion budget, the suitability with the event concept, and the cooperation system with media partners. In addition, the strategy of selecting media partners and influencers in organizing the exhibition involves two important stages, namely planning and implementation.

Third, according to the results of the research contained in a journal written by Adji Kurniawan, Ukon Furkon Sukanda, Rini Hardiyanti published in the 2024 Scientific Journal of Education Forum with the title "The Utilization of Instagram Social Media in Building Personal Branding Band Hardcore Hitrak Lari" using social construction theory using qualitative descriptive research methods. The results of this study show that The use of Instagram social media in building the branding of the hardcore band Tabrak Lari is done by creating closeness with followers and fans, as if they are peers.

Furthermore, the fourth, based on research conducted by A. Rafiq in the journal *Global Komunika* in 2020 entitled "The Impact of Social Media on Social Change in a Society", which uses the theory of the Concept of Social Change with descriptive research methods, it was found that social media plays a role in shaping the dynamics of people's social lives. These changes include shifts in social interactions as well as imbalances in social relationships, including various transformations in social institutions that affect social systems, values, attitudes, and patterns of behavior between groups in society. The positive impacts of these social changes include ease of accessing and disseminating information, as well as broader social and economic benefits. However, there are also negative impacts, such as the formation of social groups based on religion, ethnicity, or certain behavior patterns that sometimes conflict with the prevailing norms. (5). In addition, the research conducted by Angel Millehelena da Jose, published in the 2024 Journal of Education of the Generation of the Archipelago (*JPGenus*) with the title "The Utilization of Digital Technology in Music Branding on Social Media as a Learning Medium", uses digital marketing theory and descriptive qualitative research methods to analyze how digital technology is utilized in music branding strategies on social media.

Based on previous research references, the researcher sees a difference in focus in research that has been conducted by other researchers where previous researchers focus more on the aspects of using social media in the realm of communication, promotion, and social transformation. Muhammad Ikrom Syawali researched the use of Instagram features by the Media Partner of the GIGS Indonesia Alliance in spreading concert news. Sakana Bill Haqi and Imam Syafganti focused their research on the strategy of selecting media partners and influencers in the CRAFINA 2019 exhibition. Adji Kurniawan, Ukon Furkon Sukanda, and Rini Hardiyanti examined the role of Instagram in building the personal branding of the hardcore band "Tabrak Lari". A. Rafiq researched the impact of social media on social change in society. Meanwhile, Angel Millehelena Da Jose discussed the use of digital technology in music branding as a means of learning through social media. while this study focuses specifically on @Mistakeworld media partners and how these accounts use Instagram as the main tool in disseminating news. This study highlights specific strategies @Mistakeworld that may differ from other media partners in disseminating news about music, especially certain communities in Cirebon, and also This study emphasizes the use of specific features on Instagram, such as Stories, Reels, and feeds, used by @Mistakeworld to build audience interaction and engagement because, whereas in previous research some might integrate various social

media platforms (e.g., Facebook, Twitter, and YouTube) without paying special attention to the features and effectiveness of one particular platform.

METHODOLOGY

The location of this research was carried out at Bina Syariah Guest House which is located in Cirebon because Bina Syariah Guest House is the office of @Mistakeworld. The research method used in this study is a qualitative method. In addition, this method also seeks to provide solutions to existing problems and provide relevant and up-to-date information.

Meanwhile, the data collection technique in this study uses the interview method. This method is a method of data collection by conducting direct interaction between researchers (interviewers) and informants (sources) through conversations or questions and answers. The informants in this study consisted of three people, consisting of an admin @Mistakeworld who acted as the main informant, a music connoisseur, and a follower. Where the selection of informants is based on the need for accurate and valid information that can be accounted for through data analysis techniques by examining the validity of the data using the data triangulation method, comparing the data collected through observation and interviews, studied with literature studies and analyzing it using new media theory developed by Pierre Levy, who explained that new media is a theory that discusses the evolution and development of media technology. In this theory, there are two main perspectives, one of which is the view of social interaction, which categorizes media based on its degree of proximity to face-to-face communication as an analysis tool.

RESEARCH RESULT AND DISCUSSION

Based on the results of observations and interviews conducted by researchers on the research on the Utilization of Instagram Social Media on Media Partners @Mistakeworld for News Spread. By referring to the New Media theory put forward by Pierre Levy 1990. In the context of new media theory, especially those influenced by the thought of Pierre Lévy and referred to by Mondry, several important indicators can be identified:

New media allows users to actively interact, not only as receivers of information but also as senders. This creates dynamic two-way communication. (Mondry, 2008). Based on the results of observations and interviews that have been conducted with informants related to the Interactivity indicator, it was found that according to the first informant as the admin of @Mistakeworld, Instagram is very helpful @Mistakeworld in spreading news, because so far Instagram is a platform social media was most used by young people before TikTok became popular. @Mistakeworld facilitate interaction with followers through various interactive and open ways. They actively reply to comments, both positive and negative, creating dynamic two-way communication. In addition, interaction also takes place through direct messages, allowing for a more personalized exchange of information. The poll feature on Instagram Stories is often used to engage followers in discussions or decision-making. Not only limited to the digital realm, @Mistakeworld have also participated in live

discussions at the Cirebon Zine Fest event, where they exchanged ideas about media developments with the community.

@Mistakeworld get feedback in a variety of ways, from commenting and liking uploads to participating directly in the events they are organizing. The presence of followers at events, both free and paid, is also considered a form of appreciation and positive feedback. By enjoying and supporting @Mistakeworld activities, followers not only show their enthusiasm but also strengthen the community that has been formed.

@Mistakeworld involve the community in creating content according to the needs and type of content you want to develop. Community participation can be either direct contributions to published content or involvement in the creative process. So far, the community has played a role in the content as well as in sharing sessions about the creation process, which strengthens the relationship between @Mistakeworld and followers.

This is also supported by the results of interviews with the second and third informants as music connoisseurs and followers who actively interact with music content on social media. Almost every day, they access various content such as video clips, concert trailers, or uploads from their favorite musicians. Social media is a great way to discover new songs, follow trends, and interact with communities that share similar interests.

Music lovers can provide input and get involved in the online music community. Through digital platforms, music connoisseurs can share their opinions on music content and submit suggestions related to upcoming music events. This participation allows interaction with fellow fans and helps the community develop new ideas and create more dynamic discussion spaces.

As followers who actively provide comments or feedback on @Mistakeworld account, Followers have an interesting and useful experience. In addition to sharing opinions, Followers also gain new knowledge about music through discussions in the Instagram comment column. These conversations often open up insights into different genres, song recommendations, and interesting insights around the world of music, strengthening connections with like-minded communities.

Followers have been involved in discussions and collaborations on @Mistakeworld platform, especially in the music community. This discussion is interesting because it allows Followers to exchange views with fellow music connoisseurs, discussing various topics from genres to industry developments. In addition, Followers also participate in events held by @Mistakeworld as a form of collaboration. This experience is valuable because it provides an opportunity to delve deeper into the world of music and expand connections with communities that share similar interests.

New media converts information into digital format, allowing for more efficient storage, distribution, and access. (Mondry, 2008). Based on the results of observations and interviews that have been conducted with reference to the Digitization indicator, it was found that According to the first informant as the admin of @Mistakeworld, this account most often produces and shares content in the form of press releases from bands that have just released singles or albums,

as well as information about their various activities. The content not only provides updates to followers, but also becomes an interesting source of information for the music community who want to keep up with the development of the independent scene. While @Mistakeworld don't use specific technologies or applications in account management, they still utilize a variety of tools to support creativity and quality content production. While there is no structured account management system, technology still plays an important role in maintaining the sustainability and attractiveness of shared material.

In line with the above, according to the second and third informants who are music connoisseurs as well as account followers, in consuming digital music content they utilize various platforms such as Spotify, YouTube, and Bandcamp. In addition, they also use SoundCloud to find songs from independent musicians or more diverse genres. With access to these platforms, they can enjoy music flexibly, whether it's streaming, watching music videos, or exploring new works from artists around the world.

Music connoisseurs prefer video content because it provides an interactive experience and allows them to get to know the speakers better. Through videos, expressions, gestures, and the way information is conveyed can be seen more clearly, making content feel more lively and interesting. However, they are also interested in text content, especially when looking for in-depth information or reading detailed reviews on a topic.

Unlike music connoisseurs, followers prefer Chit-Chat content because it presents direct interaction with musicians, both from bands and soloists. These chat sessions provide a more personal and immersive experience, allowing them to get to know the musicians' journeys in the industry, the inspiration behind their work, and their views on different aspects of the music world. In addition to adding insight, this format also feels relaxed and fun, as if you're talking directly to your favorite musicians.

The content presented by @Mistakeworld has met the expectations of followers. In addition to providing education about music, they also help introduce bands or soloists who are still less exposed. This is a plus for music connoisseurs who want to discover new musicians and understand the industry more deeply. With an informative and interactive approach, @Mistakeworld not only entertains, but also contributes to supporting the development of independent musicians.

New media enable connectivity between individuals and communities globally, facilitating information exchange and collaboration across geographical boundaries. (Mondry, 2008). Based on the results of the research that has been conducted on informants with reference to the Connectivity indicators, the first informant as the admin of @Mistakeworld stated that they still face challenges in connecting musicians and fans at the national level, considering that their reach in Indonesia is still in the development stage. However, in the Greater Cirebon area, the connection between musicians and fans is easier to establish. With a close-knit community and active involvement in the local scene, @Mistakeworld strives to be an effective bridge in strengthening the relationship between musicians and listeners.

@Mistakeworld consider Instagram to be an effective platform for building a music community. Features such as feeds, stories, reels, and direct messages allow for quick and extensive interaction between musicians, fans, and the larger community. In addition, its ability to disseminate information visually and interactively helps @Mistakeworld reach a wider audience and strengthen engagement in the music scene.

The second and third informants are music connoisseurs as well as followers. They actively use social media to find the latest information about music almost every day. Platforms such as Instagram, Twitter, and TikTok are the main sources for keeping up with industry developments, ranging from song releases, popular trends, to the latest news from favorite musicians. Through social media, they can quickly get information and connect with communities that have similar interests.

According to music lovers and followers, media partners @Mistakeworld help them feel more connected to musicians and the music community. This platform acts as a bridge that introduces them to musicians through various events organized. Through the event, they can get to know more about the work and journey of musicians, as well as experience a closer experience with a community that has similar enthusiasm.

Followers are satisfied in accessing music information through @Mistakeworld account. The content presented is always clear and easy to understand, making it easy for anyone to keep up with the music industry. In addition, @Mistakeworld regularly provides updates on the release of songs, albums, and the latest news about musicians and music events. The consistency in presenting relevant information makes this account one of the main sources for gaining new insights into the world of music.

New media creates virtual spaces that allow interaction and experiences that are not limited to the physical world. (Mondry, 2008). Based on the results of observations that have been made on the informant using the Virtuality indicator, it can be explained that according to the first informant as the admin of @Mistakeworld, @Mistakeworld initially did not intend to build a virtual community. They only share activities on a small scale with no intention of expanding their reach. However, over time, the content spreads naturally and attracts more people with similar interests. Without special planning, @Mistakeworld evolves into a space for individuals interested in the world of music and the activities they share.

@Mistakeworld occasionally take advantage of the live streaming feature to interact with Followers. This feature is used to share moments directly or support specific events. As a Media Partner, they also provide live coverage so that the audience can feel the atmosphere of the event in real-time. Although it doesn't have a dedicated discussion forum yet, live streaming is an effective way to connect with the community.

Supporting the results of the observations that have been made previously according to the second and third informants as music connoisseurs and followers, after getting to know @Mistakeworld, they feel that they are really part of the music community. Initially, they followed @Mistakeworld on social media

when they were still named @Illegalmagazine. Over time, after changing their name to @Mistakeworld, this medium became more and more influential in their lives. Not only as a source of inspiration from the band and friends in the community, but also as motivation to form their own band. Through this medium, they find encouragement and opportunity to delve deeper into the world of music, making their journey in this community even more meaningful. The most memorable experience in the online music community was attending the Back from the Dead event. The event was exceptional because it was well attended, creating a festive and energetic atmosphere. Even more special, this event is held for free, giving everyone the opportunity to enjoy local band performances. Opportunities like this are very meaningful because they not only support local musicians, but also strengthen the relationship between music lovers in one community.

Followers have never participated in a virtual event or music discussion on @Mistakeworld's Instagram account. However, seeing their activeness in presenting interesting content about the world of music, followers are interested in participating in future opportunities. These virtual events and discussions can be a place to share insights, get to know musicians more closely, and expand connections with the music community.

Followers are active in @Mistakeworld community, especially in various activities and events held. This participation provides an opportunity to get more involved in the world of music, meet fellow connoisseurs, and support local musicians. Through the events held, they can strengthen relationships with the community, share experiences, and expand their knowledge of the music industry.

New media integrates different forms of media (text, audio, video) into a single platform, allowing for a richer user experience. (Mondry, 2008). Based on the results of observations that have been made on informants on the Convergence indicator, data can be described according to the first informant as the admin of @mistakeworld, @Mistakeworld manage various types of media such as text, images, videos, and audio by compiling interesting content and in accordance with the typical style of @Mistakeworld. In each upload, they try to present information in an aesthetic and engaging, without ignoring clarity and ease of understanding for followers. With this approach, they ensure that each piece of content remains informative, relevant, and enjoyable by the community that follows them.

@Mistakeworld feel that Instagram is quite flexible in displaying the different types of music content @Mistakeworld create. Until now, the platform has been able to accommodate the needs of @Mistakeworld without significant obstacles. With features such as feeds for fixed posts, stories for temporary content, reels for short videos, and Reels for longer videos, Instagram provides ample space for @Mistakeworld to share information, promote music, and interact with their community effectively.

In line with these conditions, according to the second and third informants as music connoisseurs and followers. Music connoisseurs prefer platforms that combine different types of media rather than those that only serve one type of

content. With a combination of formats such as text, audio, and video, the experience of accessing information becomes more dynamic and engaging. Music lovers and followers can watch videos to get clearer visuals, listen to audio on the go, or read articles to find more in-depth information. The diversity of this content makes me more free to enjoy and understand information according to my needs and situations.

The type of content that is most appealing to music lovers when enjoying music online through @Mistakeworld media partners is chit-chat content, such as live interview sessions with bands. This kind of content feels more relaxed and flowing, making it more fun to watch. In addition, through live interviews, I was able to get to know the personal side of the musicians, understand the stories behind their songs, and gain interesting insights into their musical journeys. The chillier atmosphere also makes the viewing experience feel closer and relatable as a music connoisseur.

Followers feel very comfortable in accessing different types of music content on Instagram. The platform not only provides content in the form of feeds or images, but also Reels and Short Videos, which I find more interactive and engaging. I personally enjoy content in short video format more because it provides a more complete experience. Anyone can see, hear, and feel the music presented. For me, literacy comes not only from reading texts, but also from visuals and audio, which makes understanding music more profound and enjoyable.

@Mistakeworld quite varied in presenting the content. They not only provide information about music events, but also present educational content about music, chat sessions with music industry players, and introduce local musicians who have not been exposed much. This diversity of content makes @Mistakeworld account more interesting and useful, not only as a source of information, but also as a forum that supports the development of the music community more broadly.

New media offers flexibility in access and usage, allowing users to customize the media experience according to their needs and preferences. (Mondry, 2008). Based on the results of observations that have been made with reference to the following Flexibility indicators; According to the first informant as an admin, @Mistakeworld ensure that the content can be accessed at any time by keeping the account public without restrictions for non-followers. This allows anyone to enjoy their content in a variety of situations, such as while on public transport, relaxing at home, or before bed. In addition, they also consider the upload time by choosing the right moment, such as when followers have free time or are actively scrolling before going to bed, so that the content is easier to reach and enjoy by the audience.

@Mistakeworld don't implement specific strategies to reach audiences across different time zones, but this is not an obstacle. Thanks to Instagram's latest algorithm that adjusts content based on users' interests, their posts are still more likely to appear in Explore or followers' feeds, regardless of time differences. Thus, their content remains relevant and accessible at any time without the need for special scheduling tailored to a specific time zone.

Berdasarkan hasil wawancara dengan informan kedua dan ketiga selaku penikmat musik serta followers, penikmat musik mengakses konten musik di media sosial cukup sering dalam sehari, mungkin sekitar lima hingga enam kali. Baik itu sekadar melihat update dari musisi favorit, menonton video musik, atau mengeksplorasi konten baru yang muncul di beranda. Media sosial menjadi salah satu cara utama saya untuk tetap terhubung dengan dunia musik, menemukan lagu-lagu baru, serta mengikuti perkembangan tren yang sedang berlangsung. Dengan kemudahan akses ini, menikmati musik dan kontennya menjadi bagian dari rutinitas hariannya.

Music connoisseurs and followers feel that they can get information about music easily through @Mistakeworld. Content updates are made almost daily, including the release of singles, Extended Play, and the band's tour schedule. This really helps them to stay up to date with the development of the music industry. With consistent updates, they can more easily find new musicians, find out the release schedule of songs, and get information about music events that are or will take place.

@Mistakeworld not only presents the latest information, but also makes it easier for its users to access various information about music. For example, they provide a guide to buying concert tickets or gigs, thus helping music lovers gain access to their favorite shows. With clear and informative delivery, @Mistakeworld become a trusted source for followers who want to always follow the development of the music world, because the wider the promotional reach, the greater the income opportunities for their business ventures. By using online media, in addition to reaching the dissemination of information, it can increase the innovation of business people by paying attention to every content and product they market (Dedet Erawati, 2021). Thus, the main strategies identified to increase the capacity of human resources include the creation of quality automation, the improvement of the quality of technical personnel, and the development of service information systems. These measures not only improve operational efficiency but also strengthen the organization's adaptability in the face of rapid technological change. Overall, the study underscores the importance of improving human resources and the application of digital technology in improving the quality of public services. (Siti Khumayah, 2024).

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of observations and interviews, this study reveals that media partners @Mistakeworld successfully utilize Instagram social media as a means of communication and strengthening the independent music community. This is reflected through five indicators of new media theory. First, in terms of interactivity, @Mistakeworld take advantage of the comment, direct message, and poll features to build active two-way communication with their followers. Second, in the aspect of digitization, this account presents information through digital formats such as images, videos, and press releases that are easily accessible and disseminated, as well as utilizing platforms such as Spotify and YouTube. Third, connectivity indicators can be seen from its ability to reach and connect the local music community, especially in the Greater Cirebon area, more

widely and quickly through social media features. Fourth, in terms of virtuality, @Mistakeworld has developed into a digital space that strengthens a sense of attachment to the community through online activities such as live streaming and music discussions. Finally, on the convergence indicator, these accounts combine different forms of text, image, audio, and video media into a single platform to create an engaging and personalized multimedia experience. Thus, Instagram has proven to function not only as a medium for disseminating information, but also as a collaborative and participatory space that supports the dynamic development of independent music communities.

ADVANCED RESEARCH

Building upon these findings, advanced research can explore how the strategic use of Instagram by media partners like @Mistakeworld fosters digital cultural production and participatory community building within independent music ecosystems. Future studies may employ a mixed-methods approach to analyze not only the interactive affordances of the platform but also the algorithmic influence on content visibility, audience engagement patterns, and subcultural identity formation. By integrating perspectives from digital ethnography and media convergence theory, the research can examine how digital platforms mediate power relations, redefine fan-artist dynamics, and enable grassroots cultural movements in peripheral regions like Greater Cirebon. This line of inquiry offers deeper insights into the evolving role of social media as both a technological infrastructure and a cultural arena for the sustainability of local creative industries.

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