



## Utilization of Instagram Social Media as Publication and Information Media at the State Assets and Auction Service Office (KPKNL) Yogyakarta

Jhelisa Mutiara Gusti<sup>1\*</sup>, Kristina Andryani<sup>2</sup>, Dhea Octavia Saputri<sup>3</sup>  
Ilmu Komunikasi dan Multimedia, Universitas Mercu Buana Yogyakarta

**Corresponding Author:** Jhelisa Mutiara Gusti [jhelisamutiara@gmail.com](mailto:jhelisamutiara@gmail.com)

---

### ARTICLE INFO

*Keywords:* Social Media  
Instagram, KPKNL  
Yogyakarta, Information,  
Publication

*Received :* 24, November

*Revised :* 26, December

*Accepted:* 28, January

©2025 Gusti, Andryani, Saputri:

This is an open-access article  
distributed under the terms of the  
[Creative Commons Atribusi 4.0  
Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The formulation of the problem of this research is, how to use Instagram social media as a medium for publication and information at the KPKNL Yogyakarta office. The aim of this research is to determine the use of Instagram social media for publication and information media at KPKNL Yogyakarta. Review of the theory used, namely New Media which uses the concept of The Circular Model of SOME, Regina Lutterll's theory. This research uses a descriptive qualitative research approach with observation, interview and documentation data collection methods. The findings and results of this research are that KPKNL Yogyakarta chose the social media Instagram based on the increasing use of social media and in accordance with the target. Before posting content, a schedule was made.

## **INTRODUCTION**

Technological developments have brought significant changes to almost every aspect of human life. Because people from all over the world need information, entertainment, education, and access to knowledge, access to media has become a very important need. One of them is social media. Social media is a type of online media that operates with the help of web-based technology and changes the way people communicate, participate, share and form networks online to disseminate their own content. Media is one of the important means of communication in modern society. Media is used to disseminate information, ideas and messages to a wide audience. Media has an important role in the communication process because it allows various parties to share information and interact with their audiences.

The social media that is very widely used today is Instagram. Instagram is an internet and technology-based application that is currently very widely used by social media users which allows users to share moments and news on the application. Instagram got one million users after one month of launching the application. Here the researcher focuses on the agency's Instagram account, namely the Yogyakarta KPKNL Instagram account, where this account is used to disseminate media and information, one of which is the Yogyakarta KPKNL agency. This agency provides services and communicates with the community, as well as increasing transparency. Public services provided on social media are using Instagram media, usually related to sharing news, policy updates, important information, and announcements from governments or organizations. This may include information regarding policies, events, regulations, etc.

Before KPKNL's Instagram was managed perfectly, not many people visited its Instagram page and its followers still numbered 2,900 followers, after it was managed and utilized Instagram quite well, its followers increased to more than 3,000. This is why researchers focused on the agency's Instagram account, namely the Yogyakarta KPKNL Instagram account. The researcher chose this agency because on social media, specifically Instagram, there were problems when conducting a pre-survey. The researcher saw that the development of Instagram use was not very significant and not many people had researched this agency.

There are several ways of publishing and using Instagram features that have not been fully utilized, therefore these problems are used for research by researchers. This account is used to disseminate media and information, one of which is the Yogyakarta KPKNL agency. This agency provides services and communicates with the community, as well as increasing transparency. KPKNL's Instagram currently has more than three thousand followers. Here there are lots of various kinds of information and communication sharing from agencies for followers or the general public who want to know information about KPKNL. This agency utilizes Instagram media by posting on feeds, stories and reels. This agency is quite creative and tries to follow the latest updates to provide information with various kinds of photos and videos created as content so that followers on KPKNL Yogyakarta Instagram feel interested and understand the

content of messages, news or meanings that have been uploaded to KPKNL Yogyakarta Instagram.

Government agencies use social media to disseminate information about government programs, regulations, policies and important events to the public. This increases government transparency and makes information more accessible to the public. So, social media makes it easier for government agencies to interact directly with their citizens. They can answer questions, provide customer service, and respond to complaints or comments via social media platforms. This makes it easier for government agencies to use social media to educate the public about various issues, including health, safety and finance. The Instagram public information service is an effort by a government, government agency or organization to communicate with the public through the Instagram social media platform. Therefore, many government institutions and organizations use it as a tool to disseminate public information, one of which is the government agency, the State Assets and Auction Services Office (KPKNL) under the auspices of the Ministry of Finance. This is why researchers conducted research on the use of Instagram social media as a publication and information medium at the Yogyakarta KPKNL office in order to increase understanding of the use of Instagram social media at the Yogyakarta KPKNL office for effective, effective and efficient stakeholders.

## LITERATURE REVIEW

Social media strategy is critical because it provides a channel that connects audiences with similar interests, allowing for dialogue where meaningful relationships can be fostered. Researchers use Regina Luttrell's theory, namely The Circular Model of Some (SoMe Circular Model). In theory there are 4 stages, namely:

### **Share**

This stage is the stage of how the Yogyakarta KPKNL office manages Instagram social media as a medium for publication and dissemination of information as interaction with the public through likes and comments received. The more likes and comments you receive, the more Instagram accounts you have. @kpknyogyakarta reached out to the public. There are several parts of the share that is :

a) *Participate*

I This agency looks at how they involve direct participation in communicating with followers on Instagram @kpknyogyakarta and how they create content, information and posts so that the message is conveyed well.

b) *Connect*

In the share phase, agencies look at how to build relationships with followers on Instagram and how organizations try to get their followers to repost their posts.

c) *Build Trust*

Agencies are required to build trust in their followers on Instagram. After connecting with the audience, then the emergence of trust, where followers believe that the agency can truly be trusted.

b. *Optimize*

This stage shows how the Yogyakarta KPKNL office optimizes the content that will be distributed and interactions with the audience. The part of optimization is as follows:

a) *Listen & learn*

Monitoring, listening, and studying audience discussions about certain topics on Instagram is one way to see this through mentions.

b) *Take part in Authentic*

### ***Conversation***

In this section, agencies must participate in two-way communication, where agencies participate in people's conversations. These conversations are conducted in real-time and allow users to speak, debate, and collaborate with others through a platform that can be accessed, heard, and understood by millions of people.

a. *Manage*

Stages of managing Instagram from disseminating information to creating content. In this section, Instagram @kpknllyogyakarta is well managed, this is proven by their content which contains publication media, information media and even educational media. The parts of management are as follows:

a) *Media Monitoring*

In this section, researchers investigate, supervise, and apply methods to assess relevant developments. Media monitoring is carried out systematically and continuously. In the previous stage, the subject must already know what the public is talking about on Instagram because Luttrel suggests continuing media monitoring activities to better understand the problem.

b) *Quick response*

How to respond to comments sent to Instagram @kpknllyogyakarta is part of the rapid response intended to create a stronger emotional bond with followers, it is very important to act quickly.

c) *Real-time interaction*

In this section, the agency will see how the topic interacts in real time with the audience on Instagram@kpknllyogyakarta to answer questions and increase the interest of other readers. This will also ensure that shared content and information reappears in their feed, or timeline.

## **Engage**

How the KPKNL Yogyakarta office involves Instagram followers and becomes an effective feedback forum. In accordance with Regina Luttrell's explanation in her book entitled *Social Media, Engage: who do we involve and how?*

Does the organization want community members to take action on what we have said? If that's true, what do we expect them to do? While managing engagement strategies is a challenge, organizations can build relationships when they realize the benefits of real engagement and the right relationships.

## **METHODOLOGY**

In this research, the researcher used a qualitative research method. This method is a relevant method. Qualitative research is based on generalized contexts and local phenomena resulting from qualitative research on very large populations. Using data collection methods, including observation, interviews and documentation. Qualitative research methods prioritize very clear and in-depth observations of human behavior and the environment. Therefore, the research carried out aims to analyze, explain and describe the use of Instagram media as a publication media at the Yogyakarta KPKNL office. Qualitative research methods prioritize clearer and deeper observations of human behavior and the environment. Therefore, the research carried out aims to explain, analyze and describe the use of Instagram social media as a publication and information medium at the Yogyakarta KPKNL office.

## **RESEARCH RESULT AND DISCUSSION**

The researcher explains directly the use of Yogyakarta KPKNL Instagram as a publication and information medium using 4 stages of the Model of Some Theory as follows:

### ***Share***

In this stage, Instagram KPKNL Yogyakarta will gain public trust and awareness. Instagram KPKNL Yogyakarta publishes their content or posts with education and achievements that can make the public trust and believe in the content published. At this stage, KPKNL Yogyakarta publishes this content through many processes and stages, namely checking the prepared content. This process is useful for filtering the information presented by the Instagram account. Publication of information via Instagram social media at the KPKNL Yogyakarta agency is divided into several types, namely as follows:

#### **a. Publication Media**

The KPKNL Yogyakarta Instagram account is used by the Yogyakarta government to convey information to the entire community. Various types of communication channels will be used by government institutions or related government agencies that will disseminate policies, programs, news and other information to the Indonesian public.

b. Reels Content

Using the Instagram platform as a platform for reels content can be an effective way to convey information, build community, and interact with a wider audience. KPKNL Yogyakarta.

***Optimize***

The features on Instagram can make it easier to publish content so that the content and information shared is spread more widely. Interacting with comments and messages from followers is also included in the optimization stage. This helps build relationships and increase engagement.

a. Interaction

Interacting with followers through comments on Instagram is a very important strategy for building an active community and increasing engagement, as well as strengthening relationships with the audience.

b. Hastags

The Yogyakarta KPKNL Instagram account often uses hashtags in every content published on their Instagram feeds. Using hashtags is a very effective way to increase engagement and can make agency content discoverable by many Instagram users who are interested in topics and content in certain categories. The hashtag here is always included so that not only KPKNL Yogyakarta can see the post but all related agencies, with this the reach of the KPKNL Yogyakarta agency account will increase and many other people will know what posting activities are from this account so that it can increase the number of followers and likes on KPKNL Yogyakarta Instagram account.

***Manage***

Management stages of how the KPKNL Yogyakarta Instagram account manages social media from disseminating and publishing information to creating content. At this stage, the Yogyakarta KPKNL Instagram account will disseminate as much information as possible but still comply with social media policies and ethics. At this management stage, KPKNL Yogyakarta publishes content, especially government policies and government regulations. Management of content from the KPKNL Yogyakarta Instagram account is obtained from other sources or its own coverage. For other sources, the KPKNL Yogyakarta Instagram account provides sources in images or videos in accordance with the rules and includes sources and for its own coverage, the KPKNL Yogyakarta Instagram account includes coverage of major events in Yogyakarta.

### *Engage*

At this stage it is very important to involve several figures to increase engagement with the Instagram account and help speed up the dissemination of information. In this case, the Yogyakarta KPKNL Instagram account is collaborating with government agencies and other newspapers to obtain more information. The KPKNL Yogyakarta Instagram account collaborates to enable the KPKNL Yogyakarta Instagram account to present a variety of content on the Instagram account. This could include new types of content, different points of view, or unique delivery styles at the Yogyakarta KPKNL agency.

### **CONCLUSIONS AND RECOMMENDATIONS**

The use of Instagram social media is very important in an agency such as the Yogyakarta KPKNL agency, utilizing social media can make the dissemination of information easier to access by keeping up with current developments. Because nowadays people like things that are simple and interesting, with the idea of creating concepts and creating content to disseminate information and publications, it makes it easier for people to find the information they need. Instagram is a social media platform in the social networking category which has the main function of sharing photos, videos and agency content with other users. Instagram is widely used by users from all walks of life, both young and old, this makes this social media widely used as a medium for convey messages and information effectively. Instagram is also used as an alternative by conventional media as a form of digitalization, this is to align with current developments. The use of Instagram social media is currently considered effective in terms of insight and very wide reach. The targeted segmentation by utilizing this media is also right on target for the share group with the majority of followers aged 18-55 years. The success of using Instagram media can be seen from the results of the author's observations and interviews with KPKNL Yogyakarta Law & Information employees. Followers on Instagram can receive information quickly via Instagram compared to conventional radio, newspapers and letters.

The suggestions that researchers can give based on the research results are related to social media content. Increasing the variety of content presented, such as infographics, short videos and interactive content, to attract the interest of a wider audience by paying attention to the quality of the content. In social media, Instagram can use the features provided, such as using the Reels feature to create more creative and interesting content. Conduct live question and answer sessions via the Live Instagram feature to increase interaction with followers and use the Stories feature to provide more up-to-date and personalized information.

### **ADVANCED RESEARCH**

Still conducting further research to find out more about the Utilization of Instagram Social Media as Publication and Information Media at the State Assets and Auction Service Office (KPKNL) Yogyakarta.

## **ACKNOWLEDGMENT**

This section gives you the opportunity to thank your colleagues who provided suggestions for your paper. You can also express your appreciation for the financial assistance you received, in completing this research.

## **REFERENCES**

- Agusta, I. (2003). Teknik pengumpulan dan analisis data kualitatif. Pusat Penelitian SosialEkonomi. Litbang Pertanian, Bogor, 27(10),
- Arif, E., & Roem, E. R. (2019). Pemanfaatan media sosial. Jurnal Ranah Komunikasi(JR K), 3(1),.
- Bambang. 2012. Instagram Handbook Tips Fotografi Ponsel. Jakarta: Media Kita.
- Deddy Mulyana dan Solatun. 2013. Metode Penelitian Komunikasi (Bandung : PTRemaja Rosadakarya). <https://www.djkn.ke menkeu.go.id> diakses pada tanggal 1 April 2024
- Julius, Niko. Data Jumlah Pengguna Instagram di Indonesia 2024. <https://upgraded .id/data-jumlahpenggunaInstagram-diindonesia> diakses pada 18 April 2024
- Khatimah, H. (2018). Posisi dan peran media dalam kehidupan masyarakat. Tasamuh, 16(1).
- Meredith, Jack R. dan Scott M Shafer.2011.Operations Management 4th Editions. New Jersey : John Wiley and Son. Pendekatan kuantitatif,kualitatif,kombinasi, Dan R&D ,454.
- Regina Luttrell, Social Media: How to Engage, Share and Connect (London: Rowman &Littlefield Publishers: 2015).
- Setiadi, A. (2016). Pemanfaatan media sosial untuk efektifitas komunikasi. Cakrawala: Jurnal Humaniora Bina Sarana Informatika, 16(2).
- Sugiyono. 2018. Pendekat an kuantitati f, kualitatif, kombinas i. R&D (Bandung :ALFABETA). [www.djkn.kemenkeu.go.id/kpknlyogyakarta](http://www.djkn.kemenkeu.go.id/kpknlyogyakarta) diakses pada tanggal 24 Maret 2024