



## Utilization of Instagram @kominfodiy as Publication and Information Media for the Department of Communications and Informatics of the Special Region of Yogyakarta

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### ABSTRACT

The study used the Circular Model Of Some theory from Regina Luttrell which explains planning in using social media using 4 stages, namely share, manage, optimize and engage. From the data found, the DIY Communication and Information Office utilizes Instagram features as well as possible by distributing quality information and educational content, approaching followers in a responsive and responsive manner and having transparency to the community, approaching followers with the call "lurr ", packaging content according to the target audience and collaborating with other agencies. The use of Instagram @kominfodiy in publication and information media is indeed good and optimal, although there are still shortcomings, namely the production of too much content, resulting in less than optimal content.

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## **INTRODUCTION**

Social media is the latest development of new internet-based web technologies that make it easy for everyone to communicate, participate, share and form a network online, so they can spread their own content. Posts on blogs, twitter, youtube can be produced and can be viewed directly by millions of people for free. Media is one of the important means of communication in modern society. Media is used to spread 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 audience.

Social media is a media platform that focuses on the existence of users that facilitates them in their activities or collaborations. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. Social media is one form of media that has a significant role as a source of information in modern society. Social media allows individuals and organizations to quickly spread news and information to their audiences. Various platforms such as Twitter, Facebook, Instagram, and LinkedIn are used to share the latest news, either in the form of text, images, or videos. In this case, social media allows information to be shared in real time. When a news event occurs, someone can immediately provide information about it so that the public can get new news quickly.

Instagram public information service is an effort by a government, agency or government organization to communicate with the public through the Instagram social media platform. Instagram is a very popular social network used by millions of people around the world. Therefore, many government agencies and organizations use it as a tool to disseminate public information, communicate with the public, and increase transparency. Public services provided on Instagram social media are usually related to sharing news, policy updates, important information, and announcements from the government or organization. This may include information about policies, events, regulations, etc. In addition, Instagram can be used for educational and awareness campaigns related to various issues, such as health education, the environment, security, or other things that are relevant to the community and communicating and providing accurate and reliable information so that their messages are received by the public and measuring the impact of the information they spread.

## **LITERATURE REVIEW**

Social media strategy is very important because it provides a channel that connects audiences with similar interests, allowing for dialogue where meaningful relationships can be built. Researchers use the theory of Regina Luttrell, namely The Circular Model of Some (SoMe Circular Model) in theory 6 there are 4 stages, namely Share, Optimize, Manage and Engage.

## METHODOLOGY

Researchers think about the problem being investigated and apply the Qualitative Paradigm which emphasizes understanding and explaining human behavior in a deeper and more comprehensive way. This paradigm uses Interview, observation and documentation methods in data collection. By using the type of research, namely Descriptive Research. Descriptive qualitative also differs in the way it treats theory, which is more influenced by deductive-quantitative views. The main purpose of descriptive research is to provide an accurate picture of the phenomenon being studied. In this study, the researcher conducted an observation. This study aims to collect accurate descriptive data about the behavior, interaction, or situation being observed. The main purpose of the descriptive method in research is to describe, identify, or measure a phenomenon or object of research objectively and systematically. The descriptive method aims to provide an accurate and detailed picture of the characteristics of the subject or phenomenon being studied. In this study, the researcher conducted an observation. This study aims to collect accurate descriptive data about the behavior, interaction, or situation being observed. The main purpose of the descriptive method in research is to describe, identify, or measure a phenomenon or object of research objectively and systematically. The descriptive method aims to provide an accurate and detailed description of the characteristics of the subject or phenomenon being studied.

## RESEARCH RESULT AND DISCUSSION

The researcher directly describes the use of Instagram @kominfodiy as a publication and information media in the period August 2023-December 2023 using 4 stages of the Model Of Some Theory as follows:

a. Share

At this stage, the content shared must be in accordance with the target and purpose of the information being disseminated. So it is very important to build trust so that public awareness of the content shared will be built. At this stage, @kominfodiy distributes this content through many processes, namely checking the prepared content, this process is to filter the information presented by the DIY Diskominfo appropriately and get satisfaction from followers. In terms of gaining public trust and awareness, @kominfoDIY distributes their content with achievements and education that makes the public believe in the content provided. Like the content in the image above, Diskominfo uploads the achievements obtained by the DIY Regional Government during November. This content can build and trust the public. And other educational content that is packaged in a modern way because the followers of @kominfoDIY are on average school age to productive age. As the resource person said: *"From the planning stage, because the task is related to public information and communication, so general information that is directly and automatically related to the community comes from government policies, so that is the main topic that is used as the main content to convey messages - government programs, policies or achievements that have been made by the government to the community. After that, we schedule it and think about what else is important and interesting, then*

*it is produced and then distributed, as for the distribution process. So in our planning, the main thing is the government program or policy, then those related to the service, general information and entertainment ."*

- b. Optimize In optimizing publication and information media, @kominfodiy uses Instagram features as well as possible such as feeds, stories, reels and highlights. As said by the resource person, Mrs. Rini Rindawati, in order for Instagram social media to be optimal in its publication media, DIY Communication and Information Service in terms of content production is directly handled by the right experts. To interact with comments and messages from followers, DIY Communication and Information Service has its own approach such as calling @kominfodiy followers with the nickname lurr. This aims to ensure that followers always remember the @kominfodiy Instagram account with all its characteristics. As said by the resource person:

*" How to get valid sources of information, we automatically have to look for information from related agencies, and for example, from the media, the media must be verified, but we prioritize those from agencies, for example, we often take from ministries or whatever, but it is indeed a direct agency. In addition, if it is to optimize the production process, here the ones who manage it are the TA (expert) friends, so how do they process the information that must be made and disseminated which is also assisted by intern friends. In our opinion, it is quite optimal because the information that must be disseminated is indeed a lot, so there is ."*

- c. Manage

This stage is the management stage of how the @kominfodiy account manages social media from disseminating information to creating content. At this stage, the DIY Communication and Information Service will disseminate as much information as possible but still with social media policies and ethics. At this management stage, the DIY Communication and Information Service disseminates content, especially government policies, government regulations, and education that is packaged in an entertaining way. In addition to creating its own content, the DIY Communication and Information Service often looks for other Instagram sources such as in the picture above, @kominfodiy provides health education and takes sources from Instagram @kemenkes\_ri. In addition to @kemenkes\_ri, the DIY Communication and Information Service often looks for other sources to be used as content according to the information provided such as @bijakbersosmed, @humasjogja, @kpudiy and so on. The management of this Instagram account also has long stages. As the resource person Rini Rindawati said.

*"The distribution process starts from the beginning, namely content analysis. From the planning stage, because the task is related to public information and communication, so general information that is directly and automatically related to the community comes from government policies, so that is the main topic that is used as the main content to convey messages about government programs, policies or achievements that have been made by the government to the community. After that, we schedule it and think about what else is important and*

*interesting, then it is produced and then distributed, as for the distribution process. So in our planning, the main thing is the government program or policy, then those related to the service, general information and entertainment ."*

d. Engage

In this stage, it is important to involve several figures to increase engagement on Instagram accounts and help accelerate the spread of information. In this case, the Instagram account @kominfodiy collaborated with government agencies, as well as other newspapers to get more information. The engagement carried out by Diskominfo DIY was by tagging each other's related Instagram accounts. As the source said

*" Collaboration is also quite effective, for example, we collaborate with culture, for example, they comment, we join in and so on, lastly, in the past, it was called block blocking, well, we also left comments on other related accounts, for example, asking, min, how do we tag, so that it is noticed, there is a DIY Kominfo account. In addition to agencies with online media, such as Kumparan"*

## CONCLUSIONS AND RECOMMENDATIONS

Media as a broadcast of information allows an agency to disseminate news, education and information to all levels of society. Media as a social interaction tool also changes the pattern of community communication in the exchange of information, one of the broadcasts of information used is educational information. Educational information through this media includes educational programs on television, learning websites, and other educational content that helps individuals to gain new knowledge and skills. Related to improving public information services in the field of public information and communication. The Yogyakarta Special Region Communication and Informatics Office uses social media in providing information and interacting with the community such as responding to questions, comments, and input from residents so as to create a sense of involvement and indicate transparency. The conclusions that the author managed to get from the use of Instagram social media @kominfodiy are share, manage, optimize and engage. In terms of sharing, @kominfodiy distributes this content through many processes, namely checking the prepared content, this process is to filter the information presented by the DIY Communication and Information Office appropriately and get satisfaction from followers. To optimize, @kominfodiy uses all the features available on Instagram so that the information uploaded can be widely distributed. To manage, Diskominfo DIY distributes content, especially government policies, government regulations, and education that is packaged in an entertaining way. In addition, @kominfoDIY often covers activities to be used as content for their publications. These publication activities include events in the city of Yogyakarta such as the Election Declaration, inter-agency meetings and so on. In terms of engagement, the Instagram account @kominfodiy collaborates with government agencies, as well as other newspapers to get more information.

## ADVANCED RESEARCH

Still conducting further research to find out more about the Utilization of Instagram @kominfodiy as Publication and Information Media for the Department of Communications and Informatics of the Special Region of Yogyakarta.

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