

## MANAGER OF INSTAGRAM AS A MEANS OF INFORMATION IN NATIONAL UNION AND NORTH JAKARTA ADMINISTRATIVE CITY POLITICS

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**Abstract.** The development of information technology brings a change in society. The birth of social media makes people's behavior patterns experience a shift in culture, ethics and existing norms. Indonesia with a large population with various ethnic, racial and religious cultures has a lot of potential for social change. From various backgrounds and ages, almost all Indonesian people own and use social media as a means of obtaining and conveying information to the public. Social media will be more effective and time efficient. The public who have followed Instagram can see uploaded photos of internal and external events that took place at the National Unity and Politics of the Administrative City of. The development of information facilities has made the government also use social media as a means of conveying information in this Digital Age. The Instagram site is an alternative means of conveying public information. This information quickly spread widely among the public, one of which was because of the role of social media, both Instagram and Facebook. Social media is an alternative for conveying information because many Indonesian people use social media, so that information can be obtained easily and quickly. As for the research method used in this study using descriptive qualitative which explains as the breakdown of problems or events that have been raised in this study, this researcher does not explain or find out between the relationships that will test the hypothesis.

**Keywords:** social media; instagram

### I. INTRODUCTION

The development of information technology brings a change in society. The birth of social media makes people's behavior patterns experience a shift in culture, ethics and existing norms. Indonesia with a large population with various ethnic, racial and religious cultures has a lot of potential for social change. From various backgrounds and ages, almost all Indonesian people own and use social media as a means of obtaining and conveying information to the public [1]. In today's digital era, social media is something that is common and is used by many people. In the past, social media existed to facilitate long-distance communication with friends or relatives. Now the existence of social media has slowly changed its function. Not only used to facilitate communication, social media which is widely spread is now also used for promotional media or branding a business. This has proven to be effective considering that almost everyone has their own social media accounts. The effectiveness of social media as a media for promotion or digital marketing is also supported by the advertising features provided by social media companies [2]. According to Michael Cross (2013) Social media is a term that describes various technologies used to bind people into collaboration, exchange information, and interact through web-based message content. Because the internet is always developing, the various technologies and features available to users are always changing. This makes

social media more of a hypernym than a specific reference to various uses or designs [3].

Social media is an online medium, with users easily participating, sharing and creating content including blogs, social networks, wikis, forums and the virtual world [4]. Communication on social media is often done using non-standard language. One of the reasons is that in cyberspace it is often unclear who our communication partners are and where they are located even though many people have interacted and met in the real world, and continue to communicate in cyberspace (social media). The language on social media is not the official language as in writing scientific articles, term papers, journals, theses and theses. Very few and almost never social media users write status according to Enhanced Spelling (EYD) even though standard writing is very important because it is related to ethics in communicating with fellow social media users. Social media appears to be a new media that gives birth to various consequences of life. Basically, social media is not a new medium for the process of interaction and communication in society. What makes social media seem to be new media is when we review past and present social media from the aspect of usage orientation and aspects of the user's social class [5]. Social media is a tool to increase the ability to share, work together (to co-operate) among users and take action collectively, all of which are outside the institutional or organizational framework (Nasrullah, 2016 [6]).

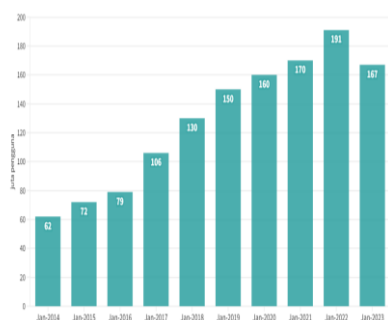


Figure 1. Graph of Active Social Media Users 2015 – 2023  
Source: We Are Social

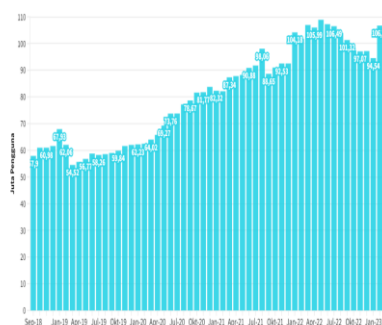


Figure 1. Graph of Instagram Users 2023 in Indonesia  
Source: Napoleon Cat

The We Are Social Institute published the results of research on the number of active social media users at the start of the number of active social media users in Indonesia of 167 million people in January 2023 [7]. This number is equivalent to 60.4% of the population in the country, while based on data from Napoleon Cat, there are 106.72 million Instagram users in Indonesia as of February 2023 [8]. The result of a population of more than 273.5 million means that almost half of Indonesia's population has become active users of social media. Internet users in Indonesia currently reach 63 million people. Of this figure, 95 percent use the internet to access social networks [9]

Government PR uses various forms of internet-based communication media, such as websites, news portals, blogs, and social media. In fact, social media has become one of the most widely used media, both by individuals and organizations/institutions. Social media is two-way and open, allowing its users to easily participate, share and create content. Social media is developing rapidly along with the growth of internet-based applications, which are built on the ideology and technology of the two-way internet (Web 2.0), which enable the creation and exchange of content between users [10].

The development of information facilities has made the government also use social media as a means of conveying information in this Digital Age. The Instagram site is an alternative means of conveying public information. This information quickly spread widely among the public, one of which was because of the role of social media, both Instagram

and Facebook. Social media is an alternative for conveying information because many Indonesian people use social media, so information can be obtained easily and quickly [11].

The main means of communication such as television and newspapers with the term mass communication. New media is a type of digital technology, for example social media and internet users. This theory explains the development of the media. Pierre Levy argues that the World Wide Web (WWW) is an information environment that is flexible and involved in a democratic world regarding empowerment and mutual based on society and is more interactive. While the second approach is the view of social integration, the media is ritualized because the media becomes a habit, something formal, and has a greater value than the use of the media itself, or how humans use the media as a way of creating society. The media is not only an instrument of information or a way to achieve self-interest, but unites us in some form of society and gives us a sense of belonging [12]. Therefore, this research was conducted with the aim of finding out how Instagram is managed as a means of information in National Unity and Politics in the Administrative City of North Jakarta.

## II. RESEARCH METHODS

The research method used in this study uses descriptive qualitative which explains as the breakdown of problems or events that have been raised in this study, this researcher does not explain or find out between the relationships that will test the hypothesis (Lala, 2021 [13]). This study explains and describes the Management of Instagram as a Means of Information in National Unity and Politics in the Administrative City of North Jakarta. Data collection techniques through Observation to get information directly by recording social media activity that occurs. The technique of interviewing the informants involved in this study was with the managers of Instagram, namely Muhammad Essam and Adam Khairi . documentation in the form of photos with informants to support research data [14]. The author obtained the data directly through their existence. The research technique was carried out by the author to collect data in accordance with this research so that the writer easily completed the research with informants who mastered social networking media so that the researcher voluntarily made the informant a complement to this research. Data reduction is a form of analysis that classifies, directs, and discards unnecessary data and organizes data in such a way that final and verifiable conclusions can be drawn. In conducting research, it is easier for the writer to conclude valid data (According to Miles and Huberman, 2007) .

Presentation of data is done to analyze the problem so that it is easy to find a solution. Presentation of data is also done to make it easier to see the picture in the field in writing. One of the goals of researchers is to be easily understood and analyzed and to get the desired results (According to Rasyad, 2002) . The last step, drawing conclusions and verification, is the process of formulating the meaning of the research results which are expressed in concise sentences that are easy to



whose design has been adapted to the National Unity and Politics of the Administrative City of North Jakarta.

- c. After the template is appropriate, the Instagram manager starts giving captions. The captions attached are Day, Date, Month, Year, Location, and Event Theme.
- d. Then start publishing pictures/videos with captions that have been attached to North Jakarta National Unity and Politics Instagram already listed on other social media, namely Facebook. Publish pictures/videos not every day and erratic.

#### Obstacle

The Unity of the Nation and the Politics of North Jakarta Administrative City is the lack of interaction between the public and Instagram managers. Poor interactive results in likes and comments not working effectively. Many community organizations do not know about the existence of social media accounts managed by Unity of the Nation and Politics of North Jakarta Administrative City.

#### Completion

Efforts that must be made is mutuality with guests to make time more efficient and effective. It's better to use social media to more easily get important information. Social media plays an important role in disseminating information to the wider community.

## IV. CONCLUSION

The researcher concludes that Instagram managers can use and utilize social media as a means of information for the public to find out the performance of the National Unity and Politics of the Administrative City of North Jakarta. Communication just got easier. Instagram provides communication functions, including message functions, chat and others. In social media it will be more effective and time efficient. The public who already follows Instagram can see uploaded photos of internal and external events that took place at the National Unity and Politics of the Administrative City of North Jakarta.

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