INSTAGRAM SOCIAL MEDIA AS A MEANS OF INFORMATION ON TRIBAL ACTIVITIES, NATIONAL UNITY AGENCY AND POLITICS OF NORTH JAKARTA ADMINISTRATIVE

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ABSTRACT

KEYWORDS
management; content; instagram; national unity; politics

Technological developments are increasingly facilitating communication, especially the dissemination of convenience to the public regarding the dissemination of information. Now everyone can receive the latest information or the latest news just by accessing the internet network, for example online media or commonly called social media. Convenience like this can help the government, especially in conveying the latest news or information regarding government policies. The development of information technology brings changes to society, one of which is the existence of social media. Social media is categorized into different groups with different purposes, ranging from young people, adults, business people and government agencies. Government agencies are beginning to recognize the vital role of social media. There are many government social media websites that offer a variety of content, including information about government agencies. Present quality information to attract attention. Therefore, the purpose of this study is to explain how Instagram is managed as a communication tool in the North Jakarta Political Unity Authority tribal administrative district. The research methods used are descriptive and qualitative. Data collection techniques were performed through observations, interviews and documentation. Analyzing research material, presenting information, and drawing conclusions through data reduction. Findings indicate that Instagram is being used to disseminate information about Kesvanpol's activities. The phases of Instagram management include the recording or video phase, the content editing phase, and the publishing phase.

INTRODUCTION

In the current era, the development of the use of internet media as a means of communication is also increasing rapidly after the internet began to be accessed via cellular telephones and even then the term smart phone (smartphone) appeared. The internet has proven successful in stimulating changes in people's behavior in the digital era (Budiman & Fauziah, 2022). Apart from that, with the presence of smartphones, the facilities provided for communicating are also increasingly diverse, ranging from sms, mms, chat, email, browsing and social media facilities (Nasrullah, 2015).

We Are Social shows, the number of active social media users in Indonesia is 167 million people in January 2023. This number is equivalent to 60.4% of the population in the country. This article was published on Dataindonesia.id with the title "167 Million Social Media Users in Indonesia in 2023" (Widi, 2023).

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Figure 1. Graph of Active Social Media Users 2023
Source: slice.id

This figure represents 60.4 percent of the country's population, while according to Napoleon Cat, Instagram users in Indonesia in February 2023 reached 106.72 million people (Atikah, 2023).
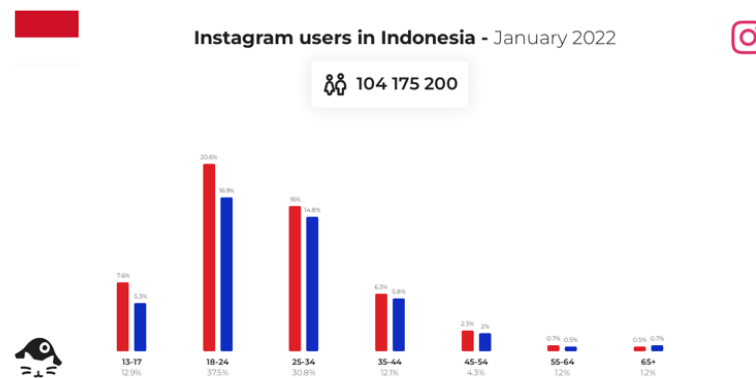

Figure 2. Graph of Instagram Users in Indonesia
Source: Napoleon Cat

The public is no stranger to using Instagram, a social media-based photo or video sharing service. Instagram is a social resource that can fulfill human needs, namely cognitive, affective, personal integration, social integration and imaginative needs (Prihatiningsih, 2017). Due to the ease and many features of Instagram, its users are not only individuals but also businesses and even government agencies (Fauziah, 2020).

Especially in the era of open information, government institutions need good and transparent means of communication to be able to interact and facilitate community participation and cooperation in various government activities. Therefore, more and more government agencies are using social media as a channel to interact with the public (Hastrida, 2021). Social media makes it easier for government agencies to introduce institutions to the public, communicate and inform, and promote public services. Social media presents an

alternative way of conveying information, because Indonesian people use social media a lot, so that information can be obtained easily and quickly (PPID, 2021).

Now the use of Instagram is not only limited to individual use, Instagram is considered to have advantages as a promotional tool, easy to access for people and many conveniences when we use Instagram as a promotional medium (Fauziah, 2022). One of the government agencies that has recently used Instagram is the National Unity and Politics Agency for the City Administration of North Jakarta, abbreviated as Kesbangpol Suban North Jakarta, which is located at Jl. Yos Sudarso No. 27-29, Floor 8. His job is to assist with government affairs in the fields of national unity and politics. In May 2023, the Instagram account @kesbangpol_jakut still has 42 posts and 204 followers. Instagram is expected to develop into a medium for conveying information to the public. All interactions between parties involved in Instagram can have a positive or negative impact on the Kesbangpol Suban North Jakarta institution. Therefore, the use of social media at Kesbangpol Suban, North Jakarta requires special management in planning, implementation and evaluation. Therefore, this study is important to know and describe how Instagram social media is managed as a means of communication for people in Kesbangpol Suban, North Jakarta.

RESEARCH METHOD

The research method used in this study uses a qualitative descriptive method which explains how the distribution of problems or events raised in this study. This researcher did not explain or clarify the relationship between hypothesis testing (Lala, 2021). This study explains and describes the management of Instagram as a communication tool in the Diversity and Policy Office of the North Jakarta Administrative City.

Data Collection Techniques 1) Observation to obtain information by directly recording ongoing social media activities. 2) Interviews with informants who can provide research data, namely. H. Instagram Manager, d. H. Muhammad Essam and Adam Khairi 3) Documentation in the form of photos with informants to support research data.

The data analysis technique used is 1) data reduction, a form of analysis that classifies, directs and discards unnecessary data and organizes the data in such a way as to enable definite and testable conclusions to be drawn. 2) Presentation of data serves to analyze problems and find solutions (Rashad, 2002). 3) Making conclusions, drawing conclusions and verification is the process of formulating the meaning of research results, stated in sentences that are concise and easy to understand.

RESULTS AND DISCUSSION

Profile of the National Unity Sub-agency and Politics of the Administrative City of North Jakarta

As the capital of the Republic of Indonesia, Jakarta is the center of government with a large population. This has an impact on the situation of Jakarta residents who are facing social unrest marked by violence, so people are looking for shortcuts. in solving the problems they face. In social conditions like this, violations outside the applicable law often occur, both by individuals and by community groups. Therefore, National and Political Unity is presented as an effort to overcome this problem by resolving it through appropriate and planned institutions. (bakesbangpol.jakarta.go.id, 2012b).

The National Unity and Politics Office of the North Jakarta Administrative City Subdivision is located at the North Jakarta Administrative Mayor's Office, 8th Floor, Jalan

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Yosudarso No. 27-29. Kebon Bawang Village, Tanjung Priok District, North Jakarta 14320 and below is the organizational structure.
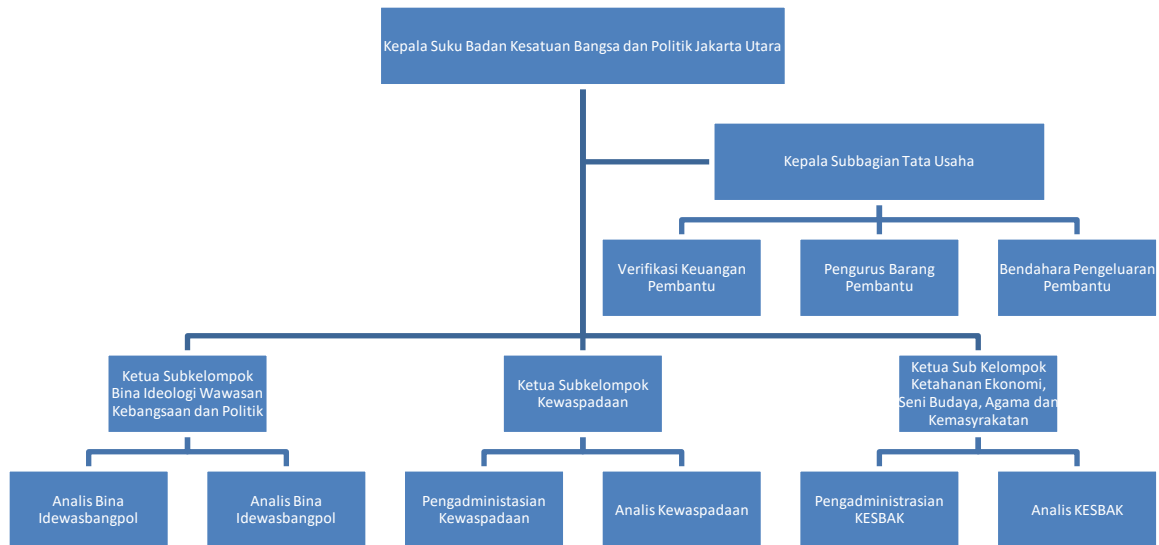
Figure 3. Organizational Structure of the National Unity Agency and Politics of the Administrative City of North Jakarta
Source: Adam Khairi (19/23)

The duties and functions of the North Jakarta Administrative City National Unity and Politics sub-organization are as follows.
Main tasks
The DKI Jakarta National Unity and Political Unity Service is tasked with assisting government affairs in the field of national unity and politics.
Function
To fulfill the main tasks mentioned above, the DKI Jakarta Provincial Political Unit and the DKI National Unit have the following duties:
a) Preparation of strategic plans and work plans and budgets for the Kesbangpol Agency;
b) Implementation of strategic plans and budget implementation documents for the Kesbangpol Agency;
c) Organizing the guidance and development of national insight, integration, unity and unity of the nation as well as politics and democracy;
d) Implementation and coordination of fostering activities and development of national insight, assimilation, unity and integrity of the nation as well as politics and democracy;
e) Facilitate the implementation of the national vision, integration, unity and unity of the nation, as well as the implementation and development of politics and democracy; facilitate the resolution of community disputes that affect national unity and unity;
f) Encourage the development of relations between political parties, social organizations, non-governmental organizations and/or other organizations;
g) Monitoring, studying and evaluating national unity and unity, integration, national vision, politics, democracy, religious harmony, economic and cultural resilience; collection,

processing, presentation, use and development of information on national unity, politics and democracy; Monitoring foreigners, foreign workers and foreign community organizations;

h) Management of personnel, finances and goods of the Kesbangpol Agency;
i) Administrative and household management of the Kesbangpol Agency;
j) Management of archives, data and information of the Kesbangpol Agency; And
k) Reporting and accountability, responsibility for implementing the duties and functions of the Kesbangpol Agency(bakesbangpol.jakarta.go.id, 2012b)

Information Facilities for Sub-Agency National Unity Sub-Agency and Politics of North Jakarta Administrative City

The social media used in information facilities for the National Unity Agency and Politics of North Jakarta Administrative City are the Website, Facebook and Instagram.

Website

Websites are interconnected web pages which usually contain textual data, images, animations, audio and video content, etc., usually created for personal, organizational and commercial purposes (indowebsite.co.id, 2023). The North Jakarta City Government Political Unity and National Unity Agency website was added in 2012. This website is useful for viewing more detailed profiles such as background, main tasks and functions, vision and mission, organizational structure, strategic plans and work plans (bakesbangpol) (jakarta.go.id, 2012a).
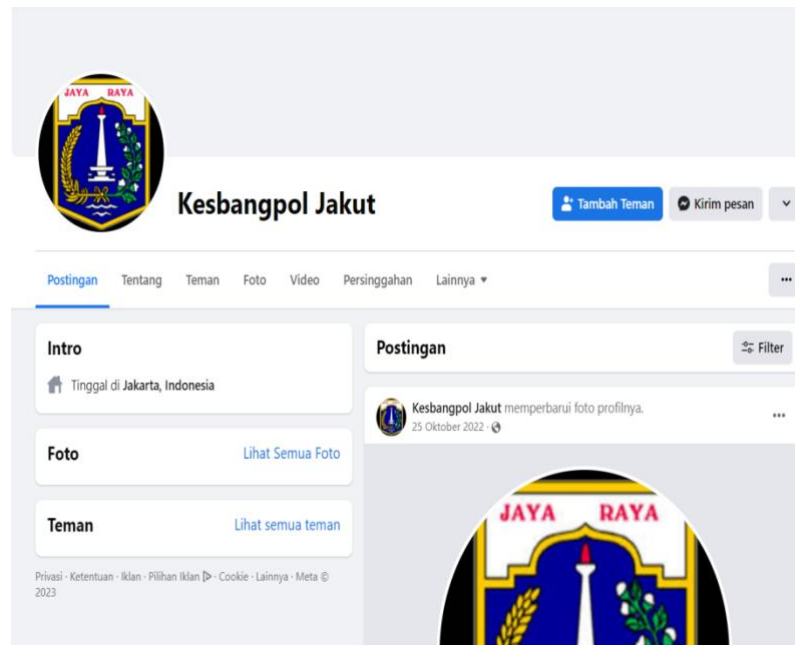

Figure 4. Website of National Unity and Politics
Source: (bakesbangpol.jakarta.go.id, 2012a)

Facebook

Facebook is an online social media service that allows users to connect with other users around the world. The Association of Nations and Politics of the North Jakarta Administrative City joined Facebook in 2019. In 2022, Facebook will again actively publish externally and internally the function of events that are carried out directly integrated through Instagram (Kesbangpol North Jakarta, 2019).

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Figure 5. North Jakarta Administrative City Facebook
Source: (Kesbangpol North Jakarta, 2019)

Instagram

Instagram is a photo and video sharing service from American Meta Platforms. The app allows users to upload media that can be edited with filters or organized by hashtags and geocodes (wikipedia.org, nd). The North Jakarta Administrative City Political Unity and National Unity Agency joined Instagram in 2019. However, at that time the use of Instagram was still not optimal due to a lack of administrators. Until then in 2022, Instagram will be active again with the aim of providing media to the public about the activities and activities of the North Jakarta Administrative City Political Unity and National Unity Tribes. In order to increase operations, the Instagram account and Instagram Facebook account of the Office of National Unity and Politics of the North Jakarta Administrative City have been merged. Every time you upload a post to Instagram, it will also be automatically uploaded to your Facebook account.

Figure 6. Instagram Subdivision of National Unity and Politics of North Jakarta Administrative City
Source: (kesbangpol_jakut, nd)

The Instagram page of the North Jakarta Administrative City Politics and National Unity Agency currently has only 208 followers and 57 posts. Therefore, Public Relations attaches great importance to managing Instagram policies, the National Unity Agency and the City Administration of North Jakarta so that Instagram can be used as an effective communication tool in the future.

Management of Instagram as an Information Facility for National Unity and Politics Agency for North Jakarta Administrative City

By utilizing social media, the government can provide information to the public and promote public services, as well as empower ordinary people in various designs for future self-service ideas (Wulus et al., 2022). The literature on government use of social media has noted that these platforms provide various democratic functions to government agencies, in their ability to enhance transparency and citizen participation (Bertot et al., 2010; DePaula & Dincelli, 2018).

Instagram does not post content every day, because it adapts to events or activities organized and attended by tribal officials from the North Jakarta Administrative City Unit and Police. Usually an activity is communicated to the public in the form of a message consisting of 3-5 messages and 1 video with a maximum duration of 1 minute. Based on research, the management of tribal Instagram content in the North Jakarta Administrative City Policy and the National Unity Agency is as follows:

Shooting

The first step is to photograph the ongoing activities at the North Jakarta Satpol PP and National Unity Offices, both externally and internally. Filming looks for the best and regular angels. Usually the Bakesbangpol team takes several photos or videos from various angles to get the best results. This is because photos or videos look better when taken from a different angle. That is, viewing angles give different results.

The editing process is a process used to process and improve text, images, video or audio (Felderfans.com, 2023). In the photo and video editing stages, the North Jakarta Administrative City Politics and National Unity Agency uses the CANVA application. The editing that was done did not change the original image or photo too much. Content in the form of photos will be maximized for enlightenment and adapted to the templates provided. This template is useful for uniforming Instagram content for the National Unity Agency and Politics of the Administrative City of North Jakarta so that it looks neater, in the same color tone. Image or photo editing time usually only takes 15 minutes.

Figure 7. Shooting

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Caption Writing

As soon as processing is complete, the next step is labeling. Captions are important because they add meaning to or describe a photo, image or video. The caption attached to the North Jakarta National Unity and Politics Agency's Instagram post contains elements of 5W+1H such as the figures present, time, place and theme of the event. The language and vocabulary used in making subtitles are easy to understand by various groups of social media users, whether they follow the policies of Instagram, the National Unity Agency and the administrative city of North Jakarta or not.

"Thursday, October 20 2022. Located in the Fatahillah Room, 2nd floor, Block P Building, North Jakarta Administrative Mayor's Office. A webinar activity with the theme Implementation of Regional Government Partnerships with Political Parties has been carried out via zoom which was opened by the Head of the DKI Jakarta Provincial Kesbangpol Agency and the North Jakarta Kesbangpol Sub-Body Head."

Figure 8. Caption Writing

Upload Content

Once the photos and videos are ready, the next step is to upload the content to Instagram. North Jakarta Administrative City and National Unity Agency policies still do not have standard rules for uploading content to Instagram. Allows flexibility in downloading content on the same day as the review activity, so that the information conveyed to the public still has real and objective value.

Obstacles and Solutions in Managing Instagram Content

Using Instagram social media North Jakarta Administrative City Policy and the National Unity Agency, interaction between North Jakarta Administrative City Policy and North Jakarta Administrative City Policy is still not effective. This is because many people do not know that the North Jakarta Administrative City Policy and the National Unity Agency operate Instagram as a media channel. So it can influence likes and comments on images/videos posted by the owner of the social media account.

To solve this problem, the North Jakarta Administrative City Policy and the National Unity Agency try to make Instagram an optimal communication tool in the following ways: To

solve this problem, the North Jakarta Administrative City Policy and the National Unity Agency try to make Instagram an optimal communication tool in the following ways:
1) Active in producing content from every activity both internal and external.
2) In every event activity carried out by the Sub-Agency for National Unity and Politics of the North Jakarta City Administration, the symbol/design of the Website, Facebook and Instagram will be inserted in the available media. Such as banners, notebooks, paper bags and so on. This symbol/design indicates that the North Jakarta National Unity and Political Sub-agency has an active social media account.
3) Every event that is carried out will have evidence in the form of photos and videos that have been published through the listed social media accounts. Therefore, people who have attended events at the North Jakarta Administrative City Politics and National Unity Agency Tribe can view photos or videos online.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that the policy of the North Jakarta city administration and the National Unity Agency is to use Instagram as a means to provide news or information along with activities that will be held or have been held to the public in the form of internal and external activities in the form of content. The Instagram content management process follows these steps: Take a photo or video, then edit it, then create text or captions and the final step is uploading the content.

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