

Management of Instagram Social Media @jbradiojogja as a Media for Disseminating Information in Maintaining the Image of Radio Jogja Belajar

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ABSTRACT

This document discusses the social media management strategy Instagram @jbradiojogja in strengthening the dissemination of information and maintaining a positive image. Through an interview with Ria Purnamasari SIP, it was found that unique and educational content combined with educational entertainment is the key to maintaining audience interest. Apart from that, the importance of using language that is easy to understand is also a focus in disseminating information. Additionally, real-time interactions need to be improved to increase user engagement. By publicizing activities and presenting relevant sources, @jbradiojogja can be better known and accessed by the public. The use of visual media such as videos also helps enrich the content and makes it easier to understand the material. Thus, effective social media management can have a positive impact on Radio Jogja Belajar.

INTRODUCTION

In the digital era that continues to develop rapidly, social media has become one of the most influential communication tools in disseminating information and building the image of an entity. Radio Jogja Belajar, as a unique educational radio in Yogyakarta, leverages the social media platform Instagram through @jbradiojogja accounts to expand the reach of information and maintain listener interest. Instagram social media management is not just about posting content, but it also involves a planned and measurable strategy to achieve the desired goal. In this context, Instagram social media management @jbradiojogja be the main focus of this research. The purpose of this study is to identify and analyze how Instagram social media management can @jbradiojogja be an effective medium in disseminating educational information and building a positive image. Radio Jogja Learn. By deeply understanding the social media management strategies implemented, it is hoped that it can provide valuable insights for the development of Radio Jogja Belajar and increase interaction with its audience.

The Educational Communication Technology Center (Balai Tekkomdik) of the Special Region of Yogyakarta is one of the technical implementing units of the Yogyakarta Education, Youth and Sports Office which has the task of developing, producing, and providing learning services as well as educational communication. Jogja Belajar, jogjabelajar.org, is one of the main services managed by the Tekkomdik Center in supporting the use of ICT for learning. Other main activities are the production of ICT-based learning media, and technical guidance to improve the competence of teachers/education personnel in the use of ICT. The social media that this institution often uses to improve the image of the agency is social media Instagram, Youtube, and Tiktok. In this case, social media will. The researcher is social media Instagram (@jbradiojogja). The focus of this research is Instagram @jbradiojogja which is a social media account that is more actively used in disseminating information compared to Youtube and Tiktok. It is one of the information and communication technology media that is increasingly used today. Instagram itself is a relatively new form of communication with updates that can make it easier for users to share information. An easy way to use the Instagram app allows users to use Instagram as.

Jogja Learning is an example of a service that is expected to be able to provide and meet the needs of the community for online learning materials, making it easier for the public to access the materials or content available in Jogjabelajar. The Jogjabelajar portal is divided into several strategic services. These strategic services are JB Media, JB TV, JB Radio, JB Budaya, and JB Class.information providers to meet their needs. Many activities are carried out by the DIY Educational Communication Technology Center which does not only reach online activities, but there are other activities that require crews from this institution to go directly to the field. All forms of activities documented will be published through the Instagram account @jbradiojogja.

The use of Instagram as a means of educational information is a new phenomenon in the use of social networks, in fact social networks continue to grow and are very popular among today's teenagers. The link in the formation of the agency's image is that Instagram social media can make it easier for the public to get to know the Educational Communication Technology Center Institution. The work program that has been planned is well carried out and has received a response both from the community directly and from Instagram social media responses @jbradiojogja.

This study uses a qualitative descriptive approach to explore a deep understanding of Instagram @jbradiojogja social media management. The theory of social media management, according to Regina Luttrell, is the theoretical basis for analyzing the stages carried out in the management of the Instagram account. Journal of Communication and Multimedia Literacy 4 Through interviews and direct observations with @jbradiojogja social media managers, the data obtained will be analyzed comprehensively to produce a deep understanding of social media management practices carried out.

Thus, this research is expected to make a significant contribution in strengthening the social media management strategy of Instagram @jbradiojogja as an effective medium for disseminating information and building a positive image of Radio Jogja Belajar. In addition, the results of this study are also expected to be a reference and guide for other entities who want to increase their presence and interaction through social media.

In the digital era, social media has become the main tool in disseminating information and building the image of a brand or institution. Instagram, as one of the popular social media platforms, offers a variety of features such as images, videos, and live interactions that allow organizations to be more effective in communicating with audiences. Radio Jogja Belajar, as an educational media, uses Instagram @jbradiojogja as the main means of disseminating information and building a positive image among listeners and the wider community.

Good social media management is essential in increasing audience engagement, conveying messages effectively, and maintaining an institution's reputation and credibility. With the right strategy, Instagram can be a tool that not only spreads information but also builds close relationships with its followers. However, the challenges of maintaining interaction, increasing reach, and maintaining a positive image remain the main concern in social media management.

Based on this, this study aims to analyze how the management of Instagram @jbradiojogja as a medium for disseminating information and efforts in building the image of Radio Jogja Belajar. By using various relevant theories, this research is expected to provide a deeper understanding of social media management strategies in the context of educational institutions.

THEORETICAL REVIEW

Social Media Management

The theory of social media management according to Regina Luttrell is the main foundation in this study. The concept of social media management includes content management strategies, interaction with users, performance analysis, and brand image development through social media platforms.

Digital Communication

Digital communication theory discusses effective ways of communication in the digital realm, including the use of social media as a means of communication. Concepts such as engagement, storytelling, and visual communication are important in understanding interactions on social media.

Education and Entertainment

Educational and entertainment theories are used to understand how educational content can be presented in an engaging and entertaining way through social media. This approach helps in optimizing content to attract attention and provide added value to the audience.

Branding and Image

Branding and image theory discusses how an entity, in this case Radio Jogja Belajar, can build a positive image through social media management. Concepts such as brand identity, brand positioning, and brand equity are important in strengthening the positive image of Radio Jogja Belajar through the Instagram platform. By integrating the various theories above, it is hoped that it can provide a comprehensive understanding of Instagram @jbradiojogja social media management strategies in the context of disseminating educational information and building a positive image of Radio Jogja Belajar.

The management of Instagram social media @jbradiojogja as a platform for disseminating information and maintaining the image of Radio Jogja Belajar** can be analyzed through several theoretical perspectives. Social Media Management Theory by Regina Luttrell emphasizes strategic content creation, audience interaction, performance analysis, and brand development, which are crucial for optimizing Instagram engagement. Digital Communication Theory highlights the role of storytelling, visual communication, and user engagement in effective online interactions. Uses and Gratifications Theory explains why audiences engage with @jbradiojogja, seeking information, entertainment, and social connection. Branding and Image Theory focuses on brand positioning, consistency, and reputation-building to strengthen the identity of Radio Jogja Belajar. Lastly, Engagement Theory underscores the importance of audience participation through interactive content like live sessions, polls, and discussions. Integrating these theories provides a comprehensive understanding of how **@jbradiojogja** manages its Instagram presence to effectively disseminate educational information while maintaining a strong and credible brand image.

METHODOLOGY

This study uses a qualitative descriptive approach to explore a deep understanding of Instagram @jbradiojogja social media management. A descriptive approach is used to describe and analyze in detail the social media management practices carried out by Radio Jogja Belajar. The qualitative method was chosen because it allows researchers to understand the social and cultural context behind the management of social media.

Data was collected through interviews with @jbradiojogja social media managers, direct observation of Instagram account management activities, and analysis of posted content. In addition, documentation such as post archives and user interactions are also important sources of data. Data analysis is carried out in a thematic and interpretive manner to identify patterns, themes, and conclusions that are relevant to the research objectives. With this qualitative approach, it is hoped that it can provide a deep understanding of the practice of managing Instagram social media @jbradiojogja as a medium for disseminating information and building the image of Radio Jogja Belajar.

RESULTS

The dissemination of information is inseparable from communication, as stated by Zuhri and Christiani that technological developments in this field of information are to facilitate the dissemination of information and can help to process quality information. In this research, the researcher uses the Instagram @jbradiojogja platform where information is disseminated and through available features. Judging from the enthusiasm of the account's followers @jbradiojogja the dissemination of information is said to be able to reach many people. The dissemination of this information has an effect on the public's view of the Center for Educational Communication Technology in general and jbradio in particular. The dissemination of this information can be in the form of photos or audio visuals that are carried out based on activities or activities that are recorded and disseminated through the @jbradiojogja Instagram account. The activities carried out can be in the form of podcasts, talk shows and radio broadcasts. Usually, information will be shared through Instagram feeds and stories, which is the initial information that an activity will be carried out.

This research uses the theory of Regina Luttrell's The Circular Model Of Some, this theory explains that each aspect of the concept has its own strengths and advantages. Overall, these four aspects will help social media managers develop solid strategies in the information media management process. Because social media is an ever-evolving conversation, the shape of Model Some is made like a circle. This model shows that social media will continue to rotate, in practice, organizations and communities can apply several aspects of several conceptual circular models simultaneously.

In this study, the management of Instagram social media @jbradiojogja as a medium for disseminating information in maintaining the image of Radio Jogja Belajar is the main focus. In the sharing stage, it was found that further promotion was needed to increase public awareness of @jbradiojogja Instagram account. Participation, relationship, and trust-building strategies need to be

improved to attract more followers. This shows the importance of active and continuous interaction with followers to strengthen engagement.

Furthermore, in the optimization stage, it was found that the dominant content was still related to events, talk shows, and podcasts. More interesting and varied variations of content are needed to maintain followers' interest and increase engagement. Content optimization strategies based on ongoing trends while still paying attention to the wishes of the audience are the key to strengthening Radio Jogja Belajar's brand image through Instagram.

In the management stage, the management of Instagram accounts is carried out with periodic monitoring but is not optimal. Quick responses and real-time interactions are key in strengthening follower engagement. Further efforts are needed in improving responsiveness to followers' comments and questions to build stronger relationships.

Finally, in the engage stage, it was found that the role of certain influencers or figures can have a significant influence on the image of Radio Jogja Belajar. However, the expected interactivity is still lacking and needs to be improved through more effective collaboration strategies. By making good use of influencers, it is expected to significantly increase follower interaction and engagement.

Overall, Instagram social media management @jbradiojogja need to continue to be improved through more innovative, responsive, and audience-oriented strategies. With the implementation of the recommendations resulting from this research, it is hoped that Radio Jogja Belajar can strengthen its positive image, increase interaction with followers, and expand the reach of information conveyed through the Instagram platform.

The results of the research found in the management of Instagram @jbradiojogja social media as a medium for disseminating information in maintaining the image of Radio Jogja Belajar can be summarized as follows:

Sharing Stage

This study uses the theory of The Circular Model of Some by Regina Luttrell with several elements to be reviewed. With the first part of this element is Sharing, at this stage jbradio shares the latest information about news, entertainment, education and motivation. By paying attention to 3 things, namely:

1. Participate Jbradio directly communicates with the public through social media and how jbradio creates content so that it can be conveyed well to the audience.
2. Connect At this point, jbradio establishes a relationship with the audience by exchanging comments through the feature available on Instagram. Apart from that, jbradio must create content that is as interesting as possible to persuade the audience, so that the post can be replayed or re-posted.
3. Build trust Next, there must be trust that must be built with the public towards the dissemination of information. Valid and interesting

information contains educational and entertainment values, so that the attention and trust from the audience to jbradio is getting higher.

With several points at this share stage, the results of the research obtained are:

1. It was found that there was a shortage of viewers that showed the need for further promotion to increase public awareness of @jbradiojogja Instagram account.
2. Participation, relationship, and trust-building strategies need to be improved to attract more followers.

Optimize Stage

At this stage there is a listen and a learn, whether the information disseminated by jbradio can be listened to and learned well by the audience. Therefore, jbradio needs to provide valid information. With information optimization, instagram features are available such as, instastory, feed, reels, arroba and dm.

1. The dominant content is still related to events, talk shows, and podcasts.
2. More engaging and varied variations of content are needed to retain followers' interest and increase engagement
3. Content optimization strategies based on ongoing trends while still paying attention to the wishes of the audience are the key to strengthening Radio Jogja Belajar's brand image through Instagram.

Manage Stage

There are 3 points that need to be considered in managing information on jbradiojogja including the following:

1. Media Monitoring Media monitoring is carried out by jbradio admins from Monday to Friday, but it is possible to be monitored on Saturday and Sunday, usually monitoring on Saturday and Sunday is carried out by broadcasters.
2. Quick Response In this section, there needs to be a quick response in the form of mutual comments or responses to jbradio posts. A quick response is needed to answer questions from jbradio's own Instagram followers.
3. Real Time How to interact with followers well is inseparable from the response given.

With the points at the management stage, the results of the research are obtained as follows:

1. Instagram account management is carried out with periodic monitoring but is not optimal.
2. Quick responses and real-time interactions are key in strengthening follower engagement.
3. Further efforts are needed in improving responsiveness to followers' comments and questions to build stronger relationships.

Engage Stage

The last stage carried out in this study is the engage stage, there are 2 points that must be considered in managing information at this stage, namely:

1. **Influnrcer How** from jbradio to attract the attention of the audience, jbradio collaborates with invited speakers in talk shows and podcasts that are conducted and broadcast via Instagram live. This is done by jbradio to increase trust and image, by inviting speakers who have certain backgrounds.
2. **Intractivity** Whether the invited speakers can interact with Instagram followers, this is shown by jbradio through Instagram live by inviting speakers and answering each other's questions during the Instagram live.

With the points obtained some of the research results as follows:

1. The role of influencers or certain figures can have a significant influence on the image of Radio Jogja Belajar.
2. The expected interactivity is still lacking and needs to be improved through more effective collaboration strategies.
3. By making good use of influencers, it is expected to significantly increase follower interaction and engagement.

CONCLUSIONS AND RECOMMENDATIONS

From the results of the research on the management of Instagram @jbradiojogja social media as a medium for disseminating information in maintaining the image of Radio Jogja Belajar, the following conclusions can be drawn:

1. **The Importance of Social Media Management:** Instagram social media management @jbradiojogja has an important role in maintaining the image of Radio Jogja Belajar and increasing follower engagement. An effective management strategy can help strengthen the brand image and expand the reach of the information conveyed.
2. **Sharing Stage that Needs to be Improved:** It was found that there was a shortage of viewers at the sharing stage, so further promotion was needed to increase public awareness of @jbradiojogja Instagram account. Increased participation, relationships, and building trust are key in capturing followers' attention.
3. **Content Variety and Responsiveness:** The optimization stage shows the need for interesting and varied content variations to keep followers interested. Rapid responsiveness to followers' comments and questions is also an important factor in strengthening engagement.
4. **The Role of Influencers and Interactivity:** The engage stage highlights the importance of the role of influencers or certain figures in influencing the image of Radio Jogja Belajar. Increased interactivity is needed through effective collaboration strategies to increase follower engagement.
5. **Recommendations for Improvement:** Based on the findings of the study, it is recommended to continuously improve social media management strategies with an innovative, responsive, and audience-oriented approach. The implementation of the recommendations resulting from

this study can help Radio Jogja Belajar strengthen its positive image and expand the impact of the information conveyed through the Instagram platform.

Thus, the conclusion of this study emphasizes the importance of effective social media management in building a positive image, increasing interaction with followers, and expanding the influence of information conveyed by Radio Jogja Belajar through the Instagram platform.

The suggestions given by the researcher to jbradio and subsequent research, as next:

For jbradiojogja in the management of social media Instagram can provide information with updates and always pay attention to the validity of the information, so that the public can quickly find out about trending issues. It is necessary to increase the dissemination of information by paying attention to existing points.

FURTHER STUDY

For further research, it is hoped that it will be able to collect much more information from the public's point of view so that it can be known what suggestions are given by the public to the management of jbradiojogja instagram social media in order to increase openness to public information.

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