



Instagram Content Analysis for Effectiveness Information Delivery

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Abstract

This study aims to analyze the effectiveness of information delivery through Instagram content of the Mojokerto City Education and Culture Office. The research method used is content analysis with a qualitative approach through data condensation, data presentation and drawing conclusions. Data were collected through direct observation of the official Instagram account of the office, as well as interviews with account managers. The results of the study indicate that although the content presented is quite informative, there are several weaknesses in terms of posting consistency, content variation, and interaction with followers. Data analysis also revealed that the level of community engagement is still low, which is caused by the lack of interactive strategies and optimal use of Instagram features. This study suggests improving content planning, using Instagram features more effectively, and increasing interaction with the community to improve the effectiveness of information delivery. Thus, it is hoped that the Mojokerto City Education and Culture Office can be more effective in delivering information and building better relationships with the community.

Keyword: Information Content, Effectiveness, Instagram, Government Services.

1. Introduction

The development of digital technology has changed the pattern of communication and information dissemination, including in the education sector. At the beginning of its emergence, social media was a network service or site that facilitated social networks that had interests or activities that were widely used by individuals or organizational institutions as a channel for disseminating information. Simply put, the development of new media (including social networks) can be shown by the emergence of virtual/cyber communities sharing (Han et al., 2017); (Weber et al., 2016). Instagram as one of the most widely used social media platforms, has become a strategic means for government agencies to convey public information (DePaula et al., 2018); (Dhanesh et al., 2022); (Gruzd et al., 2018). The Education and Culture Office of Mojokerto City, as one of the government agencies responsible for managing education, also utilizes Instagram as a medium of communication with the public. However, the effectiveness of conveying information through this platform has not been widely studied, even though understanding this can help optimize digital communication strategies (Kusumasondjaja, 2018); (Wati et al., 2021).

Delivering information through social media requires the right approach so that the message can be well received by the public. Interesting, relevant, and easy-to-understand content is a key factor in determining the success of digital communication (Imran et al., 2015). The Education and Culture Office of Mojokerto City has the responsibility to disseminate information on education policies, school programs, and cultural activities to teachers, students, parents, and the general public. The effectiveness of Instagram content is assessed not only from the number of followers, but also from engagement such as likes, comments, and shares, and its impact on public understanding (Chugh et al., 2019); (Cuevas-Molano et al, 2021). This study aims to analyze the extent to which the Instagram content of the Mojokerto City Education and Culture Office is effective in conveying information to the public. Several aspects that will be studied include content quality, upload frequency, audience response, and the suitability of information to the needs of education stakeholders. The results of this study are expected to provide recommendations for improving the digital communication strategy of the office, so that the information conveyed is more targeted and has a positive impact.

This study will also fill the literature gap regarding the effectiveness of local government social media in the context of education. With qualitative analysis methods, this study not only measures the level of engagement, but also evaluates the perception of information recipients. The findings of the study can be a reference for other education agencies in optimizing the use of social media for the purpose of more effective and participatory information dissemination.

2. The Art of Research

In recent years, local governments have increasingly utilized social media as an official communication channel with the public. A recent study by Ulayya et al. (2022) shows that visual platforms such as Instagram are the primary choice for education offices because of their ability to present complex information in a more attractive format through infographics, short videos, and carousels. Several government agencies have succeeded in increasing public engagement with planned and interactive content strategies using social media (Linders, 2012). This finding is relevant to this study because it shows the potential of Instagram as an effective medium for communicating education policies. Recent developments emphasize the importance of a data-driven approach in optimizing government social media content.

Previous research presented by Prasetyo (2023) revealed that the use of Instagram Insights analytics to map optimal upload times and audience content preferences can increase reach by up to 2 times (Jansen et al., 2023). Several pioneering education offices such as DI Yogyakarta have implemented trend-based educational content strategies (seguin reels challenges) and collaboration with local micro influencers, resulting in a significant increase in community participation (Indriastuti & Saksono, 2014); (Maulana & Astutu, 2024). These findings provide an important basis for evaluating the content strategy of the Mojokerto City Education Office.

Several previous studies have identified three main challenges in government digital communication: low digital literacy among rural communities, limited creative resources in institutions, and minimal evaluation of communication impact (Chohan & Hu, 2022); (Milenkova & Lendzhova, 2021); (Sharma et al., 2016). On the other hand, the UNESCO report (2024) noted great opportunities through a human-centered design approach in educational content, such as teacher/student testimonials and behind-the-scenes of office activities. This study will adopt the latest digital communication evaluation framework developed by Van Dijk (2023), combining quantitative metrics (engagement rate, reach) with qualitative analysis of stakeholder perceptions, to provide comprehensive evidence-based recommendations for the Mojokerto City Education Office.

3. Method

This study uses a quantitative approach to measure the effectiveness of Instagram content of the Mojokerto City Education and Culture Office. Research data were obtained through observation of the research object, namely observing content, sorting content information, concepts, upload schedules, customer engagement indicators (likes, comments, and incoming messages) on Instagram. Documentation was also carried out on photo files, images, works, written posts, audio visuals and video content. Furthermore, interviews were conducted with social media content managers to obtain information relevant to the study. Data analysis was compiled using 3 patterns in accordance with the provisions of the Reference for qualitative data analysis, namely: data condensation, data presentation and drawing conclusions. Data triangulation was carried out to ensure the validity of the research findings.

4. Result

a) General Profile of the Instagram of the Mojokerto City Education and Culture Office

The Instagram account of the Mojokerto City Education and Culture Office aims to convey information in the form of activities or services through social media. Instagram social media with camera access for fast and easy photo posting, makes Instagram a social media that is more often used to share information. The Instagram account of the Mojokerto City Education and Culture Office currently has 1,203 followers with a total of 100 posts including photos and videos (see figure 1). Based on the Admin of the Mojokerto City Education and Culture Office Instagram account, namely Wahyu Tirta as the publication and documentation team, the Instagram account was active in July 2021 but only actively created content in 2022. The delivery of information on social media can provide a lot of knowledge for the people of Mojokerto City regarding education or activities in Mojokerto City.

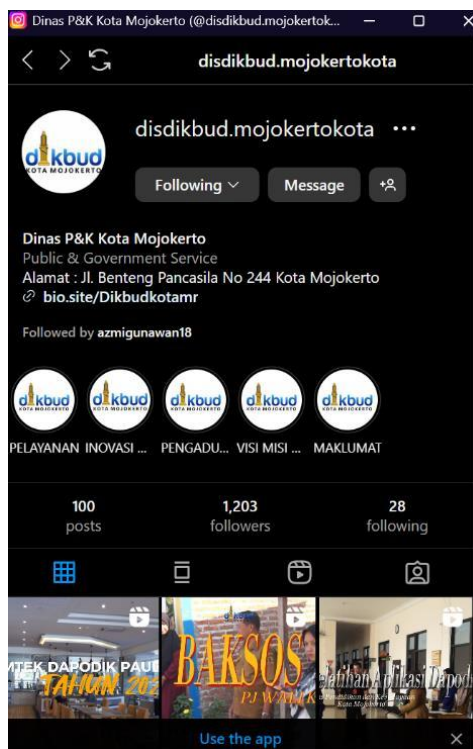


Figure 1. Initial View of the Instagram Profile of the Mojokerto City Education and Culture Office

b) Content Analysis

Instagram has several templates provided to load information and share videos, images and stories to its customers. Content posted by the Mojokerto City Education Office contains information related to education, activity information, local government information, and service information. Some screenshots of the Mojokerto City Education Office posts and some information that will be conveyed to the public can be seen in table 1.

● Concept

The concept of digital content refers to various forms of information and media presented in digital format. This includes text, images, video, audio, and interactive elements that can be accessed through digital devices such as computers, smartphones, and tablets. Digital content is used for various purposes such as marketing, education, entertainment, and communication. The main purpose of digital content is to attract the attention of the audience, convey a clear message, and encourage interaction or action. This content is designed for various platforms, including social media, websites, email, and applications. On the Instagram account of the Mojokerto City Education and Culture Office, several content concepts have been created consisting of visual and audio-visual content.

● Upload Schedule

Instagram content upload schedule is an important strategy to manage and optimize your presence on the platform. Creating an effective schedule helps ensure that your content remains consistent, relevant, and targeted to reach your target audience. Here is an explanation of how to design and manage an Instagram content upload schedule. In the observations conducted by the researcher, it was found that the schedule for uploading content on the Instagram account of the Mojokerto City Education and Culture Office was inconsistent. This can be seen from the distance between one content and another. This is due to the lack of content to be published and there are no special personnel to manage this Instagram account.

Table 1. Information Presented by the Education and Culture Office of Mojokerto City

No	Content Image	Information	No	Content Image	Information
1.		Information reel content on the implementation of the Healthy School Movement (GSS) activities	6.		Information content about the implementation of activities
2.		Service information content	7.		Information content for commemorating Heroes' Day
3.		The content of the activity is an appeal for students to stay away from drug abuse	8.		Information content on the implementation of Regional Government activities
4.		Information content on the implementation of New Student Admissions (PPDB)	9.		Status content containing service flow information
5.		Information content departure of the contingent for the provincial level O2SN selection	10.		Status content containing information on the process flow for implementing service programs

● Engagement Indicators

Engagement indicators are parameters used to measure how active and responsive users are to content posted on social media platforms such as Instagram. Engagement indicators. are very important because they not only show how many people see your content, but also how many are actively involved with it. There are several important aspects related to engagement indicators such as the number of Likes, Comments or Direct Messages that can be seen from some of the content uploaded via Instagram. In this



study, researchers observed the Instagram account of the Mojokerto City Education and Culture Office and found that all uploaded content had received likes from people who accessed Instagram, but this was inversely proportional to the number of comments received where almost all uploaded content did not receive any comments at all. While in the incoming message column there are many incoming messages from the public and all have been responded to by the admin managing this Instagram account.

5. Discussion

The use of Instagram by the Education and Culture Office to provide information is a smart move in this digital era. By utilizing existing features and interacting directly with the public, the office can convey information in a more effective and interesting way. This process not only increases transparency but also builds better relationships with the public. Regarding the process of providing information, of course, it cannot be separated from the main objective of making Instagram one of the media for conveying information to the public. As well as the important role of Instagram account managers, after conducting observations and interviews, it was found that there were still many shortcomings in the process of providing information. This can also be seen from the number of content or information shared and the statement from the Instagram account manager of the Mojokerto City Education and Culture Office who admitted that there was indeed less than optimal processing. The process of conveying information from the Education and Culture Office via Instagram often faces challenges in terms of the number of content and low levels of engagement. One of the main causes is the lack of mature content planning. Without a consistent posting schedule and clear goals, the content produced tends to be sporadic and less interesting to the audience. In addition, the content created may lack variety and not take full advantage of Instagram features such as Stories, Reels, and IGTV, which are expected to increase appeal and reach.

Interaction with the public is also an important factor. If the agency is not actively responding to comments and messages, or rarely holds interactive sessions such as Q&A or live streaming, the public will feel less involved and less motivated to interact with the content presented. Analysis and evaluation of content performance are often overlooked, even though this is a crucial step in understanding what works and what doesn't. Without accurate data, it is difficult to make effective strategy adjustments. To increase the amount of content and engagement, the agency needs to focus on better content planning, creating more creative and varied content, and increasing interaction with the public. Using data from Instagram Insights to evaluate performance and adjust strategies based on the results of the analysis is also very important. With a more structured and responsive approach, the agency can increase the effectiveness of information delivery and build better relationships with the public.

The results of this study provide significant practical implications for the Mojokerto City Education and Culture Office in optimizing its digital communication strategy, especially by recommending increasing the frequency of short video content and infographics that have proven to be the most effective, as well as developing interactive features such as polling and Q&A to increase public participation. These findings can also be a guide for other education offices in creating more interesting and relevant social media content, while emphasizing the importance of regular data analysis using Instagram Insights to evaluate content performance and adjust strategies according to audience preferences in order to maximize the dissemination of educational information.

6. Conclusion

Based on the results of the study, it can be concluded that the delivery of information through Instagram content of the Mojokerto City Education and Culture Office has been able to share good information with the public in supporting their activities and providing services to the public, but there is still room for improvement in terms of upload consistency, content variation, and adjustment to audience characteristics. In-depth analysis revealed that short video and infographic content are still the mainstay used as a bridge to deliver information, inadequate use of time and scheduling in uploading content for educational information to be delivered need to be rearranged so that the content becomes more consistent and relevant to reach the target audience.

This study has several limitations, including the limited observation period (6 months) which may not fully reflect the overall performance of the content, as well as the sample of respondents which only includes active followers of the @Dindikbud mojokerto account so that it does not represent all education stakeholders

in Mojokerto City. In addition, this study has not measured the long-term impact of Instagram content on changes in behavior or public understanding of education policies, and does not take into account external factors such as the ever-changing Instagram algorithm which can significantly affect reach and engagement.

Acknowledgments

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