

The Role of The Instagram Account @Infodarjo in The Dissemination of Local Information in Sidoarjo

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ABSTRACT

Objective: This research aims to understand the role of the Instagram account in spreading local information. **Method:** This study uses a descriptive qualitative method to analyze 'The Role of Instagram Account @infodarjo in the Dissemination of Local Information in Sidoarjo.' This research employs observation and account analysis as data collection techniques. Observations will be made by monitoring the activities that occur. Account analysis will be conducted by analyzing the activities carried out through the platform, from story posts, photo or video uploads on the account, to the responses received from social media users. **Results:** Based on the observations that have been made, this account actively shares information about current events, traffic, local events, and various public services. The speed and consistency in uploading information make it easier for the community to obtain the latest news compared to conventional media. Instagram accounts like @infodarjo serve as an alternative medium that is fast, interactive, and easily accessible to the public, especially the younger generation. The high level of user interaction indicates that this account is not only a medium for conveying information but also a platform for communication and discussion for the people of Sidoarjo. **Novelty:** Instagram accounts like @infodarjo serve as an alternative medium that is fast, interactive, and easily accessible to the public, especially the younger generation. The high level of user interaction indicates that this account is not only a medium for conveying information but also a platform for communication and discussion for the people of Sidoarjo.

INTRODUCTION

Instagram, as a highly popular social media platform, can have a significant impact on disseminating information quickly and widely [1]. The @infodarjo account can be seen as a social media platform for disseminating information related to local events, current news, and other important information about Sidoarjo. On the @infodarjo account, we can observe the audience's response to content containing the information they need. This also involves analyzing engagement levels, such as comments and likes, which play a role in expanding the reach of information. The phenomena explored in this study encompass various aspects of Instagram's role. Instagram can function in distributing information and shaping local communities' understanding and responses to various emerging issues [2].

Technological advances have also led to the development of new media, which can assist human activities in various aspects [3]. Instagram is a social media platform that allows users to share photos, videos, and other content. Initially, Instagram could only be used to share photos with various filters, but now it has evolved into a multifunctional platform with various features [4]. Instagram is not just a place to share photos and videos. Through various interactive features such as comments, direct messages, stories, live streaming, and IGTV, Instagram serves as an effective and broad communication

tool. Whether for personal communication, social interaction, or business, Instagram allows its users to communicate directly, quickly, and visually [5].

Instagram allows users to stay connected with family, friends, and followers by sharing photos, videos, comments, and direct messages (DMS). This makes Instagram an effective communication tool for building and strengthening social relationships [6]. Overall, Instagram provides various tools that make it easy for users to communicate, whether through direct interaction, sharing experiences, or even discussing specific topics. This makes Instagram not only a content-sharing platform but also a means of strengthening social relationships between individuals [7].

Obtaining information from Instagram can be done in various ways by utilizing the platform's features. Here are some ways to obtain information through Instagram [8]. Many accounts on Instagram specifically share the latest news, information, or updates on various topics such as politics, sports, technology, or entertainment [9]. Following these accounts allows users to receive the latest information directly in their feed or Stories. The Explore page on Instagram displays content tailored to interests and activities. This allows users to find various types of information related to topics of interest, from the latest news and trends to content from unfollowed accounts [10]. These factors make Instagram a highly useful platform for finding a wide variety of information.

The Instagram account @infodarjo is a social media platform focused on disseminating information about the Sidoarjo Regency area, East Java. The @infodarjo account has 219,000 followers and 5,314 posts. This local account frequently shares information about the latest news, traffic and transportation, local events and activities, public service information, entertainment and creative content, as well as support for local MSMEs, and much more. Many residents of Sidoarjo and the surrounding area upload stories on Instagram by tagging the @infodarjo account. This is intended to encourage the @infodarjo account to repost these stories as a source of information for the surrounding community. For example, the current hot topic in Sidoarjo, namely the widespread flooding, has many residents eagerly awaiting the latest information available from the @infodarjo account.



Figure 1. Comments on the account.

The public's awaited information from the @infodarjo account is supported by one of the comments in the image above. In addition to receiving information from the latest posts, people can also communicate with each other to exchange information, making the @infodarjo account more useful for the community. This led researchers to further explore "The Role of the @infodarjo Instagram Account in Disseminating Local Information in Sidoarjo," which is expected to serve as a platform for information sharing and benefit users by conveying accurate and useful information.

A preliminary study conducted on February 8, 2025 (9:00 PM), concerning news of the floods that hit parts of Sidoarjo, showed that the @infodarjo account was more up-to-date. This can be seen from the greater number of flood-related posts on the @infodarjo account compared to the @banggadarjo and @dolordarjo accounts. Of the flood-related content analyzed across the three different accounts, InfoDarjo was more informative due to the greater number of flood-related posts. Flood information is considered crucial because it can serve as disaster preparedness information for the public. The next analysis was the audience response of each account, conducted on February 8, 2025 (9:30 PM). Each post on the three accounts analyzed had a similar upload time, posted three hours before the research was conducted. The three accounts exhibited varying levels of enthusiasm. Based on the analysis of one of the content items analyzed, the audience response of the three accounts with the same upload time was found to be greater than the @infodarjo account. This was evident in the higher number of likes, comments, and shares.

This research was compiled based on previous research by [11] (Faturtama, 2023) entitled "Utilization of Social Media as an Initial Source of Information for Communication Science Students at UINSU." This study aimed to understand social media users as information producers for Communication Science students at the Faculty of Social and Political Sciences, State Islamic University of North Sumatra (UINSU). The research conducted by [11] was qualitative because the researcher wanted to understand more deeply how UINSU Communication Science students use social media to find initial information about the school. The results of this study indicate that information obtained from social media provides numerous benefits and influences in conveying information, thus serving as a valuable reference for students seeking information.

Furthermore, this research aligns with previous research by [7] (Wiranata, 2023) entitled "Utilizing the Instagram Application as an Information Source in the Digital Technology Era." The findings of this study indicate that the Instagram application is easily accessible to all groups. The application offers a variety of features, including posts and stories, for uploading photos and videos that convey various types of information. When taking photos for Instagram stories, users can also apply a variety of effects that can be created by anyone and are available to all users. Furthermore, the DM feature enables private communication between users. This provides the opportunity for more in-depth discussions, both one-on-one and in groups, without having to rely on public conversations in feeds or stories. There are many other features, such as feeds, reels, business accounts, and many more [12].

The two studies mentioned above can be used to support and differentiate between previous research and the current study. The difference between this study and the study by [11] (Faturtama, 2023) lies in the research objective, which focused more on understanding social media usage. Meanwhile, the objective of this study focuses more on the role of social media. Furthermore, a visible difference between this study and [7] (Wiranata, 2023) is the research method. This study used qualitative research methods aimed at understanding new phenomena. The study by [7] (Wiranata, 2023) used a literature study method aimed at summarizing existing theories and research.

Comparison with Previous Research: This study reinforces the findings of previous studies conducted by Faturtama (2023) and Wiranata (2023), but with a more specific focus:

- Compared to Faturtama's (2023) research,
 1. Faturtama discusses the general use of social media by students as a source of information.
 2. This research focuses more on the role of specific Instagram accounts in the local context, namely Sidoarjo.
- Compared to Wiranata's (2023) research,
 1. Wiranata focuses on Instagram's features as a tool for disseminating digital information.
 2. This research places greater emphasis on the effectiveness of specific accounts in building communication with the local community.

This research analyzes how the Instagram account @infodarjo plays a role in disseminating local information in the Sidoarjo area. To understand how this information is constructed and conveyed to the public, Framing Theory is a relevant and fundamental approach. According to Robert Entman [13], framing is the process of selecting certain aspects of reality and emphasizing them in communication, thereby shaping how the audience understands and responds to the issue. Framing theory explains that media not only conveys information but also shapes how the audience interprets an issue. Media selects, structures, emphasizes, and excludes certain aspects of reality to influence audience perceptions. In this research, the research question is "What is the role of Instagram accounts in disseminating local information in Sidoarjo?" The explanation of Instagram's role also explains why people trust the information they receive. By answering this question, this research is expected to provide deeper insight into Instagram's role in disseminating information.

A preliminary study of several local Sidoarjo accounts found a higher audience response and more up-to-date information on the @infodarjo account. This led the researcher to choose the @infodarjo account over other local accounts. The research further discusses "The Role of the @infodarjo Instagram Account in Disseminating Local Information in Sidoarjo." This study aims to provide information on the role of Instagram accounts in disseminating local information in Sidoarjo.

RESEARCH METHOD

This study uses a descriptive qualitative method to analyze "The Role of the @infodarjo Instagram Account in Disseminating Local Information in Sidoarjo. Focusing on observations made on phenomena in order to develop knowledge about objects and subjects or a situation that occurs is an advantage of qualitative research [14]. Research that uses a qualitative approach method aims to provide a more detailed and more detailed explanation of the conditions or phenomena that occur in an environment by collecting data as completely and accurately as possible [15]. Data collection needs to be very detailed and as accurate as possible, this is supported by a long time and trusted sources. This is very important to make a study scientific and reliable [16]. This study uses observation data collection techniques and account analysis. Observations will be carried out by observing the activities that occur. While account analysis is carried out by analyzing activities carried out through the platform, starting from story posts, photo or video uploads on the account to the responses received from social media users. The data source presented by this study comes from the @infodarjo account.

RESULTS AND DISCUSSION

@infodarjo account is one of the social media-based information accounts that has a significant influence among the people of Sidoarjo. With thousands to hundreds of thousands of followers, this account actively shares various types of local and current information, such as traffic incidents, disasters, crime, social activities, public services, and promotion of SMES.

Content Analysis On The @Infodarjo Account

The selection of content for analysis is based on the continuation of the preliminary study that was conducted on February 8, 2025. After conducting the preliminary study, the researchers established a deadline and the theme of the content to be analyzed. Throughout February on the account @infodarjo, the posts that caught attention were regarding the floods that frequently hit the Sidoarjo area. Therefore, the researcher is interested in taking posts themed around floods throughout February 2025, where a total of 6 posts were found on the Instagram account @infodarjo as follows :



Figure 2. Post from the account @infodarjo February 8, 2025



Figure 3. Post from the account @infodarjo February 8,

The two video clips above were uploaded by the infodarjo account on February 8, 2025. The first video clip, which has over 62 thousand viewers and 11 comments, features a video depicting heavy rain pouring over parts of Sidoarjo. The second video clip has a higher view count than the first one, with 463 thousand views and 503 comments, and was also uploaded on the same day.

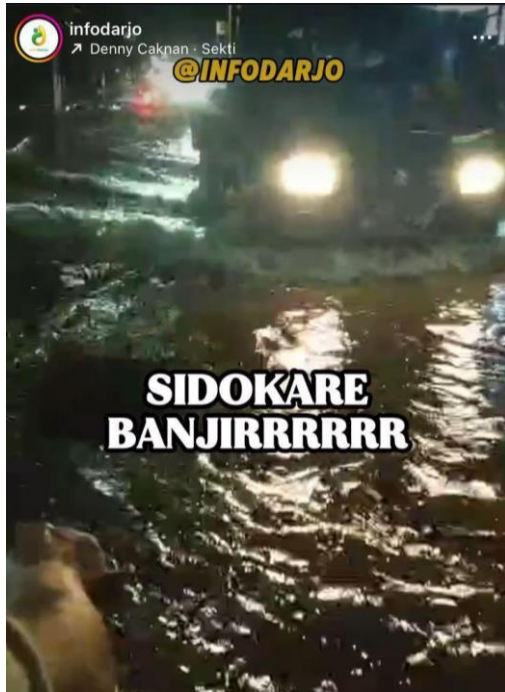


Figure 4. Post from the account @infodarjo February 8, 2025



Figure 5. Post from the account @infodarjo February 24, 2025

The two video clips above were uploaded by the infodarjo account on February 8 and 24, 2025. The third image clip has over 72 thousand viewers and 30 comments. The video post contains documentation of a flood that hit Sidokare, which is one of the central areas in Sidoarjo. The video post informs about a rather long flood in a densely populated area, causing many vehicles to face difficulties due to the high water level along the road. Next, in the fourth image clip, the video has 77 thousand viewers and 37 comments. The flood in the video occurred in the city center of Sidoarjo.



Figure 6. Post from the account @infodarjo February 26, 2025



Figure 7. Post from the account @infodarjo February 26, 2025

The three video clips above were uploaded by the infodarjo account on February 26, 2025. The fifth image clip has more than 300 thousand viewers and 383 comments. The video upload contains documentation of the floods that struck various central areas in Sidoarjo, including Suko, Sidokare, Spande, and Tulangan. The enthusiasm of the community in the comments section is very high. This may be marked by the fact that the upload informs about flooding in several regions. In the sixth image clip, the video upload has 103 thousand viewers with 136 comments. The flood in the video occurred in Bluru, Sidoarjo.

Analysis Of Comments On The @Infodarjo Account

From several contents researched on the @infodarjo account in February with the theme 'hot issue of floods', 6 contents were found. The researcher conducted an analysis related to the enthusiasm and interaction of Instagram users in the comments section on 6 posts about floods, as shown in the image below:



Figure 8. Comments from followers of the account @infodarjo

From the 6 posts that have been analyzed, a variety of comments were received. Some provided humorous comments, some blamed the government, expressed concerns,

and there were also those who shared the latest information regarding conditions in their area. Most of the comments sent by Instagram users on those posts were exchanges of information and inquiries about the situation in other areas. The public tends to be worried about flood-prone areas that are related to where they work, study, and carry out important activities. Aside from the latest posts to provide information to the public, the comment column feature also provides information for users, whether to reassure them or to increase the readers' anxiety.

Interview Through DM With The Follower Of @Infodarjo Account

In addition to conducting content analysis, the researcher also conducted interviews through the direct message feature on social media Instagram, with three informants who follow the account @infodarjo. Based on the interviews conducted with accounts @d.ddpita, @ramzbye, and @natasyayuu, they received quite positive responses for various reasons. Among them are the need for up-to-date information that is always updated and active on the @infodarjo account. Then there is the need for information regarding the organization of an event in the Sidoarjo area and its surroundings.



Figure 9. Interview with the followers of the account @infodarjo.

From the results of interviews with several Instagram users who follow this account, it was found that the majority of them choose @infodarjo as their main source of information because it is considered more trustworthy and always up-to-date.

Discussion

The @infodarjo account plays a crucial role as a local information platform for the people of Sidoarjo. With a substantial following, this account is a primary source of news for local residents. Observations indicate that this account actively shares information on current events, traffic, local events, and various public services. The speed and consistency of its uploads make it easier for people to access the latest news compared to

conventional media. Through content analysis and user interviews, it was discovered that the @infodarjo account is highly effective in disseminating local information. Several factors contribute to this effectiveness, including:

- **Rapid Information Availability**

The @infodarjo account regularly posts the latest information on local events in Sidoarjo, including breaking news, traffic, and community events. Compared to similar accounts like @banggadarjo and @dolordarjo, @infodarjo is quicker to provide updates, especially in emergency situations like the floods that occurred on February 8, 2025.

- **High Interaction with Followers**

Based on data analysis, @infodarjo's posts received a higher number of likes, comments, and shares than the other two accounts. This indicates that the public is more actively engaging with the content shared by this account.

Framing Analysis Theory

This study uses Framing Theory to analyze how the Instagram account @infodarjo frames or packages local information delivered to the people of Sidoarjo. Framing is a process by which the media selects and highlights certain aspects of current information, thereby shaping public understanding, opinions, and perceptions of an issue. In this regard, the researcher refers to the framing concept developed by Robert Entman (1993), which encompasses four elements: defining problems, diagnosing causes, making moral judgments, and suggesting remedies. The Instagram account @infodarjo actively creates content around local events, one of which is the flooding that occurred in various locations in Sidoarjo Regency during February 2025. The uploaded content demonstrates how framing is formed through:

1. **Issue Selection (Defining Problems)**

The @infodarjo account chose flooding as the main topic in several posts. This selection indicates that the account views flooding as a major issue that directly impacts people's lives, particularly regarding mobility, safety, and economic activity.

2. **Diagnosing Causes**

In several captions, this account indirectly mentions the causes of the flooding, such as heavy rain, clogged drains, or poor road conditions. This builds public awareness of the factors that cause flooding, although it is not always explained in detail.

3. **Making Moral Judgment**

Framing also appears when this account uses critical or evocative phrases, such as "the road is impassable," "it's getting worse," or "be careful crossing." These phrases create a sense of urgency, encourage users to be vigilant, and implicitly encourage evaluation of the authorities' handling.

4. **Providing Solutions (Suggesting Remedies)**

While not always explicitly suggesting solutions, the information shared encourages residents to avoid certain locations, share further information, or provide updates through comments. This makes the @infodarjo account a facilitator of communication and solutions between residents.

In further analysis, framing can also be seen from:

- Visual Selection: Videos and photos showing high water levels, broken-down vehicles, or strategic locations like the Lippo Plaza flyover reinforce the image of crisis and urgency.
- Upload Timing: Content is often uploaded while events are still unfolding or immediately afterward, indicating that these accounts are actively responding to events in real time.
- Caption Structure: The sentences used are generally short, direct, and focused on the current situation. This reinforces the perception that the information presented is urgent and needs to be known immediately.

Content On The @Infodarjo Account

The content uploaded by the @infodarjo account demonstrates its crucial role in conveying relevant, up-to-date, and beneficial local information to the people of Sidoarjo. One of the dominant issues during February 2025 was the flooding that hit various areas in Sidoarjo. Based on observations and analysis, six flood-themed posts were reviewed as part of this research. These posts included visual documentation in the form of videos showing live flood conditions at various locations, such as under the Lippo Plaza flyover, Sidokare, Spande, Suko, Tulangan, and Bluru. This content was deemed highly informative because it showed the location of the incident, the impact of the flood on residents' activities, and precautions that the public could take. Furthermore, the posts created by the @infodarjo account were accompanied by clear captions and narratives, making it easier for users to understand the situation.

In terms of reach, several posts received very high engagement. One video uploaded on February 8, 2025, recorded more than 463 thousand views and 503 comments, demonstrating the high public interest and need for fast and accurate local information. This high level of interaction reflects that the content presented by the @infodarjo account is able to attract attention and meet the public's information needs. The content selected by @infodarjo is very responsive to emerging issues in the community. The choice of topics such as floods is evidence of this account's sensitivity to the public's need for information. Compared to other local accounts such as @banggadarjo and @dolordarjo, the @infodarjo account excels in terms of the speed of information presentation, the intensity of posts, and audience engagement. Overall, the content displayed by the @infodarjo account is very effective in fulfilling the social media function of disseminating local information. Attractive visualizations, speed in presenting news, and public participation in responding to posts make this account one of the trusted sources of information for Sidoarjo residents. Overall, content analysis can be seen that the @infodarjo account has a real contribution to the dissemination of local information in Sidoarjo. The strength of this account lies in its speed in responding to issues, its ability to present information in an attractive visual manner, and its ability to build two-way communication with the public.

Comments On The @Infodarjo Account

The comments that appear on every post by the @infodarjo account represent a form of audience engagement and a part of digital social interaction. In the context of

disseminating local information, comments are not just spontaneous responses but also a means for the public to share further information, ask questions, and even provide evaluations of ongoing events. Analysis shows that in posts about flooding that occurred during February 2025, particularly on the video uploaded on February 8, 2025, the comments section demonstrated quite high public participation. The video received over 500 comments, with various forms of participation reflecting the public response to the emergency situation. The analysis revealed a variety of comments, including:

1. Information-Sharing Comments

Many users provided additional information regarding conditions in other areas not mentioned in the post. For example, comments like "The water in Taman is also starting to rise, be careful, friends," indicate that the comments section serves as an extension of information.

2. Confirmation or Information-Seeking Comments

Some users inquired about conditions in other areas or confirmed the situation in their area. Comments like "Is Bluru safe now? Has anyone passed by recently?" This indicates a need to receive real-time information from other residents.

3. Empathetic Comments

There were also comments expressing sympathy for residents affected by the flood, such as "Good luck to the residents whose homes were flooded. Hopefully, the water will recede soon." This indicates that the @infodarjo account has become a public communication space that strengthens social solidarity.

4. Social Criticism Comments

Some users also expressed criticism of the local government regarding flood management, such as "Every time it rains, there's always flooding, when will the drainage be fixed?" This demonstrates that social media has become a space for channeling public opinion regarding government services and policies.

From these patterns, it is clear that the comments section on posts by the @infodarjo account serves not only as a space for expression but also as a platform for two-way information exchange. The interactions created reinforce the account's function as a participatory public communication channel. The public is not only a recipient of information but also a contributor through their comments. Thus, it can be said that comments on the @infodarjo account play a crucial role in strengthening the rapid, participatory, and community-based process of disseminating local information.

Interview Via DM With Followers Of The @Infodarjo Account

To strengthen the findings from the content and comment analysis, researchers also conducted direct interviews with several followers of the @infodarjo account via Instagram's Direct Message (DM) feature. These interviews aimed to determine the users' motives, perceptions, and experiences in accessing and responding to information shared by the @infodarjo account. The interviews showed that @infodarjo followers have a high awareness of the importance of local information, particularly information related to urgent events such as floods, accidents, traffic jams, and job openings. Respondents acknowledged that the @infodarjo account is one of their most reliable sources of

information because it is fast, accurate, and easily accessible through social media. One follower, user @d.ddpita, stated that she follows the @infodarjo account because it always provides important information quickly and up-to-date. These interview results support the role of the @infodarjo account as a participatory media, enabling audiences not only to be recipients but also to disseminate and amplify information at the local community level. The popularity of the @infodarjo account is due to several key factors that make it superior in disseminating local information, namely:

1. Content Credibility

The information provided by this account is largely derived from firsthand reports from the public and news obtained from trusted sources. This gives users confidence in the accuracy of the news presented.

2. Optimal Use of Instagram Features

By utilizing various Instagram features such as Stories, Live Streaming, and IGTV, the @infodarjo account can reach more users and disseminate information more quickly. As a primary news source, the public has greater trust in the information presented because it is perceived as more relevant and relevant to local conditions.

CONCLUSION

Fundamental Finding : Based on the research conducted, it can be concluded that Instagram accounts play a strategic role in disseminating local information in Sidoarjo. Instagram accounts like @infodarjo serve as a fast, interactive, and easily accessible alternative media for the public, especially the younger generation. Through visual content such as photos, videos, infographics, and informative captions, these accounts are able to convey various important information related to local events, public services, MSMEs, regional culture, and community activity agendas in an engaging manner.

Implication : In addition to being a source of information, Instagram accounts also function as participatory spaces where the public can provide responses, input, and re-share information, thereby expanding the reach of information. Thus, Instagram accounts serve not only as information disseminators but also as a liaison between the government, businesses, and the public in raising awareness of local issues in Sidoarjo. **Limitation :** From the analysis conducted, it can be concluded that the @infodarjo Instagram account plays a significant role in disseminating local information in Sidoarjo. However, the current findings are still limited to observational and descriptive analysis, which does not yet cover the measurement of the broader impact of such media on behavioral change, policy development, or long-term community engagement in the local context.

Future Research : The speed and accuracy of the information provided make this account a reliable source of news for the public. The high level of user interaction indicates that this account is not only a medium for conveying information but also a communication and discussion platform for Sidoarjo residents. Future research could therefore focus on examining the sustainability of this interaction, the trust-building mechanisms between users and account managers, and comparative studies with similar accounts in other

regions to provide a broader understanding of digital media's role in local governance and civic engagement.

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