



The Effectiveness of the Instagram @infotambun Social Media Account in Providing Information to the Community in the Tambun Area

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Abstract. Along with the development of the times, the use of social media is very helpful for humans in getting information. As with Instagram, currently many users use social media as a place to share news. That way, Instagram users can get news without having to open a news portal on a different platform. One account that uses Instagram as a news media is the @infotambun account. The @infotambun account uses Instagram as a media for sharing news around the Tambun area, Bekasi Regency. Therefore, the authors are interested in conducting research whether the @infotambun account is effective enough in providing information to the public in the Tambun area, Bekasi Regency. This research uses descriptive qualitative method. Data collection was carried out by distributing questionnaires which were answered by 25 respondents. The results of this study state that the @infotambun account is quite effective in providing information to the public in the Tambun area, Bekasi Regency.

Keywords: Instagram, Effectiveness, Media

1 Background

Globalization has made the boundaries of the world increasingly faded. Like there are no more limits space and time that can hinder human interaction from various countries. Globalization also makes technological advances seem to be growing so rapidly. Almost every year there are always innovations in the field of technology that help humans carry out their activities efficiently. Not without reason, the rapid development of technology arises from human demand for convenience in meeting daily needs. This makes most human activities today inseparable from the role of technology in them. Technology has become a tool for humans to facilitate their daily activities (Ngafifi, 2014)

One of the technologies that has developed due to the influence of globalization is information technology. The development of increasingly sophisticated information technology, its influence is unavoidable (Budiman, 2017). There are no more time and space boundaries that can hinder the flow of information in today's era. Information technology itself is a development that combines computers with

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D. V. Ferezagia et al. (eds.), *Proceedings of the International Conference on Vocational Education Applied Science and Technology (ICVEAST 2023)*, Advances in Social Science, Education and Humanities Research 783,

https://doi.org/10.2991/978-2-38476-132-6_49

telecommunications. With a computer the process of exchanging information can be done very quickly and systematically. The goal of the development of information technology is quite simple, namely to make it easier for humans to communicate with each other *onlinereal-time*. Apart from communicating, the development of information technology is also aimed at making it easier for humans to find and obtain information quickly. As can be seen today, humans can get information only through *smartphones* owned, as if the world is in the grip.

Of course the development of information technology will not be efficient if it is not supported by the internet. The internet or its abbreviation is *interconnection Network* is a technology that allows billions of people in this world to be connected to each other. With the internet, everyone who is connected will be able to exchange information and communicate remotely easily and quickly (Fauziyyah & Rina, 2020). As can be seen at this time, people always use the internet in their daily activities. Sharing stories, exchanging information, communicating remotely with the support of the internet. The internet seems to have become a basic necessity in human life today (Fathiyyah & Rina, 2019). However, the convenience provided by the internet must be accompanied by policies from its users. This is necessary in order to be able to maintain personal privacy properly amidst the current information disclosure.

On the other hand, the ease of accessing information must also be accompanied by the accuracy of its users (Dewi et al, 2018). Not always the information available on the internet can be justified. Not all information available on the internet can also have a positive impact on human life. The ease of accessing information and providing information on the internet is sometimes vulnerable to incorrect information that causes chaos in society. Therefore, internet users need to be aware of the validity of information.

Human activity in providing information via the internet is of course supported by social media platforms, which are currently numerous. The development of social media platforms today makes it easier for people to obtain and provide information to the general public (Fauziyyah & Rina, 2020). The presence of social media in the current era has changed the model for delivering information. In the past, maybe only a company that owned a television station could convey information broadly and massively. However, in the current era, not only companies but individuals can also provide extensive and massive information easily and inexpensively (Dewi et al, 2018). Of course this is a positive benefit that can be obtained from social media platforms.

One of the social media that is popular and widely used by the public today is Instagram (Fauziyyah & Rina, 2020). Instagram is a social media platform created in 2010. Initially, Instagram was just a platform for sharing personal photos and videos with family, relatives, peers and so on. But over time, Instagram continues to develop into a social media platform that has many functions. There are those

who use Instagram as a place for advertising, a place to sell, and a place to share information with fellow users. This is a positive benefit provided by Instagram, where people do not need to look for information or news on a news portal, because Instagram users can get news on the platform directly (Zahra & Rina, 2018).

Aside from being a platform for getting information, Instagram also allows its users to share information easily. This is a turning point where information or news is not only conveyed by large media companies, but only by groups or individuals. Like one of the accounts on Instagram, namely @infotambun, which uses Instagram as a platform for sharing information. If you look at his Instagram page, @infotambun often shares the latest information in the Tambun area, Bekasi Regency.

As of the time of writing this article, the @infotambun account already has 108 thousand followers, of which it is not certain whether all of their followers are domiciled in the Tambun area or not. In addition, until this article was written, the @infotambun account had shared 3,995 posts. The reason for creating the @infotambun account is because Instagram is a social media that is easily accessible and is owned by many internet users. Instagram is also a social media that is quite effective for sharing information, because information spread via Instagram can be distributed quickly and precisely.

Based on the author's explanation in the article above, the writer is interested in conducting research on the @infotambun Instagram account with the title "Effectiveness of Instagram @infotambun Social Media Accounts in Providing Information to the Community in the Tambun Area". The purpose of this study was to determine the effectiveness of the @infotambun Instagram account in providing information to the people in the Tambun area.

2 Problem Formulation

In a study, of course the author has several questions to get answers from the research conducted. Research questions must also be relevant to the topic you want to find answers to. In this study, the authors took the topic "Effectiveness of the @infotambun Instagram Social Media Account in Providing Information to the Community in the Tambun Area". Therefore, the questions in this research include:

1. How effective is the social media account @infotambun in providing information to people in the Tambun area?
2. Can the social media account @infotambun meet the information needs of the people in the Tambun area?
3. How does the social media account @infotambun process information and distribute it to the people in the Tambun area?

With some of the questions above, the author hopes to find out the effectiveness of the @infotambun Instagram account in meeting the information needs of the people in the Tambun area.

3 Purpose

The purpose of this research is to find out the effectiveness of the @infotambun Instagram account in providing information to people in the Tambun area. Later this research can be read for the general public and Instagram account @infotambun owners.

4 Research Benefits

The benefits of this research are divided into two, namely academic benefits and practitioner benefits. For academic benefits, this research is expected to be reading material for the general public. In addition, this research is also expected to be able to expand research materials and reference materials for the University of Indonesia academic community who wish to conduct research on related topics. As for the practical benefits, it is hoped that the results and discussion of this research can add insight to the general public regarding social media,

5 Research Methods

Type of Research

In this research, the writer uses descriptive qualitative method. Where in the descriptive qualitative method, research uses several hypotheses to be tested. Qualitative research is also a method that has a positivistic paradigm. Qualitative methods are usually used to examine a population or sample related to the research topic. Sampling is generally done randomly, and data analysis is qualitative in nature to test the hypotheses that have been determined.

Research Subjects and Objects

The subjects in this study are people who follow the Instagram account @infotambun. Followers of the @infotambun Instagram account were chosen as subjects or respondents in this study, because they have been consuming information from that account. By choosing these subjects, it is hoped that they will be able to provide an assessment of the effectiveness of the @infotambun Instagram account in meeting the information needs of the Tambun people.

For research objects, the authors use information or news on the Instagram account @infotambun. This object will later become research material that determines the level of effectiveness of the information provided by the @infotambun account. Information or news taken by the author also has a time limit. Where the news taken by the author to become the object of this research is news that was uploaded in the period from 1 January 2022 to 10 December 2022.

Research Locations

The location in this study is the Tambun area, Bekasi Regency, where the author takes respondents who live in the Tambun area and become account followers. Instagram @infotambun. The author distributes questionnaires through features *direct messages* available on the Instagram social media platform. The questionnaire is intended for data collection that will become research material.

Effectiveness

Definition of Effectiveness. According to Prihartono (2012), effectiveness is the level of success in achieving a goal. Target means something to aim at in order to get a desired result. In language, effectiveness has the notion of success in achieving a desired goal. In its determination, effectiveness is always associated with the expected results with the results achieved. This is in line with the opinion of Mahmudi (2015), which states that effectiveness is a comparison between the efforts made and the results achieved.

Effectiveness is an indicator in determining the success of a business in achieving a goal. By measuring effectiveness, the parties involved in a business will know the amount of success that has been achieved. Effectiveness can also be an evaluation material in a business carried out both individually and in groups. This is because effectiveness can be a reference in determining whether the business is optimal or not.

Measures of Effectiveness. In its application, measuring the effectiveness of an activity or business carried out by both individuals and organizations is not easy. Effectiveness is often assessed from different perspectives depending on who is judging. The level of effectiveness is usually associated with a plan that is determined by the results obtained. If an activity or business does not get the expected results at the planning stage, then the activity or business can be said to be ineffective (Rosalina, 2012). Some of the criteria or measurements that can be used as a reference for achievement can be declared effective or not, including:

Clarity of goals to be achieved

Clarity of what is to be achieved at the planning stage is the main thing so that activities can be said to be effective. This is intended so that all parties involved in an activity can be more focused in carrying out their duties.

Clarity of strategy in achieving goals

Goals should not only be determined, but goals must be accompanied by a strategy to achieve these goals. With a strategy, an activity will certainly be easier and more systematic in achieving the goals that have been determined.

Good planning

It is a certainty that planning must be well prepared so that the activities/ efforts

undertaken can be said to be effective. What is to be achieved and how to achieve it must be well thought out at this stage.

Availability of facilities and infrastructure

An activity or business that is carried out will run well if the facilities and infrastructure are very adequate. On the other hand, if the facilities and infrastructure are not properly prepared, the activities or efforts undertaken will experience difficulties in achieving their goals.

Implementation according to plan

Planning is not only to be made, but to guide the course of an activity. Activities whose implementation is in accordance with the plan, then these activities can be said to be effective.

Good monitoring and control system

To ensure that activities go according to plan, a good monitoring and control system is needed. This is intended so that the activities carried out do not go out of the way that has been determined.

Effectiveness Approach. Effectiveness has several approaches, while the approach is intended to measure how effective an activity is. According to Dimianus (2014), several effectiveness approaches include:

Target approach

In this approach, measurement is done by measuring the extent to which a group carrying out an activity achieves the stated goals. Identification of goals and measuring the level of success of activities is a stage in this approach.

Source approach

In this approach, measuring effectiveness is done by measuring how an institution or organization obtains the resources needed to carry out activities. This approach requires an institution or organization to be able to obtain resources while maintaining them so that the activities carried out can be said to be effective.

Process approach

In this approach, measuring effectiveness is seen from how an institution or organization carries out its activities. This approach requires institutions or organizations to carry out activities in accordance with the sections that have been determined, so that activities can be said to be effective.

Social Media

Social media is a virtual space for individuals and groups to share information or stories with the general public. According to Henderi (2007), social media is a social networking site that allows everyone to build their own profile and show it to the public, as well as view the profiles of other social media users who are

connected in a system. Currently, social media has become a technology that can make it easier for everyone to connect with one another. Social media has also become a place to exchange information easily and quickly.

Social Media Functions

Social media currently has a function that is quite influential in shaping people's behavior patterns. Its ability to become a place for rapid exchange of information makes social media have an important role in today's era. According to Puntodi (2011) social media functions as follows:

- b. Social media allows people to build personal branding. Some of the social media that exist today can be a medium for communicating, sharing stories, and gaining popularity.
- c. Social media provides an opportunity to be able to communicate more closely in person. Social media can also be used by marketers to identify consumer lifestyles, as well as communicate directly with consumers in a personal way.

Characteristics of SocialMedia. The social media that exists today cannot be compared to the mass media that has existed since ancient times. As for some of the characteristics of social media according to Nasrullah (2016), include:

Network

In computer science, a network is defined as an infrastructure that connects a computer to another computer, or it could also be a computer to other devices.

Information

Information is an important component in social media. This is because social media has a role as a means of production and exchange of information consumed by its users.

files

Social media is not only for producing and exchanging information, but for storing information shared by users. This makes social media has no space and time limits.

Interaction

Of course in a social process there is interaction in it. Likewise with social media which has interactions between users in it. Even interactions on social media can now be done personally or publicly.

Social simulation

This is interpreted as an individual process when they want to interact through social media. Where in the first stage the individual is required to log in first, after that only the individual can interact in the virtual world.

Content by users

Social media allows each user to be able to create and share content with the general

public. This is better known by the term *User Generated Content* (UGC) which is also a differentiator between mass media and social media.

Where mass media tends to be owned by a company while social media can be owned by anyone.

Instagram. Instagram is a social media created in 2010 by Kevin Systrom and Mike Krieger in America. The name Instagram itself is a combination of two words, namely "Insta" which means instant or easy, and "gram" which is a piece of the word telegram where telegram is a fast communication tool. Currently, Instagram is used by 1.92 billion people around the world. The popularity of Instagram is due to its ability to share information in the form of text, photos and videos easily. Over time, Instagram now has many functions, namely selling, advertising, conducting live broadcasts, sharing short stories with a duration of 1x24 hours, so that someone uses it as a news media.

Research Findings. In this study, the authors used a questionnaire in collecting data that would be used as research material. The questionnaire was distributed via Instagram social media using the feature *direct message* to several followers who follow the Instagram account @infotambun and also those who live in the Tambun area, Bekasi Regency. From the distribution of the questionnaires carried out, there were 25 respondents who participated by filling out the research questionnaire. The number of questions in the questionnaire is 9 which will be described below.

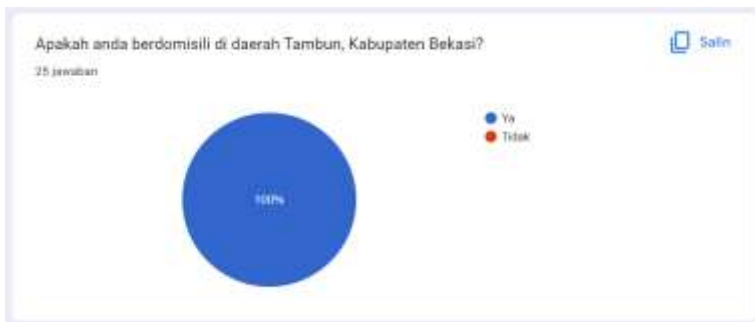


Figure 1.1 Research questions and answers from respondents

In the first question, the researcher asked whether the respondent lives in the Tambun area, Bekasi Regency. This question is intended to ensure that the respondent lives in the Tambun area, Bekasi Regency. This is done so that the answers obtained can be credible and in accordance with the scope of the research location, namely in the Tambun area, Bekasi Regency. Of the 25 respondents, around 100% live in the Tambun area, Bekasi Regency.

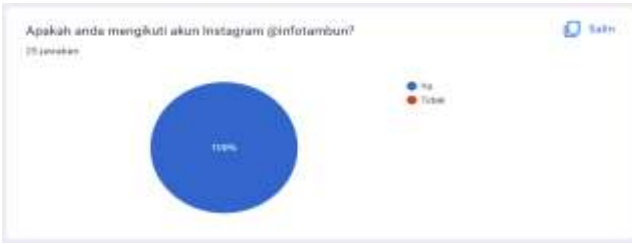


Figure 1.2 Research questions and answers from respondents

In the second question, the researcher asked whether the respondent in question was a follower of the Instagram account @infotambun. This question is intended to ensure that the respondent is really a follower of the @infotambun account. It is addressed to ensure the credibility of the answers obtained. Of the 25 respondents, around 100% answered "Yes", which means that all respondents are followers of the @infotambun account

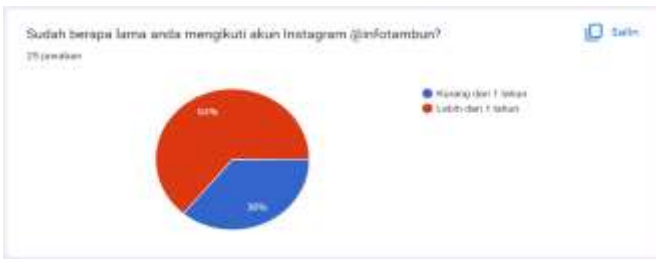


Figure 1.3 Research questions and answers from respondents

The third question the researcher asks is how long the respondent has followed the @infotambun account. This question is intended to find out the average respondent who answered whether a new follower or an old follower of the @infotambun account. Of the 25 respondents, 64% answered more than 1 year and 36% others answered less than 1 year.

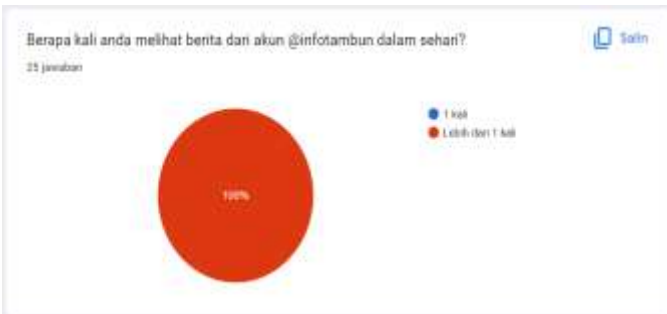


Figure 1.4 Research questions and respondents' answers

The fourth question the researcher asks is how many times the respondent has seen news from the @infotambun account. This question is intended to find out the average consumption of respondents to the news presented by the @infotambun account. out of 25 respondents, 100% answered more than 1 time.

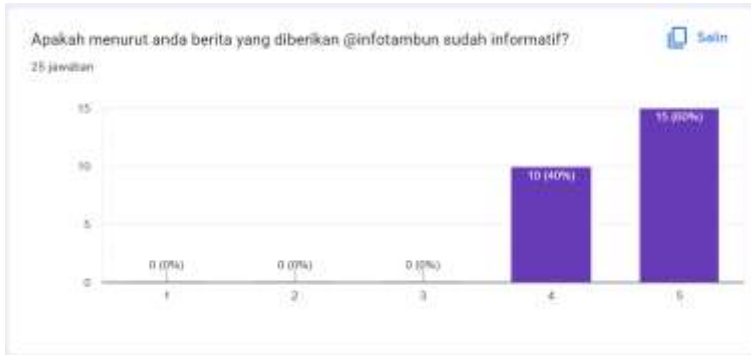


Figure 1.5 Research questions and respondents' answers

The fifth question the researcher asked the respondent's opinion about whether the news provided by the @infotambun account was informative or not. This question is intended to find out the respondent's opinion on the informative level of a news provided by the @infotambun account. Of the 25 respondents, 60% answered with a score of 5 and the other 40% answered with a score of 4.



Figure 1.6 Research questions and respondents' answers

The sixth question the researchers asked respondents whether they believed the news provided by the @infotambun account. This question is intended to determine the level of trust respondents have in the news provided by the @infotambun account. Of the 25 respondents, 80% answered with a score of 5 and the other 20% answered with a score of 4.



Figure 1.7 Research questions and respondents' answers

Seventh question, researchers ask whether the news presented by the @infotambun account often occurs around where you live. This question is intended to find out whether the news provided by the @infotambun account is an event that really happened and that the event was really in the Tambun area, Bekasi Regency. Of the 25 respondents, 32% answered with a score of 3, another 32% answered with a score of 2, another 24% answered with a score of 4, and 12% others answered with a score of 1.

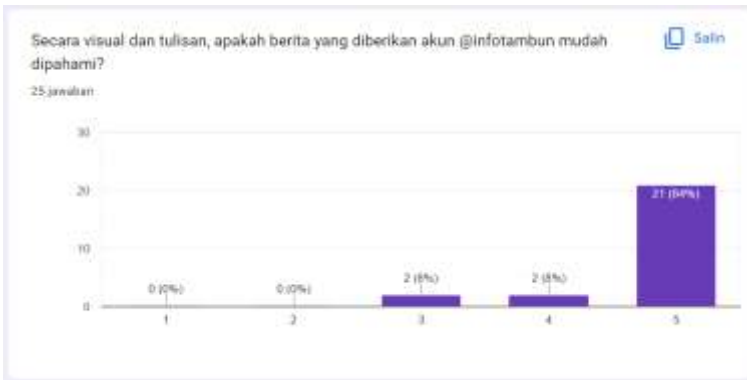


Figure 1.8 Research questions and respondents' answers

The eighth question the researcher asks is visually and in writing, the news provided by the @infotambun account is easy to understand. This question is intended to find out whether respondents easily understand the news provided by @infotambun visually and in writing. This answer can also be used as material for determining the effectiveness of the @infotambun account in providing information to the public in the Tambun area, Bekasi Regency. Of the 25 respondents, 84% answered with a score of 5, 8% answered with a score of 4, and the other 8% answered with a score of 3.



Figure 1.9 Research questions and respondents' answers

The ninth question the researcher asked was whether the @infotambun account was fast in providing information about events that had just occurred in the Tambun area. This question is intended to find out the opinion of respondents regarding the speed of the @infotambun account in providing information to the public. Of the 25 respondents, 48% answered with a score of 5, another 48% answered with a score of 4, and 4% answered with a score of 3.

6 Discussion and Analysis

Of the several questions that the researchers did through a questionnaire, there were 25 respondents who gave answers. From these answers, researchers can analyze the effectiveness of Instagram accounts @infotambun in providing information to the community in the Tambun area, Bekasi Regency with the following description.

- On the question whether the @infotambun account has provided informative news, as many as 64% of 25 respondents answered "Yes". The researcher can conclude that the @infotambun account is quite informative in providing information to the people in the Tambun area.
- On the question of how many news do you see from the @infotambun account in a day, 100% of 25 respondents answered more than 1 time. This can be concluded by the researcher that with the ability of Instagram social media which is able to distribute content to the right users, the news presented by the @infotambun account can be seen by its followers more than once.
- On the question whether the respondent in question can believe the news presented by the @infotambun account, 80% of the 25 respondents answered with a score of 5 and the other 20% answered with a score of 4. This is an indicator that the credibility of the information provided by the @infotambun account can be accepted by followers.
- On the question whether the information provided by the @infotambun account is easy to understand, 84% of 25 respondents answered with a score of 5, 8% answered with a score of 4 and the other 8% answered with a score

of 3. This can be concluded by researchers that the @infotambun account is good enough in providing information that is easy to understand, as evidenced by the dominant respondent's answer at a score of 5 and no answer below a score of 3.

- e. On the question whether the information provided by the @infotambun account was fast, 48% of 25 respondents answered with a score of 5, the other 48% answered with a score of 4, and 4% answered with a score of 3. This is an indicator that the news is about events that occurred in the Tambun area can be published quickly by the @infotambun account.

7 Conclusion

From the research findings section to discussion and analysis, researchers can conclude that the @infotambun Instagram account is quite effective in providing information to the public in the Tambun area, Bekasi Regency. This is caused by several indicators that have positive values such as informative aspects, easy to understand, and fast in distributing news. Of the 25 respondents that the researcher obtained through questionnaires distributed through *features direct messages* Instagram, all of them are domiciled in the Tambun area, Bekasi Regency. In addition, the 25 respondents are also followers of the @infotambun account, most of whom have followed for more than 1 year.

Of course, this positive result must be maintained or increased by the @infotambun account owner for the future. The people in the Tambun area, Bekasi Regency, have had their information needs met sufficiently, thanks to the role of the @infotambun account in spreading fast, accurate and credible news to the people in the Tambun area. Easy access to information through Instagram social media is also a factor that makes every news on the @infotambun account accessible to followers of that account. The ability of Instagram social media to distribute content properly also helps every news on the @infotambun account to be seen by its followers every day. This was evident from the respondents' answers to the questionnaire which stated that they saw news from the @infotambun account more than 1 time a day.

Suggestions

The positive results of this study concluded that the @infotambun Instagram account is quite effective in providing information to the people in the Tambun area, it must be maintained or even improved by the @infotambun account owner. The @infotambun Instagram account must always distribute news quickly, accurately and of course credible so that people in the Tambun area get quality information. The owner of the @infotambun account can also improve his news from a visual perspective, because as long as the writer makes observations on the visual aspects of the @infotambun account, the writer still feels that something is lacking in the visual aspect even though respondents think visuals and writing are easy to understand. Besides that,

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