



Instagram @Seputar_pasuruan as Interactive Communication and Public Information Platform

Mas Aldrin Zagna Rania Kartika¹, Istiqomah Istiqomah^{1*}

¹Communication Studies Program, Universitas Muhammadiyah Sidoarjo, Sidoarjo, Indonesia

*Coresponding Author Email: Istiqomah@umsida.ac.id

Abstract General Background: Social media platforms play a significant role as interactive communication media and sources of public information in digital society. Specific Background: The Instagram account @Seputar_pasuruan functions as a medium for disseminating local information and facilitating interaction among the people of Pasuruan. Knowledge Gap: However, there is limited understanding of how its interactive features contribute to communication processes when analyzed through Media Richness Theory. Aims: This study aims to examine the utilization of @Seputar_pasuruan as an interactive communication medium and information source based on the dimensions of media richness. Results: Using a qualitative descriptive method with observation, documentation, and interviews involving ten active followers, the findings indicate that the account delivers timely and relevant information through feed, story, and reels features; demonstrates signal diversity through the integration of images, sound, and text; applies language variation using Indonesian, Javanese, and trending terms to build audience closeness; and facilitates interaction through comments, likes, and story reposts, although responsiveness to comments requires improvement. Novelty: This study classifies @Seputar_pasuruan as a “rich media” platform by applying Media Richness Theory to a local Instagram-based communication context. Implications: The findings provide insights into optimizing social media as an interactive communication bridge between local events and communities, particularly in enhancing information dissemination and audience engagement.

Keywords: Instagram communication; Media richness theory; Interactive communication; Public information dissemination; Social media engagement

1 Introduction

In today's digital age, social media has become one of the most important and effective means of communication for disseminating information. Instagram is the most popular social media platform, offering various features that enable interaction between users and the transmission of information visually. Instagram has now become an important part of daily routines. In addition to being a means of communication, Instagram offers various benefits[1]. First, users can easily obtain various information, ranging from

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scholarships, job vacancies, to current issues. Second, Instagram facilitates social interaction, enabling long-distance communication with friends, family, or new acquaintances. Third, Instagram helps form communities based on common interests, facilitating coordination and interaction. Fourth, Instagram is effective for branding, both for companies and personal branding. Fifth, Instagram is a practical advertising platform for selling products or services anytime, anywhere. And finally, Instagram also supports social activities such as fundraising campaigns, which can quickly reach a wide audience. Instagram is one of the most popular social media platforms in the world with millions of active users in Indonesia every day[2]. Especially in the Pasuruan area, the use of Instagram as an interactive communication medium is increasing. One of the prominent accounts in this regard is @Seputar_pasuruan, which serves as a source of information and a forum for interaction for the people of Pasuruan. Social media users in Indonesia spend an average of 3 hours and 18 minutes per day on social media[3]. According to data from Napoleon Cat, as of April 2023, there were 109.33 million Instagram users in Indonesia[4]. This number increased by 3.15% compared to the previous year[5]. In April 2022, the number of Instagram users in Indonesia reached approximately 105.99 million people. This figure declined between June 2022 and January 2023, before increasing again since February 2023. Based on age group, the largest number of users are in the 18–24 age group with a percentage of 38%, followed by the 25–34 age group with 30.1%. Meanwhile, the 35-44 age group accounted for 12.7% of total users, and users aged 13-17 accounted for 11.3%. Users aged 45-54 accounted for 5%, while the rest came from the 55+ age group[6].

The abundance of information on social media requires us to be able to select and sort the information we need and determine the right way to obtain it. The development of information technology and the internet allows users to access information from various locations. This condition encourages the media to provide information that suits the needs and interests of users. Information plays an important role for users as a means of increasing knowledge, fulfilling information needs, and improving skills.[7]. In the early days, the dissemination of news was still limited to print media, but now it has developed and is presented in digital format[8]. Basically, each individual has different preferences in choosing information provider accounts on Instagram.[9]. Thus, individual activities in reading or using Instagram aim to achieve satisfaction, with various goals to be achieved. If someone feels that using Instagram can meet their information needs, they are likely to continue using it. Conversely, if their needs are not met, they will seek other media that they consider more suitable to fulfill their needs[10].

Before the advent of information platforms such as Instagram, people obtained information through various conventional channels, such as print media, radio, and direct interaction. In addition, direct interaction at social events such as night markets and festivals also served as a medium for information exchange, including culinary recommendations and interesting events. Word-of-mouth information has also proven to be effective because it spreads easily among family and friends.

The phenomenon occurring in society shows that many individuals and groups are shifting from traditional media to social media to obtain the latest information. This shift is happening because Instagram offers easy access, rapid dissemination of information, and direct interaction features between users and information providers. The @Seputar_pasuruan account not only delivers local news and information, but also

serves as a communication space for the community to share their views, experiences, and aspirations. Thus, Instagram plays a role in building more interactive communication and actively involving community participation.

The Instagram account @Seputar_pasuruan is a platform that actively provides various information and the latest news about Pasuruan and its surrounding areas. With 172,000 followers, this account has become an important source of information for people who want to know the latest developments in their area. To date, this account has shared more than 6,696 posts, demonstrating that it consistently provides relevant and interesting content. Based on the findings from the pre-survey, the information presented on the @Seputar_pasuruan Instagram account can be reviewed from the aspects of freshness, diversity of signals, language variation, and personal sources. These four aspects are in line with the concept in media perfection theory, making this theory relevant as a basis for formulating the research focus.

In 1984, Richard L. Daft and Robert H. Lengel introduced a theory known as media richness theory. Media richness theory states that people consciously choose communication media according to the "richness" that characterizes that medium and the extent to which that richness is appropriate for the communication event[11]. Daft and Lengel (1984) state that each type of medium has a different level of effectiveness in conveying information clearly. They classify media into "rich media" and "poor media". The main criterion lies in how effectively the media can reduce ambiguity in communication and clarify meaning. "Rich media" not only effectively conveys information but also provides feedback that facilitates more effective communication[12]. On the other hand, "poor media" has limited ability to convey information clearly, potentially causing confusion and requiring additional effort to be used effectively. The richer the media, the higher its effectiveness in conveying messages. According to Trevino, Daft, there are four criteria for assessing the usefulness of media: Freshness, Variety of Cues, Variety of Language, and Personal Sources[13].

- 1) Freshness: The media has the ability to convey information regularly and enable quick responses. These responses show that the message has been well received and ensure that any mistakes can be corrected immediately.
- 2) Diversity of Signals: This relates to the ability to convey information effectively through body movements, speech, and voice intonation. This ability also includes the use of verbal and nonverbal communication conveyed through audio and visual media.
- 3) Language Variation: The ability to master a diverse vocabulary makes it easier for someone to convey ideas and concepts more clearly. In addition, variation in meaning, including through numbers and regional languages, is also an indicator of language proficiency.
- 4) Personal Source: Focuses on the ability to express feelings and emotions, where each medium has a different level of personal involvement. Especially when the medium successfully combines feelings and emotions, the message will be conveyed more effectively.

With that, these four criteria are used in analyzing or assessing how Instagram @Seputar_pasuruan functions as an interactive communication medium and information access for the people of Pasuruan.

The purpose of this study is to determine how the Instagram account @Seputar_pasuruan is used as a medium for interactive communication and access to

information for the people of Pasuruan. The strength of this study lies in its selection of a topic that has not been widely explored in academic studies, namely the use of the Instagram account @Seputar_pasuruan as a medium for interactive communication and access to information for the people of Pasuruan. To date, no research has been found that specifically analyzes the role of this account in the context of local public communication. Using Daft and Lengel's media perfection theory, this study not only offers a strong theoretical perspective but also contributes new insights to the literature on the effectiveness of community-based social media in delivering rich and relevant information to the public.

This study was compiled based on references from four previous studies with similar research topics. Several references from previous studies were needed to strengthen the data and differentiate this report from previous studies. The study conducted by [14] aimed to reveal how the Semarang city government utilizes Instagram as a means of communication and information delivery. The results of the study show that the Semarang City Government's Instagram account has been quite successful in disseminating information, although there are still challenges in responding to public complaints. Second, research conducted by [15] analyzed the use of the @kerisdigdayatelkom Instagram account as a means of communication and information dissemination by Telkom Regional IV. The results of the study show that @kerisdigdayatelkom Instagram has been utilized well in disseminating information on a regular basis. Instagram Stories are used as a medium for delivering daily information, while Instagram Feeds are used for more permanent and in-depth content. Based on the results of the study, it can be concluded that Instagram @kerisdigdayatelkom has been effectively utilized as a medium of communication and information for Telkom Regional IV in accordance with Media Richness Theory. However, further development is still needed in terms of the quality and quantity of content so that the information conveyed is more interesting and useful for employees. Third, research conducted by [16] shows that the use of Instagram as a medium for information and communication in the Bogor regency government is carried out by conducting research in advance to obtain good content, then creating content that is as creative and interesting as possible and disseminating it using Instagram. The process carried out by the Public Relations Office of the Bogor Regency Government involves searching for information, planning content, communicating information, and evaluating activities in accordance with the aspects and processes of Public Relations management according to Dominick. Fourth, research conducted by [17], this study aims to explore the use of Instagram, specifically the @vespasoy account, as a means of disseminating information about classic Vespa spare parts, as well as to determine changes in followers' perceptions after accessing content from that account. Based on the results of the study, the content shared by the @vespasoy account about classic Vespas and their spare parts successfully attracted the audience's attention. This content not only encouraged users to follow the account but also fostered interest in purchasing and elicited positive responses to the posts appearing in *the feed*.

This study formulates issues surrounding how the Instagram account @Seputar_pasuruan is used as an interactive communication medium for the people of Pasuruan. This study analyzes how the interactive features on the @Seputar_pasuruan Instagram account influence the effectiveness of communication and information dissemination among Pasuruan residents. By answering these questions, it is hoped that

a more detailed understanding of how Instagram is used as an interactive communication medium and information access tool for Pasuruan residents can be provided.

2 Method

This research uses a qualitative research method, with a descriptive research type. Descriptive research is used to describe existing research findings without exploiting the data being studied by conducting direct interviews[18] . The data collection methods used are observation, documentation, and online interviews with informants. Online interviews were conducted because the participants were located far away, making it impossible to meet with the informants in person. In this study, the selection of informants was carried out by the researcher using purposive sampling, which is a method of sample selection based on certain criteria[19] . Subjects who met these criteria could be used as informants in this research interview. There were ten informants in this study who were followers of the Instagram account @Seputar_pasuruan, liked posts, and interacted through comments on the @Seputar_pasuruan account.

The data sources in this study consist of primary and secondary data. Primary data consists of interview results with informants, observations, and documentation of posts from the @Seputar_pasuruan account. Secondary data in this study uses literature, books, journals, previous studies, and the internet. The data analysis technique used in this study is the data analysis technique from Miles and Huberman, which includes the stages of data reduction, data presentation, and conclusion drawing.

In searching for informants for this study, the first step was to identify the target informants. The informants needed were Instagram users who followed the @Seputar_pasuruan account, liked posts, and interacted through comments. After that, initial data collection was carried out by monitoring activity on the @Seputar_pasuruan account to identify users who actively interacted, either through likes or comments. The next step was to interview potential respondents. This approach was carried out by contacting them via Instagram's direct message (DM) feature to explain the purpose of the research and invite them to participate.

3 Results and Discussion

The informants chose Instagram as their primary social media platform. This decision was based on various factors, such as Instagram's diverse features and attractive audio-visual and short video displays, making it the primary source of information compared to other platforms. The Instagram account @Seputar_pasuruan was the main source of information for the informants because its content was easy to understand, informative, and up-to-date. In addition, this account also actively interacted with its followers, which further increased its appeal as a source of information.

Moreover, the videos uploaded by Instagram @Seputar_pasuruan, especially on Reels, are very appealing to informants because they always feature the latest content. The information shared is also diverse, ranging from news, culinary recommendations, to new places in Pasuruan, all of which are available on the Instagram page @Seputar_pasuruan. The simple delivery of information makes it easy for followers to understand the content. In addition to the easy-to-understand delivery, the Instagram account @Seputar_pasuruan optimally utilizes various Instagram features and demonstrates a good ability to adapt to the latest features available. The language style used by Instagram @Seputar_pasuruan in conveying information is Indonesian and Javanese, which are commonly used by Pasuruan residents. This also makes the information easily accepted by followers of the Instagram account @Seputar_pasuruan because of the use of language that is easy to understand. If Instagram @Seputar_pasuruan is analyzed based on Media Richness Theory, there are four main factors that determine the richness level of a medium, namely:

3.1 The freshness of information in the dissemination of content on Instagram @Seputar_pasuruan (Immediacy)

Instagram @Seputar_pasuruan consistently uploads information content quickly and is always up to date. Speed in presenting information is a crucial factor in the process of disseminating information. In this study, the freshness of information conveyed by Instagram @Seputar_pasuruan was analyzed using Media Richness Theory with the element of immediacy. According to Draft and Langel, "freshness" refers to the ability of the media to provide information regularly and enable rapid feedback. This criterion is very important in the world of media and communication, because delays in delivering information can make important issues less relevant. Researchers found that Instagram @Seputar_pasuruan is one of the accounts that presents short news information quickly, while remaining current and relevant. This account always uploads its content shortly after an event is reported. In disseminating information, this account utilizes three main Instagram features, namely Instagram *Story*, Instagram *Feed*, and Instagram *Reels*. These three features are used to ensure that followers can receive information quickly and efficiently.

Image two shows the three Instagram features used by the @Seputar_pasuruan account to disseminate information quickly and accurately. It can be seen that the number of viewers on the account's reels is quite consistent. This consistency is influenced by @Seputar_pasuruan's habit of regularly uploading informative content about current events with a quick and accurate response time. This makes the content relevant and valuable, enabling it to meet the information needs of its followers regarding hot topics. By delivering news that is in line with the latest developments to its followers, the Seputar Pasuruan account has become one of the most popular sources of information for the people of Pasuruan. This account is known for its concise yet interesting delivery of information. Researchers also noted that Instagram @Seputar_Pasuruan promptly publishes posts immediately after an event occurs. To

ensure content is shared in a timely manner, especially in emergency situations or sudden events, this account constantly monitors developments on hot topics.

Image three shows three other features used by the @Seputar_pasuruan account to observe interactions and *feedback* from followers. In one of the posts on *the feed*, this account received 4,000 likes, 196 comments, and 631 shares. Meanwhile, on Reels, Instagram @Seputar_pasuruan received more than 7,000 likes, 132 comments, and 531 shares. These findings are in line with the aspect of freshness in Media Wealth Theory, which emphasizes the ability of media to convey information continuously and provide quick feedback. The speed of information delivery is crucial in the communication process, as delays can cause important issues to lose their relevance. Two active followers, Dina and Luluk, also noted that the Instagram account @Seputar_pasuruan is quite swift in sharing the latest information. They perceive the account as consistently providing up-to-date news, so the rapid dissemination of information ensures they do not feel left behind.

"Instagram @Seputar_pasuruan is always up to date, so as a netizen, I don't feel left out of the news happening in Pasuruan. The language style is easy to understand because it uses Indonesian and Javanese as well as Pasuruan terms." (Interview with Luluk on March 14, 2025, at 3:18 p.m. WIB).

"In my opinion, the Instagram account @Seputar_pasuruan is effective in conveying information." (Interview with Dina on March 13, 2025, at 7:40 PM WIB).

The speed of information dissemination on the @Seputar_pasuruan account impacts interactions with their followers through *likes*, comments, and shares. These interactions foster trust among Instagram followers of @Seputar_pasuruan, making the content effective as it is well-received by its followers.

"I usually *like* and comment. Sometimes, if it's quite informative, I share it with my friends." (Results of an interview with Luluk)

Based on the explanation provided in the interview above, it can be concluded that the information presented by the @Seputar_pasuruan account is well received by its followers. This can be seen from the responses they give. The interactions that occur show that the account's followers not only absorb the information provided, but also feel compelled to provide feedback as a form of active participation in the discussions that develop on the platform.

3.2 The Role of Multiple Cues in User Interaction

The diversity of cues in Instagram @Seputar_pasuruan was examined using media perfection theory with the element of diversity of cues. Diversity of cues refers to the ability to convey messages in various ways, such as body language, speech, voice, and intonation, as well as the use of various symbols, both verbal and non-verbal, in audio or visual form.

Every post on the @Seputar_pasuruan Instagram account has simple yet attractive visuals, featuring relevant images or reels that convey information and include the Seputar Pasuruan logo. In addition, @Seputar_pasuruan posts also rely on audio that is relevant to the post. In addition to providing information, it also offers entertainment to its followers. This is reinforced by the opinions of Instagram followers of @Seputar_pasuruan during an interview.

“The visual content in @Seputar_pasuruan’s posts is simple; it doesn’t make me feel overwhelmed by the content created. (Interview with Dina).

“On Instagram @Seputar_pasuruan, every post always includes audio that relates to the post, so we who read it are drawn into the atmosphere.” (Interview with Julian on March 14, 2024, at 6:46 PM WIB).

Image four is an example of an Instagram post by @Seputar_pasuruan that uses audio relevant to its content. The researcher found that the selection of audio in the post was tailored to the information being conveyed. If the post contained happiness or achievement, the audio used had a cheerful tone. Conversely, if the information shared was related to sadness, the audio selected also had a sad tone.

The visual elements used by the Instagram account @Seputar_pasuruan play a role in helping followers understand the information while strengthening the account’s image. The use of images, fonts, designs, and audio is able to attract attention and facilitate the delivery of messages. In addition, audio that is tailored to the content can also build an emotional atmosphere in the information being conveyed.

3.3 Language Variety in Instagram Content @Seputar_pasuruan (Language Variety)

Language Variety is the ability to use various words to clarify understanding, demonstrated through various ways of conveying ideas and concepts using language symbols. This is also reflected in the various meanings that can be conveyed through these symbols, such as numbers or the use of native languages. The Instagram account @Seputar_pasuruan uses a variety of language styles to reach various audience segments, including millennials and Generation Z, who have different language tendencies. The language variety used in this account was analyzed by researchers using the media perfection theory approach, specifically in terms of language diversity. The results showed that this account uses Indonesian and Javanese, and occasionally adds slang in *the captions*. The use of language variety allows followers and other Instagram users to understand the information or content more easily.

The five images above are examples of the use of Indonesian, Javanese, and contemporary terms in @Seputar_pasuruan posts. All three are very familiar to Instagram users, making it easier for followers to understand the content of the information posted. In the third image above, the word "ojol" appears in *the caption*, which means "online motorcycle taxi," an example of a contemporary term. Researchers also found the word "rek" in *the feed* or *reels* of @Seputar_pasuruan. The use of the word "rek" in Instagram posts about Pasuruan, especially among the people of East Java, is a form of everyday language that is commonly used in conversation. The word "rek" itself means "young man" or "friend" in Javanese, and is often used to greet friends or people who are considered close, giving a sense of familiarity. In addition, the Instagram account @Seputar_pasuruan also utilizes nonverbal language in the form of emojis in *the caption*, which are tailored to the content of the information being conveyed. Emojis are generally used when the post is informal. According to two followers of the account, Lia and Aura, the language variations used by @Seputar_pasuruan are quite effective and appropriate.

"The use of two languages, Indonesian and Javanese, is easy for the audience to understand. (Interview with Lia on March 18, 2024, at 9:22 p.m. WIB).

“The use of Javanese, especially the everyday language of Pasuruan residents, makes the information easy to understand. Additionally, the use of Pasuruan-specific terms is a distinctive feature. (Interview with Aura on March 18, 2024, at 7:36 PM WIB)

This approach not only improves followers' understanding but also reinforces the image that the Instagram account @Seputar_pasuruan is a source of up-to-date information. Furthermore, users outside of the account's followers can also easily understand the information conveyed thanks to the use of language variations. As a result, followers feel more comfortable and motivated to continue interacting and following the various content displayed. In general, the use of local Pasuruan terms is also an effective strategy employed by @Seputar_pasuruan to strengthen its connection with its audience.

3.4 Personal Instagram Source @Seputar_pasuruan (Personal Source)

Focusing on the ability to express feelings and emotions. Each medium has a different level of personal attention. Especially when media ethics successfully combine feelings and emotions, messages will be conveyed more effectively. The personal source used by the Instagram account @Seputar_pasuruan is analyzed through media perfection theory, specifically in the personal source element. In this criterion, the media's ability to convey the emotions and feelings of users is quite important. Various Instagram features such as feeds, reels, captions, likes, and comments are used to strengthen the account's existence. Feeds and reels are used to display attractive visual content, while the like and comment features serve as a medium for interaction with followers. In addition, captions also play a role in conveying emotions, so that the message conveyed feels richer and more meaningful. These elements help @Seputar_pasuruan to more effectively convey feelings and emotions to users. To build relationships with followers, the @Seputar_pasuruan Instagram account sometimes responds to comments to address opinions or questions, reposts stories from users as a form of appreciation and engagement, and occasionally uploads threads to the *feed* containing questions to encourage discussion and active participation from the audience.

“The @Seputar_pasuruan account usually interacts with followers by liking comments and replying to comments.” (Interview with Aura on March 18, 2024, at 7:36 p.m. WIB).

“Sometimes Instagram @Seputar_pasuruan replies to comments, even though not all of them are replied to, and also reposts stories.” (Interview with Silva on March 22, 2024, at 7:36 AM WIB).

However, in terms of interactivity, especially in responding to comments from the audience, the @Seputar_pasuruan account is still inconsistent. Some audience comments are not responded to, which can reduce the level of engagement and closeness with followers. Therefore, a more active response in the comments section is needed so that the audience feels valued and connected to the account, thereby increasing loyalty and participation in discussions.

4 Conclusion

The @Seputar_pasuruan account excels at delivering fast, accurate, and interesting information through Instagram *Stories*, *Feed*, and *Reels* features. The speed and accuracy of news delivery make this account a relevant source of information for the public. Based on Media Richness Theory, the @Seputar_pasuruan account has met the four indicators of a rich media. The freshness of information is evident from posts made immediately after events occur. The diversity of cues can be seen from the use of visual, audio, and text elements that make it easier for the audience to capture the information being conveyed. A variety of languages, ranging from Indonesian, Javanese, to popular terms, are used to build closeness with followers. From a personal perspective, interaction is carried out through the like, comment, and repost story features, although the response to followers' comments is still not optimal. Based on the fulfillment of the indicators of immediacy of feedback, diversity of signals, language variation, and personal focus, the @Seputar_pasuruan account can be categorized as a rich media and acts as a link between local events and the community. This account is also used by the people of Pasuruan as a source of information for various current content, such as news, promotions, and entertainment.

The @Seputar_pasuruan Instagram account needs to increase its engagement in responding to followers' comments so that relationships and interactions with the audience can be built more optimally. Responding to various types of comments, such as questions, opinions, and expressions of gratitude, can foster a sense of appreciation among followers and encourage them to continue interacting actively. In addition, further research is recommended to compare the effectiveness of this account with other social media platforms, such as Facebook, Twitter, and TikTok, in conveying information to the public.

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