

## Using Instagram as a Media for Various Information about Yogyakarta (Content analysis on the Instagram account @wonderfuljogja)

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**Abstract:** This research aims to analyze the use of Instagram @wonderfuljogja as a medium that shares various information regarding public curiosity regarding trends in Yogyakarta. Instagram social media is a popular social platform and has many users, so it is very suitable as a forum for sharing information and sharing experiences in various fields. With a focus on analysis on the @wonderfuljogja account, it was carried out using a descriptive qualitative method using content analysis of the content presented, including the various types of content delivered, intensity of posts, use of images, and responses from @wonderfuljogja Instagram followers. The results of the content analysis of @wonderfuljogja Instagram content provide broader knowledge and insight regarding the use of Instagram in providing and conveying various information about Yogyakarta such as tourist destinations, Yogyakarta regional culture, events held in Yogyakarta and even various other general information. provide a social impact on the audience on Instagram. In conclusion, the Instagram account @wonderfuljogja is a platform that provides benefits as a medium that provides various information about Yogyakarta and can fulfill the public's information needs about Yogyakarta.

**Abstrak:** Penelitian ini bertujuan untuk menganalisis penggunaan Instagram @wonderfuljogja sebagai media berbagi berbagai informasi mengenai keingintahuan masyarakat terhadap tren yang ada di Yogyakarta. Media sosial Instagram merupakan salah satu platform sosial yang populer dan memiliki banyak pengguna sehingga sangat cocok dijadikan wadah berbagi informasi dan berbagi pengalaman di berbagai bidang. Dengan fokus analisis pada akun @wonderfuljogja, dilakukan dengan metode deskriptif kualitatif dengan menggunakan analisis konten terhadap konten yang disajikan, meliputi berbagai jenis konten yang disampaikan, intensitas postingan, penggunaan gambar, dan respon dari Instagram @wonderfuljogja pengikut. Hasil analisis konten konten Instagram @wonderfuljogja memberikan pengetahuan dan wawasan yang lebih luas mengenai penggunaan Instagram dalam menyediakan dan menyampaikan berbagai informasi tentang Yogyakarta seperti destinasi wisata, budaya daerah Yogyakarta, acara-acara yang diadakan di Yogyakarta bahkan berbagai informasi umum lainnya. memberikan dampak sosial kepada penonton di Instagram. Kesimpulannya, akun Instagram @wonderfuljogja merupakan sebuah platform yang memberikan manfaat sebagai media yang menyajikan berbagai informasi tentang Yogyakarta dan dapat memenuhi kebutuhan informasi masyarakat tentang Yogyakarta.

**Keywords:** Instagram Social Media, Information, Yogyakarta

## INTRODUCTION

The city of Yogyakarta is one of the most popular tourist destinations in Indonesia and is also famous as a cultural center on the very rich island of Java. In the city of Yogyakarta, tourists can find various extraordinary tourist attractions, such as Prambanan Temple, which is the largest Hindu temple in Indonesia. With the many potentials that exist in Yogyakarta, people are always curious about the latest trends there and want to immediately get information about Yogyakarta, one of which is by surfing social media, namely Instagram, which now has many users in Indonesia. With the public's desire to access information, hoaxes or fake news are often circulated by certain individuals, causing public anxiety about information. Therefore, this research can be a means to dissect how Instagram accounts are used to provide various information about Yogyakarta.

Based on statistical data from Statistics, as of January 2022, Indonesia is the fourth country with the most Instagram users in the world. The number reaches 99.25 million active Instagram users. The highest Instagram users in Indonesia are teenagers, 36.4 percent, aged between 18 and 24 years (Statista.com). When used, Instagram can become a massive medium that can be used to influence the public by causing significant effects. Instagram is a platform that supports two-way communication for all users through features such as the like, comment, share, save, direct message and hashtag buttons.

Instagram is a social media that can not only access photos but also allows users to get to know each other both virtually and in social life (Bambang, 2012). In social life, this will create individual habits from individual to individual and then develop into a group or community (Irawan, 2017). The emergence of various social media platforms has become a special attraction for audiences to get various information in all fields, one of which is information about tourist attractions from various regions. In fact, many people are more interested in seeing content on social media that is packaged as entertainment, but still provides interesting information for the audience. Everyone needs information to support their activities, so they try to access information as quickly as possible. Information technology has developed with the emergence of the internet and followed by the presence of social media. Social media is a medium that allows everyone to interact, socialize and communicate without being hindered by time and space.

Social media invites anyone who is interested to participate by providing contributions and feedback openly, commenting, and sharing information quickly and without limits. (Kaplan, Andreas, and Haenlein, 2010). Thus, the use of social media Instagram can be a solution to public anxiety in fulfilling information needs regarding something, including the audience of Instagram users who always want to know the latest news and information that is happening in the city of Yogyakarta, considering that Yogyakarta is very attached to the title "Special Jogja" which makes tourists always want to return to visit the city of Yogyakarta because its tourist attractions leave an impression and are always remembered in the minds of visitors. Yogyakarta, is a city located in the Special Region of Yogyakarta Province, Indonesia. The city of Yogyakarta is one of the most popular tourist destinations in Indonesia and is also famous as a cultural center on the very

rich island of Java. In the city of Yogyakarta, tourists can find various extraordinary tourist attractions, such as Prambanan Temple which is the largest Hindu temple in Indonesia. Another famous historical and cultural tourist attraction is the Yogyakarta Palace, a royal palace complex which is the center of Javanese cultural life and has made history. Apart from that, Yogyakarta is a place that is strong in arts and crafts, its development is also very rapid. There are many works of art in Yogyakarta, such as batik, wood carvings and wayang kulit which are often held in performances at the palace and other places. Tourism in Yogyakarta is no longer foreign to local tourists and is always attracted by tourists from abroad. The following is data on foreign tourists visiting Yogyakarta for the period April 2023.

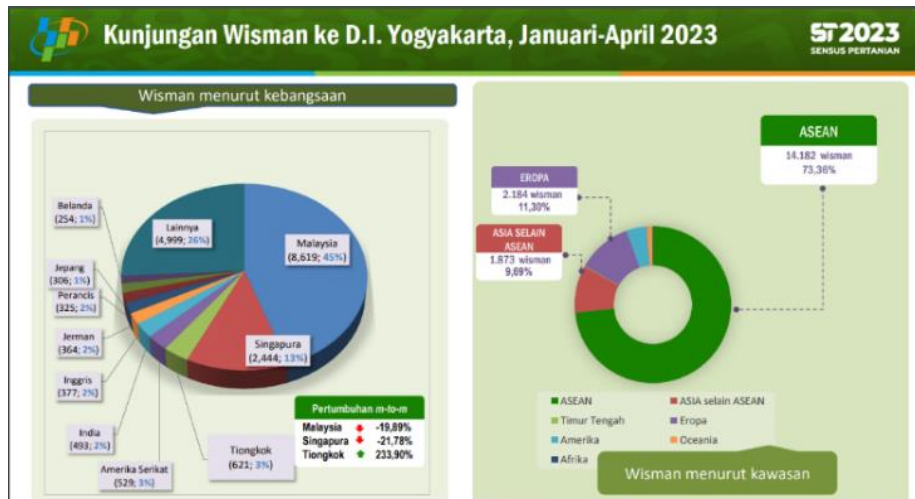


Figure 1. Number of tourist visits for the period January-April 2023  
 Source: Yogyakarta Special Region Central Statistics Agency

Even though Yogyakarta is a very popular area among foreign tourists, it can be seen from the diagram above that in 2023 the number of foreign tourist visits will still not exceed the number of tourist visits in 2017-2019. The last two years have been years of reviving the tourism sector so that the presence of social media accounts in the name of a particular area has become one way to fulfill local information needs for local people and can also be reached by a wide audience on the Instagram platform via the @wonderfuljogja account. as well as as a media for branding the city. One of the accounts that caught the writer's attention was an info account about the city of Yogyakarta called @wonderfuljogja. The Instagram account @wonderfuljogja which currently has many followers on Instagram, this account is managed by a non-government or managed independently, but the graph of its increase in gaining audience insight is very rapid in an effort to provide easy access to information and media to communicate with the public. Based on the author's observations, the @wonderfuljogja account is consistent and active in providing information via Instagram. They have several strategies to be accepted by the public and become trusted social media. Uniquely, the @wonderfuljogja account presents content creatively and not monotonously. The information presented is easy to understand, especially because of the closeness between the content presented and the audience, especially local residents of Yogyakarta. News content is also included in a news frame so that it is more interesting and informative for those who see and read news uploads related to the various events being held. In

other words, in terms of presenting content, the @wonderfuljogja account packages it creatively and interestingly.

With this convenience, people want to share their experiences when traveling on social media. So social media currently has many fans. This social media can also be used to share photos and videos as a form of self-existence to people who see our posts (Martínez et al, 2014). This phenomenon shows that social media is a fast and easy way to disseminate information. Instagram itself has advantages in terms of visuals where users can share photos and videos easily with other users (Ting, 2014). This is in line with Instagram's specialization, namely social media which specifically displays visual images. The visualization process that occurs in social media can create a perception or response for users who see it, thereby creating a positive or negative image (Kertamukti 2015).

In this research, we will analyze the use of Instagram by the @wonderfuljogja account as a medium for information about various things in the city of Yogyakarta in the last 3 months so that it can be analyzed regarding how often the account provides the latest information and posts various things related to the latest news and various activities and events in Yogyakarta. This account has a following of 1 million followers and has uploaded content in the form of images and videos totaling more than 11,000 posts as of June 2023. With this account it can become a medium of information, such as interesting tourist potentials to visit in Yogyakarta, not only for natural tourism but also tourism potential and other interesting places in the city of Yogyakarta. Therefore, posts uploaded to the content on the @wonderfuljogja account can meet the needs of a wide audience for the latest information regarding various tourist information in the Yogyakarta area which is of great interest to local and foreign tourists.

The previous reference is a journal entitled "Utilization of Instagram Social Media as a Communication and Information Media for the Semarang City Government". The aim of this research is to analyze Instagram by the Semarang City Government in disseminating information to the public using the criteria for disseminating information, namely immediacy, diversity of signals, language variations, and personal sources. Apart from that, this research also uses Media Perfection Theory to choose the right media to convey important messages and pay attention to the audience or followers for messages that are informative, up to date, and have a positive nuance with packaging that is superior to other information media. The results of his research show that the Semarang City Government's Instagram is considered quite successful in its use as a communication and information medium for the public, although in the process suggestions and input from the public are still needed in order to build and improve the performance of the Semarang City Government to be more advanced in the future.

This research shows similarities in analyzing the use of Instagram accounts by the government as a medium for information that is shared or provided to the audience of Instagram users, especially for the people of Semarang City who follow these Instagram accounts. Meanwhile, the differentiation of the new research lies in the theory of media perfection and research methods. In the previous research entitled "Use of Instagram as a Communication Media for the Cimahi City Community in Sharing Information Through the @Info\_Cimahi Account" which discussed the use of Instagram by the @info\_cimahi account as a means of communication and share local information in the Cimahi City community. This research aims to find out the

reasons for choosing Instagram, the communication process with followers, the communication process with advertisers, and the use of Instagram social media. The research methodology used is qualitative and a case study approach. The research results show that Instagram was chosen because of its popularity and features, and the communication process with followers and advertisers was effective. The @info\_cimahi account manager has been able to take advantage of all the features on Instagram, but their use is not completely optimal. This research shows similarities in the research focus, namely both analyzing Instagram accounts as information media so that it is possible to see how the content shared by an account discusses certain areas of the audience who have an interest in obtaining information. Meanwhile, the difference lies in the approach method in the previous research using case studies and in this new research using more in-depth content analysis.

The next previous research was entitled "Use of Instagram accounts as a medium for culinary tourism information." The aim of this research is to explore the use of Instagram accounts as a medium for culinary tourism information to obtain in-depth and meaningful data about the activities of followers of the @Kulinerbandung account in searching for culinary information through this account. . The research methods used are qualitative methods and virtual ethnography. This research was carried out by collecting data through interview techniques, observation and documentation data from four followers of the @Kulinerbandung account who live in the city of Bandung. The results of this research have explained that there is a change in the cognitive response of followers of the @kulinerbandung account in obtaining information and benefits obtained from the account. After receiving information and benefits from the @kulinerbandung account, followers also experience an affective response, namely a change in emotions or feelings after seeing the account's posts. After an affective response arises, a behavioral response arises, namely the act of going on a culinary tour and providing information back after watching and observing the upload. from the @kulinerbandung account. The relationship between this research and the research to be conducted is in the similarity of analyzing the use of Instagram as an information medium that can be used to fulfill the information needs of the audience, especially Instagram users. The difference in this research is that it is more specific to culinary tourism in Bandung.

This research will analyze the content of the use of Instagram as an information medium. With content analysis, researchers will see what types of content are uploaded and shared by Instagram @wonderfuljogja and divided into several categorizations to make it easier to analyze content from @wonderfuljogja account posts so that they can be grouped according to themes such as tourism-themed content, event-themed content , cultural themed content, and information and entertainment themed content. By grouping them into several themes, it will make it easier for researchers to analyze the content and describe the contents of the messages and captions posted on the @wonderfuljogja Instagram account. The use of Instagram by the @wonderfuljogja account can function as an information medium that can fulfill the satisfaction of information about Yogyakarta for the audience of active users of Instagram social media. In this problem, researchers took information and analyzed the content of social media, namely Instagram, such as:

- a. Travel themed content, in this content analysis you will see how many uploads discuss tourism. The tourism that will be analyzed is uploads regarding information on natural tourist attractions, culinary tourism and historical places in Yogyakarta.
- b. Event-themed content, in this analysis we will observe the amount of content related to events that are currently taking place or will be held in Yogyakarta. Examples of events that are used as news, such as the inauguration of a place, entertainment events, or other important events.
- c. Cultural themed content, in this theme we will observe and analyze posts with a cultural theme, such as cultural customs that are still carried out in several areas in Yogyakarta and other cultural arts performances.
- d. Information and entertainment themed content, in this theme contains non-tourism and non-cultural content, such as general news and entertainment content which is shared on uploads to the @wonderfuljogja Instagram account, so that people do not feel monotonous and remain interested in updating the latest information via the account @wonderfuljogja.

## **RESULTS AND DISCUSSION**

### **Content Theme Analysis Grouping on Instagram**

The research used content analysis which was divided into several content theme groups. In producing photos, videos, stories and other content, it is observed every month using the features on Instagram so that it can be analyzed and categorized into several content themes which will be described in the results of this research. The time period that will be analyzed is the content uploaded in the last 3 months of the @wonderfuljogja account from March 23 2023 to June 23 2023 and regrouped for content each month, how much or how often the account produces uploads in that time period. Because in the last 3 months there has been a moment of revitalizing the tourism sector in Yogyakarta, the social media Instagram @wonderfuljogja can become a medium of information for audiences who miss going on holiday in Yogyakarta and need the latest information about Yogyakarta.

Describe the visual content, collect uploaded photos such as taking screenshots, or download photos from the account. For descriptions and captions, the language style, theme of each upload and also the responses or comments from followers are analyzed. In this research, we categorize uploaded content from the @wonderfuljogja account:

- Travel themed content.
- Event themed content.
- Cultural themed content.
- Information and entertainment themed content.

### **Presentation of Tourism Content Data on Instagram @wonderful Jogja**

Content analysis for 3 months was categorized according to the content grouping in this study. The results obtained contained content that discussed culinary tourism, nature tourism and shopping tourism. The following is some content that researchers analyzed and received responses from Instagram followers @wonderfuljogja.

The tourist content analyzed includes uploads of natural tourism and culinary tourism which are currently trending and are much sought after by people when visiting the Yogyakarta area. Coinciding with the month of Ramadan in March 2023, there are many posts from @wonderfuljogja which provide information about recommended culinary tourism. Some information presents promotions for eating places which can be an option for the audience as a place to break the fast or a place to gather with family, friends and other close people. The scope of tourism content referred to by the researcher is various tours uploaded and shared on the @wonderfuljogja Instagram account. The researcher downloaded and analyzed several posts contained in the Instagram feed according to the date and month stated in the upload that was shared on @wonderfuljogja Instagram. One of the uploads that received many responses and comments from followers on Instagram was as follows:

On March 21-23 2023, Instagram @wonderfuljogja had no posts about tourism but there was other themed content so it was not included in the tourism-themed content analysis category.

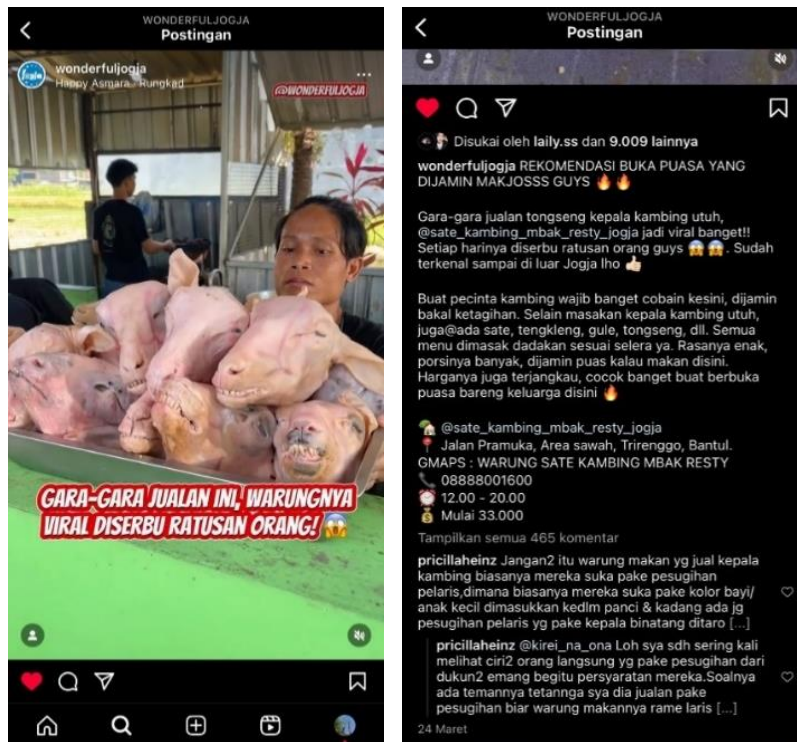


Figure 2. Culinary Tourism Posts on March 24 2023

Source :Instagram account @wonderfuljogja

In this upload, the @wonderfulljogja account packages information in the form of reel or audiovisual content using background sound or songs that are currently popular with the public. The upload shows a viral eating place that was visited by hundreds of people, not only local residents, but also well-known to people outside Jogja. The post discusses Ms. Resti's goat satay stall which is in Jogjakarta and is currently going viral because the stall sells whole goat head tongseng. This post also appeared to have received various comments from the audience, receiving a response of 9009 likes and 465 comments, there were also audiences who made negative comments on the post. This shows that the upload can attract the audience to react and

provide further information to the audience through the caption on the post about culinary tourism which is currently viral in Jogja. Apart from culinary tourism, Instagram @wonderfuljogja also uploads posts in the form of images on Instagram feeds containing natural tourist attractions that are highly recommended for its followers to visit.

In the 3 months from 21 March – 21 June 2023, many posts about culinary tourism were uploaded on Instagram @wonderfuljogja because it coincided with the month of Ramadan, when generally people need more information about culinary references for breaking the fast. However, this March, researchers only took one piece of culinary tourism content that was considered viral and became a topic of conversation among the audience on Instagram. For example, the content above discusses Ms. Resti's goat satay stall in Jogjakarta and is currently viral because the stall sells whole goat head tongseng, thus inviting various comments from netizens on Instagram. It is not uncommon for there to be negative comments on these posts so that many people are influenced to comment and voice their opinions and experiences in the Instagram upload column @wonderfuljogja.

Along with the Ramadhan moment in 2023, many Ramadhan bazaar events will be held this March, so Instagram @wonderfuljogja will update more posts regarding 'Ramadhan Bazaar' events and people's markets held by several companies collaborating with the center. shopping in Yogyakarta. Therefore, with the information conveyed and shared via Instagram uploads @wonderfuljogja, it can become a source of information for audiences who are looking for and need information about events in the month of Ramadan.



Figure 3. Event Content Posting on March 25 2023  
*Source* :Instagram account @wonderfuljogja

In the @wonderfuljogja post above, the content contains a notification that a Ramadhan market event will be held at Plaza Ambarrukmo in collaboration with one of the provider companies in Indonesia, namely IM3. The Ramadhan Market is held to enliven the moments of the month of Ramadan so that people who are fasting can use the Ramadhan market as a place



to relax while waiting for the time to break the fast. But it is not only intended for those who are fasting, this event is also open to the general public who are interested in coming to the event which is held at Plaza Ambarukmo Jogjakarta.

In April, the tourist content uploaded by Instagram @wonderfuljogja was more diverse, especially as the Eid al-Fitr celebrations were close, making shopping tourism very popular with people around Jogja and people from outside who were visiting Yogyakarta.



Figure 4. Tourist posts on April 28, 2023  
Source :Instagram account @wonderfuljogja

The Instagram content uploaded by @wonderfuljogja above is content in the form of a feed image on Instagram which depicts the atmosphere of one of the historical tourist attractions in Jogjakarta, namely Prambanan Temple. In the photo post it looks very beautiful and spoils the eyes of those who see it. This post provides an overview of the splendor of Prambanan Temple at night which is very beautiful and attractive and is one of the tourist destinations that must be visited when on holiday in Jogjakarta. From the comments given by the audience on the upload, it also shows that they are interested and want to immediately visit Jogjakarta to be able to enjoy the tourist attractions there. Using hashtags such as #candiprambanan and #wonderfuljogja in the caption can make it easier to search for Instagram users who are looking for information about the Prambanan Temple tourist destination and increase the popularity of this tour to a wider audience, not just Instagram followers @wonderfuljogja. In this way, it means that @wonderfuljogja Instagram posts can get attention and insight from Instagram users, not only local residents but also tourists from outside Jogjakarta.

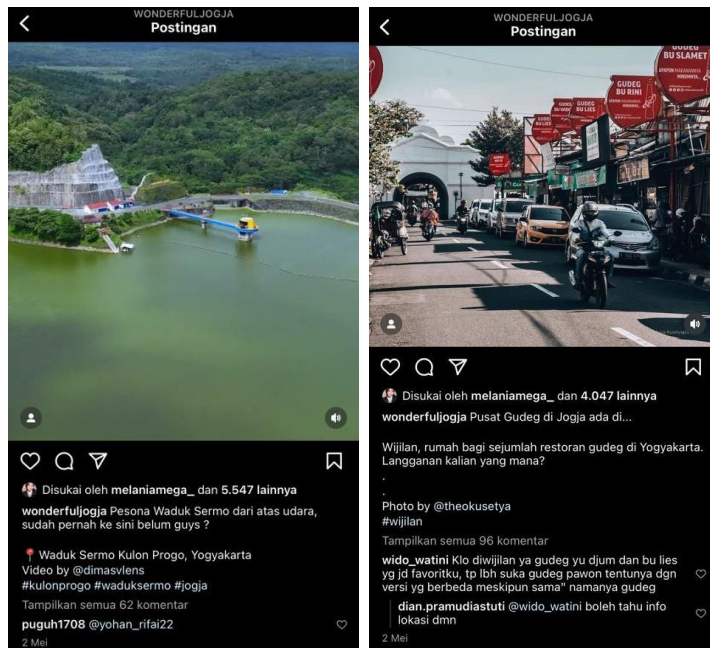


Figure 5. Nature and Culinary Tourism Content Posts on May 2 2023  
 Source :Instagram account @wonderfuljogja

In the post uploaded on May 2 2023, there are posts that contain nature tourism content and there are also posts about culinary tourism in Jogjakarta. The image on the left is a portrait of the enchanting natural tourist attraction, namely the Sermo Reservoir. In the caption of the post, the location of the Sermo Reservoir which is in Kulon Progo, Jogjakarta has been embedded so that the audience who reads the caption will understand and get information that they did not know before about the destination of the Sermo Reservoir. In the caption for uploading tourism content, the @wonderfuljogja admin also uses question sentences that can invite responses or reactions from Instagram audiences who have seen the content. With the question sentence "have you been here yet, guys?" encourage their followers to provide answers and write in the comments column, and it is not uncommon for people to mention the Instagram accounts of their friends or those closest to them to watch @wonderfuljogja posts so that they are both interested in visiting the tourist destinations in the content. Meanwhile, the post on the right contains culinary tourism content which is a typical Jogjakarta food, namely gudeg which is very famous for its unique taste and must be tasted if you come to Jogjakarta. The post shows a culinary place which is a center for gudeg food and it is written in the caption that the location is in the Wijilan area which is home to a number of gudeg restaurants in Jogja because there are many rows of gudeg places to eat there. In the caption of the post, the @wonderfuljogja account also interacted with the audience by writing asking "which subscription do you subscribe to?" addressed to audiences on Instagram. With such a caption, you can invite audience responses to provide comments and share experiences with each other regarding the gudeg food places they have visited or even which Instagram audiences have subscribed to when visiting the Wijilan area, Jogjakarta. Followers on Instagram @wonderfuljogja can interact with each other and even share information via the comments column of the post.

## **Using Instagram with Computer Mediated Communication (CMC Theory)**

In research, the use of Instagram as a medium for various information about Yogyakarta can be analyzed using CMC theory. The use of Computer Mediated Communication is by having a communication network via a computer so that it is connected to the internet which can access social networks including Instagram social media. Instagram social media can be used by users to search for and obtain wider information. Therefore, the various features presented on Instagram social media are used by humans to maximize satisfaction and communicative interaction, in CMC theory it is called the communication imperative. This emphasizes that technology provides everything humans need, including information that is widely uploaded on social media Instagram @wonderfuljogja. The @wonderfuljogja Instagram account provides and presents information in the form of more interesting content to be displayed on Instagram, thus influencing the audience to search for and want to read the contents of posts that have been uploaded to the @wonderfuljogja Instagram whenever they need the latest information and updates about Yogyakarta. This feature is very helpful in providing information without time limits by uploading content in the form of images, short videos or carousel content embedded in the @wonderfuljogja Instagram feed so that it can be accessed at any time as long as the content is still available. Therefore, Instagram users and followers of the @wonderfuljogja account can get the information they want about Yogyakarta by searching for and viewing posts on the @wonderfuljogja Instagram feed so that their needs and satisfaction with the information they are looking for can be met.

### **Categorization of Instagram Uploaded Content @wonderfuljogja**

#### **A. Travel Themed Content**

From research conducted by researchers, the Instagram account @wonderfuljogja predominantly discusses tourism in Yogyakarta. Due to the rapid development of tourism in Yogyakarta, such as natural tourism which is supported by the large amount of potential natural beauty spread across the Yogyakarta region, apart from that, culinary tourism is increasingly emerging and creating many culinary choices that can be visited in Yogyakarta. In this research, the results showed that natural and culinary tourism content posts are always updated every day and meet the needs of audiences who need information about natural and culinary tourism when visiting Yogyakarta with content that is quite intense and provides the latest information about tourism.

#### **B. Event Themed Content**

In Instagram uploads @wonderfuljogja not only provides tourist information, but also always provides announcements about various events that will be held or are currently taking place in the Yogyakarta area. The specialty of Jogjakarta is one of the reasons why many events from various companies and brands are held in Jogja so that they can add references for people who are passionate about certain events or events. Posts such as music concert performances, food bazaar events and other field events can increase the audience's interest in searching for the information they want, so they visit the Instagram account @wonderfuljogja and often invite various responses from users.

### **C. Cultural Themed Content**

Even though the Instagram account @wonderfuljogja does not specialize in cultural content, some of the content posted displays information about the culture and history of the Yogyakarta area. Information such as traditional celebrations that are still preserved by local residents and performances of authentic Yogyakarta culture that are routinely held can broaden the insight of people who are still unfamiliar with the highly preserved regional culture and traditions. This information can be an introduction to Yogyakarta culture to the wider community and become a recommendation for potential visitors who want to increase their knowledge about regional culture.

### **D. Information and Entertainment Themed Content**

To maintain interaction and closeness with its followers on Instagram, the @wonderfuljogja account also provides information and entertainment content so that it doesn't look monotonous and increases engagement from the audience. Information content that is general and up-to-date can increase insight from Instagram users to give more attention and reactions to the @wonderfuljogja account. Therefore, uploads about the latest news happening in Yogyakarta are also presented in the form of visual and audiovisual displays that match the content design on Instagram @wonderfuljogja so as to invite the audience's curiosity to want to read and open posts on the Instagram feed @wonderfuljogja.

## **CONCLUSION**

Based on research analysis on the Use of Instagram as an Information Media (Content Analysis of the Instagram Account @wonderfuljogja) which has been carried out by researchers through categorization of content themes, it is concluded that:

1. The various types of information contained in the @wonderfuljogja account can be grouped into 4 content themes such as tourism, events, culture and other information and entertainment content. The information about tourism uploaded to the @wonderfuljogja Instagram account is indeed more intense than other themed content. Tourism-themed content includes nature tourism, culinary tourism, educational tourism and also shopping tourism which is currently viral among the public.
2. This research reveals that there are differences in perceptions between local people and outside the region regarding the beauty of Jogja. While people outside the area may see it as a beautiful place, local people may still maintain beliefs in the mystical and traditional aspects. Sentiment analysis shows the importance of understanding diverse audience responses and views.

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