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Student Perceptions on Information and Communication of IAIN Pontianak's Instagram Social Media

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Abstract: *This study aims to find out the perception of IAIN Pontianak students towards IAIN Pontianak's Instagram account posts. This study uses qualitative research with a descriptive approach. The purpose of this study is to analyze students' perception of information and communication on the Instagram social media account of the State Islamic Institute (IAIN) Pontianak, namely, iainptk_official. Data collection techniques use interviews, observations, and documentation. The results of this study show that students are not interested in posting information on iainptk_official accounts. This is because the posts that are made are not routine and are posted once in large numbers. This results in them having difficulty finding the latest information obtained through their Instagram account. This research has limitations in qualitative research methods and in a relatively small number of informants. Thus, the next research can conduct a survey of all IAIN Pontianak students with quantitative research.*

Introduction

The development of technology has developed rapidly. In the past, communication had many limitations. But now, with smartphones we can communicate not only verbally but also through pictures. The high number of internet users in Indonesia is believed to be in line with the increase in activity on social media. In addition to Facebook, the application that is often used by many people is Instagram. One of the applications that supports communication through images. Instagram itself focuses on communication through this image. Facebook actually also accommodates communication through images, but Facebook does not focus on communication through images (Suharso & Pramesti, 2020). Social media that is currently in demand by Indonesia people includes Youtube, Facebook, Instagram, and Twitter. Indonesia is the largest community of Instagram users in Asia Pacific with 45 million active users out of a total of 700 million global users (Puspitarini & Nuraeni, 2019).

The presence of social media as a result of the development of information and communication technology is indeed extraordinary. With a variety of services that can be used, social media has changed the way we communicate in society. The presence of social media even has an impact on how to communicate in all fields, the presence of social media turns out to have an impact on changing the way of communicating from conventional to modern and all-digital,

but also causes communication that takes place to be more effective. With social media, communication becomes easier and faster and more transparent in conveying information (Sari et al., 2018). The use of this information and communication technology will also help educational institutions in the learning process. Especially during the current pandemic. Almost all learning activities are carried out with a virtual face-to-face method with various applications related to the information and communication technology. The use and utilization of information technology is proof of the positive impact of the existence of technology. On the other hand, technology also has a negative impact, if in its use it is misused for the dissemination of incorrect information (Amilia et al., 2022).

In addition to companies, the orientation of the marketing world in educational institutions must change because globalization and marketing innovations carried out by companies using social media have brought many benefits to companies. In this era of globalization, quality is the main key, and the fact that currently people have begun to question and have quality educational institutions for their sons and daughters, therefore educational institutions as a form of service must adapt and implement marketing strategies to attract users of their services for the sustainability of their educational services (Anjel et al., 2022). In integrated marketing, both online and offline, a marketing communication strategy is an important thing to do. Through the internet and new social media, business actors can develop their business, including in promotional and branding activities. In the past, the methods used for integrated marketing communication strategies and marketing communication mixes were still very traditional, conventional and manual. Such as using brochures, flyers, banners and even information that is only word of mouth. But with the increasing sophistication and development of information and communication technology today, through the internet and social media, promotional activities for a business can be done quickly, easily, on target, according to needs and can even be interconnected with anyone, in unlimited time and in any part of the world quickly (Yanuarita & Desnia, 2023).

Although research on the use of social media in the dissemination of information and communication in educational institutions, there are still few studies that examine students' perception of the benefits of social media for them. The use of social media has been widely carried out in several studies. *First*, social media and da'wa (Adeni et al., 2022; Muthohirin, 2021; Syarif et al., 2023). *Second*, social media and promotion (Oktalyra et al., 2021; Supriatna et al., 2022). *Third*, social media and educational institutions and families (Aseptianova et al., 2022; Davis Iii et al., 2015; Hamzah et al., 2023). This study has a difference from other studies, namely discussing students' perceptions of the use of social media as information and communication in higher education. This study was conducted on students of the State Islamic Institute (IAIN) Pontianak, West Kalimantan.

Method

This study uses qualitative research with a descriptive approach. The purpose of this study is to analyze students' perception of information and communication on the Instagram social media account of the State Islamic Institute (IAIN) Pontianak, namely, iainptk_official. The data source in this study uses interviews conducted on 15 students consisting of 10 males and 5 females. The source of informants was randomly selected from various study programs at IAIN Pontianak. In addition to using interviews, the author also made observations on Instagram accounts iainptk_official related to the dissemination of information about IAIN Pontianak. Finally, documentation, namely the collection of documents related to the IAIN Pontianak

Instagram account. Data analysis uses the Analysis Interactive Model from Miles and Huberman, which divides the steps in data analysis activities into several parts, namely data collection, data reduction, data display, and conclusions (Herlambang et al., 2023; Masmuri & Bayu, 2019). This study seeks to analyze students' perception of information and communication on IAIN Pontianak's Instagram account.

Result and Discussion

Instagram accounts IAINPTK_Official in the Dissemination of Information and Communication

Instagram is a social media in the form of images and presents a wide variety of photo and video services online. The word "insta" comes from the word "instant", this means that Instagram can show pictures instantly, just as polaroid cameras in its time were often called "instant photos". And the word "gram" comes from the word "telegram" where it is known how it works is to send information to the audience quickly. Instagram comes from the words instant and telegram. This is because Instagram can send images, which makes the information to be conveyed sent quickly. Instagram was launched in 2010, created by Kevin Systrom and Mike (Armayani et al., 2021). In disseminating information and communication, the State Islamic Institute (IAIN) Pontianak, in addition to providing brochures to students, is also done online, such as the use of social media. One of the social media used by IAIN Pontianak is Instagram.

Based on the observation of the author, the official Instagram account of IAIN Pontianak is iainptk_official which is currently followed by 9,677 and has posted 627 times. However, the number of followers who liked iaiptk_official post was still small and did not even reach 1,000 likes on the Instagram account post. Even the number of comments on the post is still small. This shows that there is a problem with the provision of information and communication on the IAIN Pontianak Instagram account. The following is the official Instagram account of IAIN Pontianak:



Figure 1. IAIN Pontianak Instagram account

The information provided by the IAIN Pontianak Instagram account is related to lecture information, scholarships, payment info, congratulations, graduation information, and other academic information. IAIN Pontianak's Instagram account also does not routinely post information, even some information is posted in one day, this is certainly not effective in one day conveying some information. The use of Instagram should be able to create more intensive and collaborative communication between students and colleges. The use of Instagram can strengthen relationships and interactions between all parties involved in the educational process.

Through announcements, and sharing information in real-time, Instagram can increase student engagement and participation in teaching and learning activities in Higher Education (Komariah et al., 2024; Setiawan et al., 2024).

To increase likes and comments, at least the official account of IAIN Pontianak must increase followers. Consistently Post Photos and Videos during active hours such as daytime, The most determined method to expand Instagram followers for free is to create a lot of content. In any case, this technique is very interesting to do. To explain, posting more absolute substance takes imagination, hard work, and a lot of time. In order for people to be interested in the post, the material displayed must be engaging and creatively designed. In addition, in order for the posted content to gain multiple preferences and be followed, the account owner must complete it by, posting photos in the feed 3 times every week. Then, post on Instagram Story no less than 1 time a day. Not only that, account owners must also know the peak hours or the right time to post (Sihombing et al., 2022).

Student Perception of Instagram Posts IAINPTK_Official

Based on the results of the author's interviews with 15 informants, it was shown that the majority of students expressed their disinterest in posting information on iainptk_official accounts. This is because the posts that are made are not routine and are posted once in large numbers. This results in them having difficulty finding the latest information obtained through their Instagram account. This is based on the results of interviews with students as follows:

> "In my opinion, posts are not routine, especially once posted, there is some information and also sometimes never make a story on Instagram. Of course, the management of the information system must be improved so that students are interested in the posts on the official Instagram account of IAIN Pontianak" (Based on the results of the interview with YL students of IAIN Pontianak).

Another problem with iainptk_official Instagram account is posts that are less attractive and adapt to the times. This is based on the results of interviews with IAIN Pontianak students as follows:

> "It is very uninteresting, especially the display given in each post only uses that template and most of it is blue, it should be varied with other colors so that we students are also interested in seeing the post" (Based on the results of the interview with MZ, a student of IAIN Pontianak).

Based on the results of the interview, it shows that posts on iainptk_official account are not done regularly and use templates that do not vary. This makes students feel uninterested in liking and commenting on the post. Based on the results of the observations, the author also shows the same thing as the interview results, namely related to the use of a template that only uses one color, namely blue. Some of the posts on Instagram iainptk_official as follows:



Figure 2. iainptk_official post templates

Based on the post, it shows that the template used is dominant in one color, this results in students not being too interested in giving likes and comments to the post. Based on the author's observations, the number of likes on iainptk_official posts only amounts to the range of 100-700 likes, the number is less than 10% of the total followers of iainptk_official account. As for the number of comments, it is very small, even the majority of posts do not get comments from followers, even some posts only have a maximum of 5 comments. Based on the results of the author's interviews with a number of students, it was revealed that they did not comment because every comment was rarely replied to by the iainptk_official admin. This is based on the results of the interview as follows:

> "I have never commented on IAIN Pontianak's Instagram posts, but I sometimes look at what the posts are. But some comments were not replied to by the admin, which made me not interested in commenting either" (Based on the results of an interview with TM students of IAIN Pontianak).

> "Indeed, some posts have never been responded to by the admin, some of my friends also complained about the same thing, so there is no feedback on the comments" (Based on the results of the interview with AZ, a student of IAIN Pontianak).

> "In my opinion, the information provided is quite good in disseminating information about the campus. But indeed, comments are rarely replied to at important times when comments are not replied to, even though students also need to get additional information, not only from posts" (Based on the results of the interview with JM, IAIN Pontianak students).

Based on the results of the interview, it shows that students consider that iainptk_official admin rarely replies to comments from students, this results in them also not being interested in commenting on the post. Based on observation, the author also shows that posts on iainptk_official account rarely reply to comments made by students. This certainly hinders information and communication related to lectures and other academics. In fact, Instagram can be a means of connecting students and universities through social media.

These obstacles can at least be evaluated by public relations in providing information to students so that they are not just posting on Instagram accounts. In addition, the posts also use different templates for each post and provide interesting hashtags so that they are widely seen by the IAIN Pontianak academic community. Finally, social media admins at IAIN Pontianak must also often reply to student comments so that students are interested in commenting back on social media accounts and explaining every information to the comments given on each post.

Improving Information and Communication on Instagram Accounts

1. Optimizing Public Relations

One of the steps that can be taken by IAIN Pontianak is to increase the number of admins who hold iainptk_official accounts. Moreover, Public relations is a program created to promote and maintain the image of a company or organization for every product or information conveyed to the public. Public Relations in the context of branding is a party that functions as a bridge to convey the company's branding activities to the external public for the goals to be achieved. Public relations activities are not only focused on the scope of internal and external public, but in the organization public relations can support marketing programs. Organizations need the role of public relations to form a brand image so that the products marketed can be recognized by consumers. In product marketing, public relations can contribute to various activities such as building a corporate image that can benefit product sales, helping the company's latest product launch and helping to reposition a product (Shaleh & Furrie, 2020).

Public relations is a management function that assesses public attitudes, adjusts the policies and work procedures of an organization to the public interest and takes actions to obtain understanding and approval from the public (Naningsih & P, 2022). According to Mifrohatul Musyarrofah, public relations is very important in higher education, this is because it acts as a communication technician and only a few act as communication facilitators. This is because the organization and work procedures in higher education do not provide many opportunities for a role. If examined further, the role of a communication technician is caused by an internal environment that does not change much. Because the role of communication facilitators is caused by an internal environment that has undergone many changes. The two roles above are likely to be carried out by public relations in an external condition with low threat (Musyarrofah, 2018).

2. Increase Engagement Rate

Engagement rate is an indicator of interaction between a social media account and followers, usually seen from the number of comments, likes, and followers. How to maintain the engagement rate of an Instagram account by focusing on marketing activities, for example involving celebrities or influencers. Instagram admins should also hold a giveaway (giving a free gift to certain people with some conditions). An Instagram feature that can be used to maintain engagement rates is Instagram Story, where there are many other interesting features such as polls, Q&A, interesting stickers, and many more. In addition, it can also be done by experimenting to create interesting content on IGTV to increase the engagement rate of Instagram accounts (Ardiansah & Maharani, 2020).

Engagement rate or interaction rate is a method of measuring the success of preaching on Instagram that is important to pay attention to. Engagement rate can help in measuring how actively followers interact with da'wah content, such as the number of likes, comments, and shares on each post. The higher the engagement rate, the greater the influence of da'wah content on Instagram and the more effective it is in reaching the target audience. Users can increase engagement rates by producing quality content that is relevant to the niche and theme of da'wah content, as well as actively interacting with followers (Ferdiansah, 2023).

3. Measuring Conversions and Follower Satisfaction

Conversion and follower satisfaction is a method of measuring the success of posts on Instagram that relates to the impact of content on followers. Conversions measure how many

followers take an action or take an action on a post, such as sharing content, visiting a website, or liking and commenting. Measuring conversions and follower satisfaction can help evaluate the success of your content in inspiring and motivating followers to post on Instagram (Ferdiansah, 2023).

In addition, through the Instagram account, students can also conduct surveys on information through social media. This will have an impact on the Instagram post service iainptk_official to be more creative and innovative in providing information to students. In addition, surveys conducted on students can also be used as evaluation material in the campus information system related to lectures, scholarships, academic information, and others. This evaluation is a consideration, especially for universities in providing relevant information and communication in the context of technological and information developments.

4. Creative and Innovative Posts

Instagram is a platform to lead users in liking, commenting and sharing their favorite posts. The more likes and comments you get, the more popular your Instagram account will be. This will be an opportunity to get more likes for users by showing quality photos, using hashtags and partnering with other institutions. This will help with engagement and visibility (Tubba, 2023). The easy-to-understand appearance of Instagram makes this social media in great demand by social network users ranging from teenagers to adults, including students. The use of Instagram can be accessed through smartphones, computers, or laptops, in other words, Instagram can be accessed anytime and anywhere. Communication on Instagram social media occurs through likes, DMs (Direct Messages), and comments on a post that has been uploaded. Posts on Instagram can be photos, videos, live broadcasts, or snapgrams. Many features have been provided by Instagram, including: Instagram story, IG TV (Instagram TV), Instagram Live, Instagram Feed, Instagram Reels, Highlights, and many filters that can also be used to support better and creative posts (Laily et al., 2022)

Instagram is a medium that can be used in learning and makes it easier for students to access it because many of the students have used this social media so they are familiar. Instagram itself already provides many features to support its use. The various features provided by Instagram are very interesting and supportive if used as a medium in the learning process. The way Instagram works is no different from other social media, namely by uploading content, sending messages to each other, and exchanging opinions through the comment column or sending direct messages (Laily et al., 2022). In the post, iainptk_official should emphasize the message conveyed in the information. A message is an idea or idea conveyed by a communicator to a communicator for a specific purpose. In every communication, an important element is the message, because the message is conveyed through the right media, the language is understood, the words are simple and in accordance with the intent, and the purpose of the message will be conveyed and easily digested by Instagram followers iainptk_official (Handes, 2019).

Conclusion

This study examines students' perception of posts on the IAIN Pontianak Instagram account. The findings of this study show that students express no interest in posting information on iainptk_official accounts. This is because the posts that are made are not routine and are posted once in large numbers. This results in them having difficulty finding the latest information obtained through their Instagram account. Another problem with iainptk_official Instagram account is posts that are less attractive and adapt to the times. In addition, posts on

iainptk_official account are not done regularly and use templates that do not vary. This makes students feel uninterested in liking and commenting on the post. Students consider that iainptk_official admin rarely replies to comments from students, this results in them also not being interested in commenting on the IAIN Pontianak Instagram account. This research has limitations in qualitative research methods and in a relatively small number of informants. Thus, the next research can conduct a survey of all IAIN Pontianak students with quantitative research.

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