



Digital Media Management of The Official Instagram Account of The Communication and Informatics Office of Yogyakarta in The Pandemic Era

Filosa Gita Sukmono*, Adinda Putri Surya Kencana**, Fajar Nur Ridho***

*Program Ilmu Komunikasi, Universitas Muhammadiyah Yogyakarta,
Lt 2 Gedung Ki Bagus Hadikusumo. Kampus Terpadu UMY
Jl. Brawijaya, Kasihan, Bantul, Yogyakarta 55183.
E-mail: filosa@umy.ac.id

**Program Ilmu Komunikasi, Universitas Muhammadiyah Yogyakarta,
Lt 2 Gedung Ki Bagus Hadikusumo. Kampus Terpadu UMY
Jl. Brawijaya, Kasihan, Bantul, Yogyakarta 55183.
E-mail: Kencanaadinda14@gmail.com

***Program Ilmu Komunikasi, Universitas Muhammadiyah Yogyakarta,
Lt 2 Gedung Ki Bagus Hadikusumo. Kampus Terpadu UMY
Jl. Brawijaya, Kasihan, Bantul, Yogyakarta 55183.
E-mail: fjr.nr98@gmail.com

Article Info

Article history:

Received: 3rd November
2022
Accepted: 11th December
2022
Published: 31st December
2022

DOI:

[https://doi.org/
10.33102/jicicom.vol2no2.61](https://doi.org/10.33102/jicicom.vol2no2.61)

ABSTRACT

Department of Communication and Information of the Province of Yogyakarta (Diskominfo DIY) has one function: to provide public information and communication management services. This function is a derivative of the main task of Diskominfo in assisting the Governor in implementing Information and Communication Technology (ICT) affairs. Diskominfo has several digital media platforms that the public can access, one of which is using Instagram. In carrying out this function, Diskominfo is obliged to become a provider of public relations facilities as a form of organizing public communications. More significantly, on the emergence of Covid-19 in Indonesia, Diskominfo has played an important role in providing valid information, providing communication advice with the community, and keeping the people of Yogyakarta conducive through the official Instagram channel @Kominfodiy. During the pandemic, Kominfo DIY always provides content in the form of information related to Covid-19. This shows that the government specifically provides communication media. Therefore, Kominfo DIY arranges Instagram management strategies during a pandemic because many people in Yogyakarta are racing to the information disseminated through Kominfo DIY's Instagram channel. In addition, social media manage-

ment, especially during a pandemic, is also very important so that people can avoid unclear information and hoaxes that can mislead the public. The goal of this study is to learn more about and thoroughly investigate how the Yogyakarta Special Region Communication and Information Service uses digital management. This research uses a qualitative descriptive approach with a case study method. Based on the research results, the researchers see that Kominfo DIY is quite good and organized in managing its social media accounts in terms of planning. This can be seen from the flexibility of content creation which continues to improve after evaluation.

Keywords: *Digital Media Management, Instagram, Diskominfo DIY*

INTRODUCTION

In early 2020, an event shook the world, namely the Covid-19 Pandemic, which had various impacts on almost all aspects of life, including health, economy, education, and social matters. To deal with Covid-19, the Indonesian government issued a policy to suppress the spread of Covid-19, including implementing health protocols by maintaining *physical* distancing, washing hands, and wearing masks. All activities that cause crowds must also be avoided, causing everyone to reduce activities outside the home, including work, worship, and studying must be done at home (Andiarna & Kusumawati, 2020).

Everything done at home is greatly helped as the times have developed, and information technology has become a daily companion for the community. The development of information technology has created a new "virtual" space called *cyberspace*. *Cyberspace* has changed various activities (political, social, economic, cultural, spiritual, sexual) from the real world to the virtual world so that anything that can be done in the real world can now be done in its artificial form in *cyberspace* (Piliang, 2012). *The* development of Information Technology also spurs a new way of life, from the beginning to the end of life, known as *e-life*, meaning that this life has been influenced by various needs electronically (Cholik, 2021).

The development of information technology is also dominated by the internet, especially social media, thus showing that people have become more media literate, more commonly called digital literacy. Potter (2019) states that digital literacy can be interpreted as "*the ability to access and process information from any form of transmission,*" which shows that people can access and process data and information transmission in various media platforms (Harahap & Adeni, 2020). Changes in human existence have also been strongly influenced by the growth of electronic and digital

media, particularly the usage of the Internet as a communication tool. (Kristiyono, 2015). This is due to the fact that information technology and communication are both based on scientific principles, making daily communication productive and efficient (Setiawan, 2017). Information and communication technology is important in the area of government, such as enhancing government performance, or what is known as "e-government," in addition to striving to make it easier to use in daily life.

E-government is one of the system changes in government that has the main function of being a tool for creating changes in services from the government to the community. The benefits of *e-government* include, first, improving the effectiveness and efficiency of apparatus performance in government processes; second, improving *good governance* with control, transparency, and accountability and third, empowering the community through the creation of a new society that is technologically savvy and able to anticipate global changes. Fourth, improve the quality of public services from the government to the community (Wardiningsih, 2009). Information and communication technology, or "e-government," is important in the area of government in addition to attempting to make daily life easier to use (Parsaorantua et al., 2017).

Basically, social media is the latest development in information technology. This is mentioned by Zarrella (2010), as social media makes it easy for everyone to communicate, participate, share and form a network online. It also can disseminate content created by the users (Tyas et al., 2016). Social media is a space on the Internet that allows users to represent themselves, interact, cooperate, share, communicate with other users, and form virtual social ties (Widada, 2018). Especially in a pandemic era like today, social media is one of the alternatives for people to socialize and find various information. The government uses social media to disseminate information related to Covid-19. Many things are done by the government, one of which is social media content management. The government must adapt to changes in content and information that are the same as what is happening in the field. Efforts from social media that lead directly to news related to Covid-19 currently occupy the highest level of urgency, which is a form of prevention against the rise of *hoaxes* that can potentially disturb the public. For democratic institutions, the media plays a powerful instrument in shaping public opinion in the political, cultural, and economic fields associated with health during a pandemic (Sampurno et al., 2020).

The information dissemination carried out by the Communication and Information Technology Office (Diskominfo DIY) must be fast and precise so that society can benefit from the information available. Diskominfo DIY is a government agency that functions as a means and place to provide information services to the people of Yogyakarta (Asfriyani, 2022). DIY Kominfo disseminates information through social media, one of which is Instagram. Instagram is a social media that falls into the category of social networks that can be accessed quickly and provide various kinds of information (Prihatiningsih, 2017). The government also utilizes Instagram to conduct social campaigns to prevent Covid-19 (Fajar, 2021). In fact, Instagram content is designed to attract users to access and even spread content.

It is known that the Instagram account @Kominfodiy during the pandemic automatically appeared in the search feature on Instagram, especially in the Yogyakarta area. This shows that the government specifically provides communication media. The government uses social media as an alternative to providing services, making public policies, collecting various community inputs, and getting closer to the community (Furqon et al., 2018). The Yogyakarta Communication and Informatics Office as the manager of the @Kominfodiy Instagram account became one of the information centers during the pandemic in the DIY area. Diskominfo DIY, a government apparatus that plays a role in the field of communication and information, strives to provide the latest and educative information for the community in the midst of a pandemic.

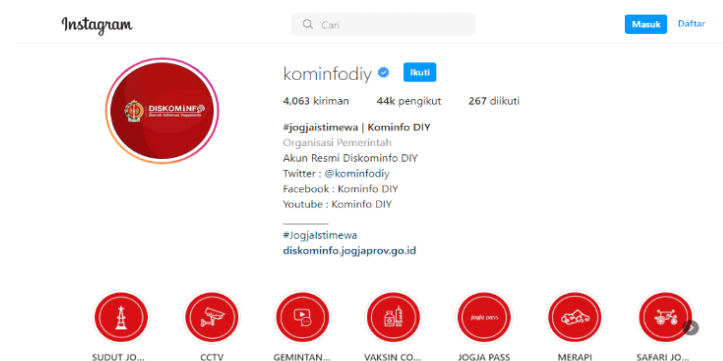


Photo 1: Instagram platform @Kominfodiy

The @Kominfodiy Instagram account during the pandemic created various health-related content and protocols to prevent the spread of Covid-19. The existence of @Kominfodiy participates in social movements to build awareness and advocate the use of the internet as a source of news and information control (Kencana, 2020). Kominfo DIY also proves that public information disclosure is one of the pillars of

democracy, transparency, and *good governance*. With public information disclosure, the public can monitor the pace of government performance. A government can be said to have implemented the principles of *good governance* if, in the administration of government, there is solid and responsible government management and principles that align with the concept of democracy (Nubatonis et al., 2014).

However, the previous research especially conducted by Handrini Ardiyanti in 2020 (Ardiyanti, 2020), Yonatan Alex Arifianto, Sari Saptorini, and Kalis Stevanus in 2020 (Arifianto et al., 2020), Evi Novianti, Aat Ruchiat Nugraha, and Diah Fatma Sjoraid in 2020, (Evi Novianti, Aat Ruchiat Nugraha, 2020), Anisa Putri Pratiwi, and Muhammad Sufyan Abdurrahman in 2021 (Anisa Putri Pratiwi, 2021), Myoung-Gi Chon and Seonwoon Kim in 2022 (Chon & Kim, 2022) and Riski Apriliani in 2022 (Apriliani, 2022) only discussed the outline of the government's efforts in providing information related to Covid-19, not debating the draft content that the government will issue

The developments in digital media make digital media management more interesting to study, especially because the Covid-19 pandemic has changed the pattern of life, especially in content creation and the latest trends. Access to information, including government, is growing along with the conditions of the Covid-19 pandemic, which are still not over. The function of social media, limited initially to interpersonal communication or entertainment, is now increasingly developing into the function of an effective means of information without exception in the government sector. This can be seen from the ease of access to government facilities or government transparency by the public. Therefore, researchers are interested in researching, knowing, and studying more deeply the digital media management of the Communication and Informatics Office of the Yogyakarta Province. Indeed, this agency is closely related to the dissemination of reliable information for the people of Yogyakarta.

LITERATURE REVIEW

Editorial Management in Digital Media

Major globalization changes in entering a new era caused by information technology cause the evolution of organizational life to transform itself to adapt to the new world (Maguni, 2014). According to Tommy (2009), management is a typical process consisting of planning, organizing, implementing, and evaluating actions carried out to determine and achieve predetermined target goals using human and other re-

sources (Pattia & Radjagukguk, 2021). While this is happening, editorial develops into a process that does not always include what is said on social media. In managing news, editors offer three conclusions: facts (if the news is real), hoaxes (if the news is false), and misguided (if the news contains truth, but is distorted by the news spreader) (Viranda et al., 2019).

Meanwhile, editorial management is management that exists in journalistic media. Mass media need editorial management to fulfill journalistic aspects so that it is worth publishing and can meet the community's information needs (Dwiputra & Nureni, 2019). Editorial management includes planning, organizing, directing, and supervising the procurement, development, compensation, integration, and maintenance of human resources in order to help achieve organizational (*press*), individual, and community goals. One of the elements that must be considered in the *function of management* carried out by both print and electronic media, is that a media seeks news, writes, edits scripts, and disseminates information. So it is required to report news in a relatively short time with a *straight news* language style, not wordy, brief, and clear with premier data from the field (Fazryansyah et al., 2014).

While this is happening, editorial develops into a process that does not always include what is said on social media. In managing news, editors offer three conclusions: facts (if the news is real), hoaxes (if the news is false), and misguided (if the news contains truth, but is distorted by the news spreader) (Ula, 2015). While this is happening, editorial develops into a process that does not always include what is said on social media. In managing news, editors offer three conclusions: facts (if the news is real), hoaxes (if the news is false), and misguided (if the news contains truth, but is distorted by the news spreader) (Arifina et al., 2021).

Instagram as Government Communication Media

Instagram is the suitable communication medium for it focuses on visuals, i.e., posting interesting photos and videos would attract the audience's attention. (Kusuma & Sugandi, 2019). Instagram can also inspire its users so that it can increase creativity (Rini, 2018). Instagram's focus on visuals, which long texts can accompany, shows that the platform has a high potential for political communication (Bast, 2021). So, Instagram is very influential and important in government agencies because it can convey information "closer" to the public with easy-to-understand language and attractive visuals.

Government agencies currently prefer Instagram because they realize the change in public interest from initially using written mass media to digital media. In addition, various features make it possible to capture the target millennial generation (Hafizh Achmed, Yanti Setianti, 2019). According to Rybalko & Seltzer (2010), Agencies that use social media carry out five principles. First, the principle of providing benefits to users means that they can provide information about programs being and will be carried out. Second, the principle of maintaining users can be done by providing regular and continuous information and further information that users can use, such as links, contacts, and so on. Third, encouraging the return of user visits can be done if the agency can provide incentives or benefits that make the public or users continue to visit the relevant agency's social media. Fourth, one must have an attractive appearance. Fifth, conducting two-way communication is done so that the relevant agencies involve users or the public to interact by providing opportunities to discuss, ask questions, and provide answers (Jamil & Eriyanto, 2021).

This was also supported by Bertot and Jaeger (2010), who claimed that some potential advantages of interactive and instant social media can encourage a more open and transparent government, thereby fostering the development of new platforms for democratic participation. In addition, social media can also increase interaction between governments. both public (Farhatiningsih, 2018). The use of social media also influences the requirement for every government unit to stay current on societal concerns. As a result, communication and information technology are required to support the information demands of every government unit, one of which is the use of government Instagram social media (Novianti et al., 2020).

RESEARCH METHODOLOGY

The type of research used in this research is descriptive qualitative analysis. Descriptive research aims to collect information about the status of a symptom that exists at the time the research is conducted. This descriptive research is intended to explore and clarify a phenomenon or social reality by describing some variables related to the problem and unit under study (Zellatifanny & Mudjiyanto, 2018). Meanwhile, qualitative research, according to Yulianty & Jufri (2020), is a data analysis that must be carried out carefully so that the data obtained can be narrated properly and becomes a feasible research result (Fadli, 2021).

In addition, this research use a case study method. Yin (2012) defines a case study as an empirical inquiry that investigates phenomena in a real-life context where the boundaries between phenomena and context do not appear firmly, and multiple sources of evidence are utilized (Kinas, 2018). This research will examine a phenomenon of an agency in carrying out its duties, especially digital media management actions on the Instagram account of the Communication and Informatics Service of the Special Region of Yogyakarta during the pandemic.

Interviews in this study were conducted by means of flexible and open-ended interviews, with a total of five informants, namely Pastika Setyorini, S. Sos in the information analysis section, and the social media coordinator for Kominfo DIY. Bromastra Krisna Putubrata, S.Tr.I.Kom, and Andreas Bagas Wicaksono, S.Sos, are DIY Kominfo content creator experts. Maurits Daffa is part of the DIY Kominfo photography and videography staff. Ersahazijah Martiyanti is part of the admin and social media schedule for Kominfo DIY. The five informants met the sample inclusion and exclusion criteria, which were in accordance with the researcher's goal, namely to find out the management of digital media (Diskominfo DIY), so that the samples taken were samples that had the task behind social media Diskominfo DIY. This research is included in the descriptive research because it examines related actions taken by humans. Through this, the digital media management actions on the Instagram account of the Communication and Information Technology Office of the Special Region of Yogyakarta during the pandemic will be conveyed in the form of an explanation or description.

FINDINGS AND DISCUSSION

Communication and information technology is developing very quickly. Communication through social media is a clear example of developments in the world of communication today. Therefore, it is necessary to have good management of social media so that the purpose of social media can be conveyed. According to Philip Kotler and Kevin Keller (2012), social media is a means for consumers to share text, image, audio, and video information with each other and with companies or other agencies (Fauzi, 2016). Social media in Indonesia has a tendency for political news through individual accounts, groups, and parties that cannot be accounted for as a proper source of information. Most people also receive messages without caring about the accuracy or validity of the information. The most important thing is to fulfill their one-sided information needs (Susanto, 2017).

Government agencies have a duty in public services, both services and information. Government agencies have a public relations (PR) function to carry out the task of information servants. Public relations in an institution is a means of optimizing public services, especially in information dissemination. If done optimally, the public relations function can improve the institution's performance in public trust (Prastowo, 2020) "The role of government public relations in the era of technological and information advances is now not only as a conveyer of information but also as a strategic element in supporting the successful implementation of government programs, especially creating a reputation for *good governance* in the eyes of the public (Lani & Handayani, 2021). PR practitioners must use technological tools to distribute information to the public quickly, precisely, and effectively (Afnan, 2019).

The characteristics of *good governance* put forward by Van Dok (1999) are a high level of accountability within the state, and transparency in state affairs, especially those involving the treasury. Then, the *Rule of Law* ensures that laws are obeyed and human rights are respected, especially in the issues of political freedom, voice, and gender, an active and uncensored civil society movement, and effective and efficient public services (Malik, 2018). Public information disclosure or transparency is very important because it is one of the principles in realizing good governance, which has been regulated in Law No. 14 of 2008. Article 1 of this Law states that information includes information, statements, ideas, and signs containing value, meaning, messages, data, facts, and explanations, presented in accordance with the development of information and communication technology electronically or non-electronically (Fatullatifah et al., 2017).

The Special Region of Yogyakarta has been using Instagram actively. Basically, the Ministry of Communication and Information of the Republic of Indonesia does not determine the use of social media that must be owned as the choice is tailored to the needs of each region. The determination of social media is seen from the target market in each city and province (Maharani & Djuwita, 2020). Since the emergence of the Covid-19 case, the Indonesian government, including Yogyakarta, must help prevent Covid-19 from becoming more widespread by, for instance, providing information about the development of Covid-19 in Yogyakarta by Diskominfo DIY. Through the @Kominfodiy account, information on the development of Covid-19 is updated daily, handling procedures, policies that apply during the pandemic, assistance, and information about vaccines.

Information about Covid-19 is continuously posted until 2020 when most of the content is about the development, spread, impact, and solutions during the pandemic. This info continues to be posted because the @Kominfodiy account, as one of the official accounts for handling Covid-19, is directly connected to Jogja Pass as an application for managing Covid-19. Moreover, the info is highlighted so that it can be seen repeatedly. In addition, false information about vaccines, the impact of Covid, and so on continues to be carried out. Content like this can help maintain a conducive attitude in the community. Until now, the conditions in Yogyakarta have begun to subside, and the revised content has begun to penetrate the previous content. However, information about Covid remains the most important, especially as new variants develop and the spread grows again.



Photo 2: Instagram Highlights @Kominfodiy

The data in this research is primary and secondary data to make the information provided valid. "Primary data is the main requirement in integrating local government information systems to realize *e-government in a district/city government to realize a smart city*" (Suhono & Al Fatta, 2021). At the same time, secondary data is obtained from library materials, applicable laws and regulations, and theories in various related literature (Sumeru, 2016).

"For our data, there are two, namely primary data (take yourself) and secondary data. For primary data, we look for it ourselves starting from the coverage of activities or direct involvement. We take secondary data from validated media from government social media, etc."(Interview with Pastika, Information Analysis and Social Media Coordinator of Kominfo DIY, 2 July 2022)

From the interviews that have been conducted, the researchers see related to how the management of digital media management carried out by Kominfo DIY through Instagram @Kominfodiy. Broadly speaking, the Instagram media management of Kominfo DIY includes four activities: planning, organizing, implementing, and supervising, divided into pre-production, production, and post-production stages. Media management is the stage of media management with the principles and the entire management process, which covers the management functions carried out. Rahmita-

sari (2017) says that the media is studied in full, its characteristics, position, and role in the environment and economic, social, and political systems and where the media is located (Qodriyah & Harmonis, 2022). In the following, the researcher describes the stages of digital management carried out by Diskominfo DIY in managing Instagram media, based on the results of interviews with several informants (samples).

Pre-Production Stage (Planning)

The initial stage of digital media management of Kominfo DIY is the planning stage. Planning is the initial stage of managing social media that will be published on the @Kominfodiy account. Planning is made to facilitate the process of content creation and division of labor. This stage starts with collecting primary and secondary data, knowing the limitations and advantages of content on social media *platforms*, and producing content divided into image (visual) and video (audiovisual) content production (Thifalia & Susanti, 2021).

Table 1: Differences in content creation planning mechanisms

N	Aspect	Before Evaluation	After Evaluation
1	Scheduling	Done for the next one month	Done in the next 1-3 weeks
2	Number of Content Publications	1 Content per day	3 Content per day
3	Organizing	Done by a small team	Done by a team with a more organized division
4	Content theme determination	Done by a small team	Performed by certain divisions and then discussed further with other divisions

Changes in the mechanism were made after an evaluation based on the conditions experienced by the management of Kominfo DIY in managing its social media accounts. In the pre-production stage, the Kominfo DIY media team usually prepares a plan, one of which is a content creation schedule and its upload schedule. However, because in practice, there is often information from other agencies that is more urgent to upload immediately, this scheduling is then designed to be three days or one week ahead. This stage also contains strategies applied to optimize each piece of information conveyed through content.

"We make new innovations or follow trends. When the layout is lacking, we do rebranding. This is so that the audience does not get bored with such a display. For the admin team, more monitoring related to communication with the audience either through Direct Messages or comments" (Interview with Bromastra, DIY Kominfo creative content expert, 2 July 2022)

One of the strategic efforts made is rebranding with a new layout. This aims to prevent people from getting bored with the same content layout. Sadono (2013) says rebranding is an effort to change or renew an existing brand to improve it (Maulana & Zarassita, 2017). Meanwhile, the renewal of the layout is expected to further influence the audience's perception of the content issued by Kominfo DIY. According to Yusantiar & Soewardikoen (2018), layout is the "highlighting" of a message in social media content in the form of illustrations or images to attract the audience's attention. In addition, the selection and use of colors and good typography are also needed so that the message conveyed is not wrong and can be received properly by the audience (Prabowo et al., 2022).

One of the planning stages is *brainstorming*. This aims to ascertain the future plan, the topic that will be raised into content and then evaluated to determine the specific discussion. Social media planning begins with setting the objectives of social media management based on the activities that will be carried out. This social media management aims to determine the target and what content is used to share with the audience. Especially during the covid-19 pandemic, the @Kominfodiy account became an information and complaint channel and was intended to clarify hoax news in the midst of society.

"For planning, it starts with brainstorming about what the future will be like, then evaluated by the TA team for specific discussions. For execution, it is done quickly, considering that information media must be up to date. Especially during a pandemic, besides providing information, we also have to clarify hoaxes" (Interview with Andreas, content creator expert at Kominfo DIY, 2 July 2022).

Social media management planning requires a good strategy so that social media management runs optimally and its implementation can be organized and controlled. The strategy carried out by the Kominfo DIY social media management team to attract public attention is to create interesting content and raise things that are trending or happening in the community. That way, people will be interested in fol-

lowing the managed social media accounts so that the objectives of social media management can be achieved. Based on the researchers' analysis, in terms of planning, Kominfo DIY is quite good and organized. This can be seen from the flexibility of content creation which continues to improve after evaluation.



Photo 3: Example of content on the @Kominfodiy Instagram page who follows the trending, information about vaccines

Production Stage (Organizing and Executing)

Behind the implementation of content production on the @Kominfodiy account, there is an organizational structure within Kominfo Yogyakarta Special Region related to digital media management. The existence of an organizational structure strongly influences the management system because it is based on the responsibility and authority for operational activities carried out and coordinated by organizational members individually and in groups to achieve goals (Rachmawati, 2016).

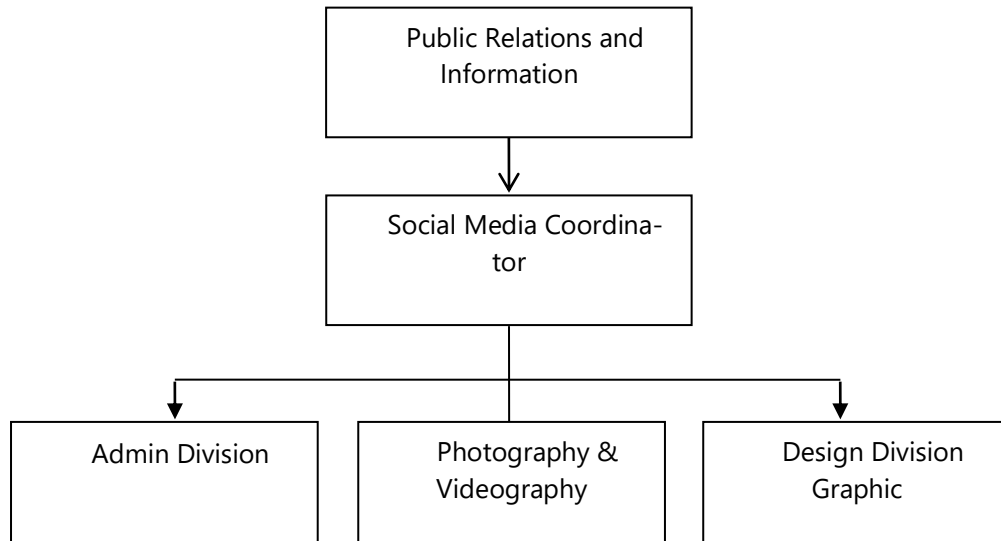


Photo 4: Organizational Structure of DIY Communication and Informatics Social Media Manager

Three specific divisions manage Koinfo DIY's social media accounts, including the admin, photography and videography, and graphic design divisions. Previously, there were four divisions, but then a merger was carried out so that it became three divisions. This production stage involves several divisions that have been organized according to their job description, with a division of tasks from each. The division of tasks is expected to ensure that all processes run in an organized manner and maintain the harmony of each member.

First, the Admin Division is in charge of compiling content schedules and researching the data. Then, this division would distribute data into infographic or videographic content, perform re-accuracy, communicate with social media accounts from other agencies, and manage all social media accounts, including Instagram, Twitter, Facebook, and YouTube accounts of Koinfo DIY. Moreover, the admin division interacts with other red plates or government agencies to exchange information and also interact with the public through comments or *direct* messages.

"The admin division is the main backbone of the DIY Koinfo social media because all data and information must be researched first by the admin. In addition, if the design team has found the design, the admin will assess the accuracy of the content feasibility" (Interview with Bromastra, content creator expert of Koinfo DIY, 2 July 2022).

Second, the Photography and Videography Division carries out coverage and documentation activities in the form of photos and videos for content on Kominfo DIY's social media. This is done to maintain the validity of the data provided with primary data. If it relies on external results, Kominfo DIY is also not doing good governance well because it does not maintain and strive to provide truly valid information to the public.

"Photo and video content is obtained from coverage, or we go directly to the field. We need to prepare a lot of raw files so that it is easy to process." (Interview with Mauris Daffa, Kominfo DIY internship team, 2 July 2022)

Third, the Graphic Design Division is in charge of designing content designs that will be published based on data obtained by the admin division and have been evaluated for accuracy and truth. The previous stage is to discuss to brainstorm the theme raised so that it is easy for the public to understand. The Graphic Design Division also needs to arrange an attractive layout so that the audience is interested in reading the information issued by Kominfo DIY. Based on the statement above, it is obtained that each published content has gone through a series of processes. The tasks of each division can also be seen in that the content production process in social media involves all divisions, namely the admin, photography, videography, and graphic design. The material to be used as content in social media includes several stages of management so that the content uploaded on social media is suitable for presentation.

The implementation of social media management carried out by the Yogyakarta city government includes planning social media content, determining social media content, determining social media targets, uploading messages according to a predetermined range, monitoring the process of social media, interacting with the public to answer incoming comments or messages and conducting evaluations. The Kominfo DIY account plans to upload three pieces of content daily and story posts clarifying hoax news. Based on the observations, the content production process carried out by Kominfo DIY has fulfilled the provisions for making content, especially as a government social media account, where every published content has been designed and evaluated.

Tgl	Judul Konten	Kategori Warna	Kategori Konten	PJ Fotografi & Liputan	PJ Data Visual	PJ Suara	Jenis Konten	PJ Desain	PJ Konten dan Caption	ADMIN	Link Sumber
	Pembangunan PPKM		TIK	Maurits			Infografis	Rahy	Maurits		https://www.kemkominfo.go.id
14	Palmer Hal 2 5.41.10.2019.0001.0001.0001	Kuning	Kemudahan		Dasar	su	Infografis	Bro	Enna	Enna (Video)	https://www.kemkominfo.go.id
15	Amfibi Pusat Antar-Modas	Kuning	Kemudahan		Rahy	ik	Infografis Video Tokar	Rahy	Maurits	ik	https://www.kemkominfo.go.id
16	Hati Putih UM Sampul	Abu Abu	Hati Peringatan Sosial		Aula	Enna	Infografis Video Tokar	Eya	ik	Enna	Si Putih Konten Tokar
17	Hari Komunikasi Internasional (2nd Empower Primary Meeting 10 Min Royal Ambarukmo (P))	Abu Abu	Hati Peringatan G20	Eya Aula	Dasar	Angg	Infografis Infografis	Dasar	Angg	Enna Tina	https://www.kemkominfo.go.id
18	Imbauan Presiden RI (2nd Digital Economy Working Group 10-19 Mei 2020 Indonesia)	Abu Abu	COVID-19 G20	Bro Angg	Rahy	Tina	Infografis Infografis	Rahy	Angg	ik	https://www.kemkominfo.go.id
19	Pusat Telekomunikasi dan Data SIKAD	Bro	G20 Kemudahan	Rahy Tina	Aula	ik	Infografis Infografis	Dasar	Maurits	Enna	https://www.kemkominfo.go.id
20	Hari Kebangkitan Nasional Social media #Rak	Bro	Hati Peringatan TIK	Maurits	Maurits	Enna	Infografis Video Tokar	Eya	Enna	Tina	https://www.kemkominfo.go.id
21	Hari Undang-Undang Pengembangan Perikanan Negara Indonesia Dagang Hasilnya #Rak	Bro	Hati Peringatan TIK		Dasar	Angg	Infografis	Bro	Enna	ik	https://www.kemkominfo.go.id
22	Hari Kelembagaan Nasional Ucapan PJ Pak To Bupati Kutub Progo	Orange	Hati Peringatan TIK		Rahy	Tina	Infografis Infografis	Bro	Enna	Enna	https://www.kemkominfo.go.id
23	Sebutkan langkahnya jika digital? Analog Switch Off	Orange	TIK	Enna kemas	aul	ik	Infografis Infografis	Rahy Eya	Maurits Angg	Tina	https://www.kemkominfo.go.id
24	Persembahkan Hasil Karya Slogan Asean G20	Orange	TIK G20	Angg Dasar	Maurits	Enna	Video Tokar Infografis	Dasar Bro	Enna dan Maurits ik	ik	https://www.kemkominfo.go.id
25	Resolusi Kominfo E-Phone 1.000.000 Masker	Hijau	TIK COVID-19	Angg Maurits	Dasar	Angg	Infografis Video Tokar Progo	Rahy Dasar	aul Angg dan ik	Enna	https://www.kemkominfo.go.id
26	Kemukaan dan AI Masih Kerusi Pajang	Hijau	Hati Peringatan Kemudahan		Rahy	Enna	Infografis Infografis	Bro Eya	Enna Maurits	Tina	https://www.kemkominfo.go.id
27	Aperian Hasil Sumbang E-Data manfaat secara digital	Hijau	TIK	ik	aul	ik	Infografis	Rahy	Aula	ik	https://www.kemkominfo.go.id
28	Pembuat Gunung Kebul Lintas Platform		TIK	Rahy			Infografis	Dasar	Maurits	Enna	https://www.kemkominfo.go.id
29	Peningkatan dan Kaku Pada Hewan Berdarah Bagi pemerintah secara online dan internet	Kuning	TIK Kemudahan		Maurits	Enna	Infografis Infografis	Bro Dasar	aul Angg	Tina	https://www.kemkominfo.go.id
30	RIKAD Hati Putih Ura Komisioner RI	Kuning	Hati Peringatan Sosial		Rahy	Angg	Video Tokar Progo Infografis	Rahy	Tina dan Aula	Enna	https://www.kemkominfo.go.id
31	Kebijakan baru untuk tgl internet tidak untuk anak-anak LIPUTAN APEN, RAGU = DOKUMENITAI SHAWALAN	Kuning	TIK Teknologi	Kemas Dasar	Angg	Tina	Infografis Infografis	Bro Dasar	Tina Angg	ik	https://www.kemkominfo.go.id
32	Hari Tanpa Sembako Perdana Barengnya	Abu Abu	Hati Peringatan Kelembagaan Juga	Maurits aul	aul	ik	Infografis Video Tokar Progo	Eya Rahy	Aula Enna dan Eya	Enna	https://www.kemkominfo.go.id

Photo 5: Data Distribution Process (Source: Kominfo DIY Archives)

Post-Production Stage (Supervision)

The post-production stage is proxied by the last function in digital media management, supervision, and evaluation. Supervision is carried out to ensure that all activities are carried out according to the policy plans, strategies, decisions, and work programs formulated and determined previously. (Pondaag et al., 2017). Meanwhile, evaluation is also important to find out what is lacking in the previous program so that further improvements can be made. Supervision is carried out not only at the end of the management process, but in fact, inherent supervision is carried out since the planning, organizing, and implementation functions. Supervision media management is important so that the quality of the media is maintained. Reduced media quality can lead to audience disappointment, which may cause audiences to turn to other media. Through good supervision, the quality of the media will be maintained so that audiences are fulfilled in their media consumption motives.

"The supervision of the @Kominfodiy account is clear that there is validation before the content process is made. Before production, the credibility of the source is checked. After production, it is rechecked to see whether there are ambiguous words or writing errors and so on. The function is so that the information conveyed is well publicized." (Interview with Bromastra, expert content creator of Kominfo DIY, 2 July 2022)

Monitoring and evaluation is the final stage of social media management. This activity is a process of assessing and identifying how the public responds to the dissemination of information through social media. The process of monitoring and evaluating social media running is carried out together with the social media management team. Supervision is carried out by means of data validation and meetings that are held regularly. Supervision is carried out flexibly, not only limited to meetings but also using one of the android-based applications in the form of WhatsApp to make it easier.

"Evaluation is done once a week, for reports to superiors once a month. We emphasize checking primary data as well as secondary data, and also admin management." (Interview with Pastika, Information Analysis and Social Media Coordinator of Kominfo DIY, 2 July 2022)

According to the statement above, the evaluation stage is carried out periodically and incidentally. This evaluation stage is not only carried out by officials but also by all staff and interns. Based on the discussion above, it can be concluded that the digital media management carried out by Kominfo DIY consists of three main activities: pre-production stage (planning management), production stage (organizing and implementing management), and post-production stage (regular and flexible monitoring and evaluation activities).

The interviews explain that Kominfo DIY currently conducts digital media management in a structured manner. This is because Kominfo DIY, when carrying out the content creation process, also applies a clear organizational structure to run according to its flow. Especially, during the Covid-19 pandemic, Kominfo DIY has also changed the content creation planning mechanism, starting from preparing schedules, the number of content publications, organizing and also determining content themes. This is done so that the public always gets up-to-date information about the development of Covid-19.

CONCLUSION AND IMPLICATIONS

Based on the results of the analysis, the researchers see that @Kominfodiy digital media management in content creation goes through a series of processes after being collected. This research is carried out to prove accuracy, especially considering that Kominfo DIY is one of the Yogyakarta government's social media accounts, so the uploaded posts must be valid. Before entering the design stage, the admin and graphic design divisions brainstormed related content themes. After the data is validated and the content concept is drawn, this division will design designs based on the data into infographics or video graphics in the form of *Instagram stories*. From this explanation, it can be seen that the content production process in @Kominfodiy social media involves all divisions: admin, photography, videography, and graphic design. In addition, the material to be used as content in social media must go through several stages of management so that the content uploaded on @Kominfodiy's social media is suitable to be presented to the public.

Kominfo DIY, which acts as a government party, tries to remove barriers to get closer to its audience. One of them is by replying to comments according to the time of the comment and using language that is easy to understand and not rigid. This effort was deliberately made by Kominfo DIY to eliminate negative opinions about the government with a soft campaign. This shows that Kominfo DIY has carried out its role well by making social media a place to interact with the community. That way, two-way communication can run properly. In the final stage, after the content has been produced, the team that manages the DIY Kominfo account will conduct supervision and evaluation. In addition, the management that manages @Kominfodiy conducts evaluation activities periodically and incidentally. This evaluation stage is not only carried out by officials but also by all staff and interns.

REFERENCES

- Afnan, D. (2019). Fungsi Humas Desa Sebagai Pengelola Informasi di Era Keterbukaan Informasi Publik. *Jurnal Soshum Insentif*, 153–163. <https://doi.org/10.36787/jsi.v2i2.135>
- Andiarna, F., & Kusumawati, E. (2020). Pengaruh Pembelajaran Daring terhadap Stres Akademik Mahasiswa Selama Pandemi Covid-19. *Jurnal Psikologi*, 16(2), 139. <https://doi.org/10.24014/jp.v16i2.10395>
- Anisa Putri Pratiwi, M. S. A. (2021). Strategi Pengelolaan Media Sosial Instagram Humas Pemkot Bandung. *EProceedings of Management*, 2011. <https://jogjaprov.go.id/berita/detail/9709-raih-amh-2021-medsos-diy-terbaik->

se-indonesia

- Apriliansi, R. (2022). Gaining Public Trust Through Digital Media By Government Public Relations of Sleman Yogyakarta. *Profetik: Jurnal Komunikasi*, 15(1), 34. <https://doi.org/10.14421/pjk.v15i1.2212>
- Ardiyanti, H. (2020). Komunikasi Media Yang Efektif Pada Pandemi Covid-19. *INFO Singkat: KAJIAN SINGKAT TERHADAP ISU AKTUAL DAN STRATEGIS DPR RI, Vol. XII(7)*, 25–30.
- Arifianto, Y. A., Saptorini, S., & Stevanus, K. (2020). Pentingnya Peran Media Sosial dalam Pelaksanaan Misi di Masa Pandemi Covid-19. *HARVESTER: Jurnal Teologi Dan Kepemimpinan Kristen*, 5(2), 86–104. <https://doi.org/10.52104/harvester.v5i2.39>
- Arifina, A. S., Iksari, P. N., & ... (2021). Pola Kerja Wartawan Muda Dan Madya Di Era Digital. *AL MUNIR: Jurnal ...*, 12, 140–154. <https://ejournal.uinib.ac.id/jurnal/index.php/almunir/article/view/3346%0Ahttps://ejournal.uinib.ac.id/jurnal/index.php/almunir/article/viewFile/3346/2251>
- Asfriyani, A. (2022). Model Manajemen Produksi Konten Digital tentang COVID-19 Oleh Dinas Kominfo Daerah Istimewa Yogyakarta di Masa Pandemi. *Jurnal Interaksi: Jurnal Ilmu Komunikasi*, 6(1), 1–18. <https://doi.org/10.30596/interaksi.v6i1.7424>
- Bast, J. (2021). Politicians, Parties, and Government Representatives on Instagram: A Review of Research Approaches, Usage Patterns, and Effects. *Review of Communication Research*, 9, 193–246. <https://doi.org/10.12840/ISSN.2255-4165.032>
- Cholik, C. (2021). Perkembangan Teknologi Informasi Komunikasi / ICT dalam Berbagai Bidang. *Jurnal Fakultas Teknik*, 2(2), 39–46.
- Chon, M. G., & Kim, S. (2022). Dealing with the COVID-19 crisis: Theoretical application of social media analytics in government crisis management. *Public Relations Review*, 48(3), 102201. <https://doi.org/10.1016/j.pubrev.2022.102201>
- Dwiputra, S. I., & Nureni, R. (2019). Strategi Manajemen Redaksional Surat Kabar Tribun Jabar. *EProceedings ...*, 6(1), 1854–1859. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/8632>
- Evi Novianti, Aat Ruchiat Nugraha, D. F. S. (2020). Strategi Komunikasi Humas Jawa Barat Pada Masa Pandemi Covid19. *Media Bina Ilmiah*, 15(3), 4196. <http://ejournal.binawakya.or.id/index.php/MBI>
- Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *Humanika*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1.38075>
- Fajar, D. (2021). Pemanfaatan Instagram sebagai Media Kampanye di Era Pandemi Covid-19 Pasangan "Artys" Pada Pilkada Blora. *Jurnal Ilmu Politik Dan Komunikasi*, 11(1), 1–14.
- Farhatiningsih, L. (2018). Kehumasan Pemerintah Optimization of Instagram Use in the Practice of Government. *Optimalisasi Penggunaan Instagram Dalam Praktik Kehumasan Pemerintah*, 1–9.

- Fatullatifah, M., ... N. N.-U. P. S., & 2017, undefined. (2017). Keterbukaan Informasi Publik Dalam Upaya Mewujudkan Good Governance pada Pemerintah Kabupaten Tegal. *Journal.Unnes.Ac.Id*, 1(2), 160. <https://journal.unnes.ac.id/sju/index.php/upsj/article/view/20102>
- Fauzi, V. (2016). PEMANFAATAN INSTAGRAM SEBAGAI SOCIAL MEDIA MARKETING ER-CORNER BOUTIQUE DALAM MEMBANGUN BRAND AWARENESS DI KOTA PEKANBARU. *JOM FISIP*, 3(1), 1–15.
- Fazryansyah, M. I., Agustina, H., & Nuruzzaman, N. (2014). Manajemen Redaksional Pada Surat Kabar Harian Umum Radar Cirebon (Studi Deskriptif Kualitatif Manajemen Redaksional pada Surat Kabar Harian Umum Radar Cirebon Periode Januari-Mei 2013). *Jurnal ASPIKOM*, 2(2), 85. <https://doi.org/10.24329/aspikom.v2i2.62>
- Furqon, M. A., Hermansyah, D., Sari, R., Sukma, A., Akbar, Y., & Rakhmawati, N. A. (2018). Analisis Jenis Posting Media Sosial Pemerintah Daerah Di Indonesia Berdasarkan Like Dan Analisis Sentimental Masyarakat. *Jurnal Sositologi*, 17(2), 177. <https://doi.org/10.5614/sostek.itbj.2018.17.2.1>
- Hafizh Achmed, Yanti Setianti, L. P. (2019). PENGELOLAAN INSTAGRAM @HUMAS_SUMEDANG SEBAGAI MEDIA KOMUNIKASI DAN MEDIA INFORMASI OLEH HUMAS SEKRETARIAT DAERAH SUMEDANG Hafizh. *M Nikasi Universitas Garut: Hasil Pemikiran Dan Penelitian Jurnal Komunikasi Universitas Garut: Hasil Pemikiran Dan Penelitian*, 5(2), 329–340.
- Harahap, M. A., & Adeni, S. (2020). Tren penggunaan media sosial selama pandemi di indonesia. *Jurnal Professional FIS UNIVED*, 7(2), 13–23.
- Jamil, A., & Eriyanto, E. (2021). Social media communication: content analysis of Indonesian parliament instagram account. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 5(3), 746–763. <https://doi.org/10.25139/jsk.v5i3.3807>
- Kencana, W. H. (2020). Peran dan Manfaat Komunikasi Pembangunan pada Aplikasi Pelacak Covid-19 sebagai Media Komunikasi Kesehatan (Kajian Media Komunikasi dalam Perspektif Sosial. *Komunikasi Dan Media*, 5(1), 83–95.
- Kinas, A. A. (2018). Analisis Pengembangan Sumber Daya Manusia (Studi Kasus pada Perusahaan Swasta di Kota Semarang). *Jurnal Ilmiah Pena*, 1(2), 7.
- Kristiyono, J. (2015). Budaya Internet: Perkembangan Teknologi Informasi Dan Komunikasi Dalam Mendukung Penggunaan Media Di Masyarakat. *Jurnal Scriptura*, 5(1), 23–30. <https://doi.org/10.9744/scriptura.5.1.23-30>
- Kusuma, D. F., & Sugandi, M. S. (2019). Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts. *Jurnal Manajemen Komunikasi*, 3(1), 18. <https://doi.org/10.24198/jmk.v3i1.12963>
- Lani, O. P., & Handayani, B. (2021). Peranan Humas Pemerintahan (Government Public Relations) dalam Menciptakan Reputasi Pemerintahan yang Baik. *LONTAR: Jurnal Ilmu Komunikasi*, 9(2), 130–140. <https://doi.org/10.30656/lontar.v9i2.4071>
- Maguni, W. (2014). Manajemen Organisasi Pembelajaran Dan Kepemimpinan. *Jurnal Al-Ta'dib*, Vol 7(1), 131–148.

- Maharani, V. E., & Djuwita, A. (2020). Pemanfaatan Media Sosial Instagram Sebagai Media Komunikasi dan Informasi Pemerintah Kota Semarang. *E-Proceeding of Management*, 7(2), 4566–4574. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/13573/13098>
- Malik, M. (2018). Pendekatan Tawhidik Di Dalam Tatakelola Kerajaan Yang Baik (Good Governance): Satu Analisa Konseptual. *Ulum Islamiyyah*, 24(August), 31–42. <https://doi.org/10.33102/uij.vol24no0.61>
- Maulana, H., & Zarassita, D. (2017). Pembuatan Brand Mark dan Motion Graphic Logo Pada Rebranding Project PT Astra Graphia Information Technology. *Multinetics*, 3(2), 18. <https://doi.org/10.32722/vol3.no2.2017.pp18-25>
- Novianti, E., Nugraha, A. R., Komalasari, L., Komariah, K., & Rejeki, D. S. (2020). Pemanfaatan Media Sosial dalam Penyebaran Informasi Program Pemerintah (Studi Kasus Sekretariat Daerah Kabupaten Pangandaran). *Al Munir: Jurnal Komunikasi Dan Penyiaran Islam*, 11(1), 48–59. <https://ejournal.uinib.ac.id/jurnal/index.php/almunir>
- Nubatonis, S. E., Rusmiwari, S., Suwasono, S., Studi, P., Administrasi, I., & Tunggadewi, U. T. (2014). Implementasi Prinsip-Prinsip Good Governance Dalam Meningkatkan Kinerja Organisasi Pelayanan Publik. *JISIP: Jurnal Ilmu Sosial Dan Ilmu Politik*, 3(1), 16–20.
- Parsaorantua, P. humisar, Pasoreh, Y., & Rondonuwu, sintje A. (2017). Implementasi teknologi informasi dan komunikasi. *Acta Diurna*, VI(3), 1–14.
- Pattia, G., & Radjagukguk, D. L. (2021). Strategi Manajemen Redaksi Radardepok. Com Dalam Menghadapi Persaingan Di Era Digitalisasi. *Jurnal Sosial Dan Humaniora*, 5(9), 137. <https://doi.org/10.47313/pppl.v5i9.825>
- Piliang, Y. A. (2012). MASYARAKAT INFORMASI DAN DIGITAL: Teknologi Informasi dan Perubahan Sosial. *Jurnal Sositeknologi*, 11(27), 143–155.
- Prabowo, A. S., P. E. R., Soeleman, M. A., Informatika, T., Komputer, F. I., Dian, U., Semarang, N., & Tengah, J. (2022). *Pelatihan SDM Sekolah KKM MA Mranggen dalam Pembuatan Konten Media Sosial untuk Branding Institusi sebagai Media Promosi PPDB*. 5(3), 579–586.
- Prastowo, F. A. A. (2020). Pelaksanaan fungsi pokok humas pemerintah pada lembaga pemerintah. *PROfesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 5(1), 17. <https://doi.org/10.24198/prh.v5i1.23721>
- Prihatiningsih, W. (2017). Motif Penggunaan Media Sosial Instagram Di Kalangan Remaja. *Communication*, 8(1), 51. <https://doi.org/10.36080/comm.v8i1.651>
- Qodriyah, S. L., & Harmonis, F. (2022). Manajemen Media: Implementasi Fungsi Manajemen Redaksional Gontornews.com. *Jurnal Audiens*, 3(3), 131–140. <https://doi.org/10.18196/jas.v3i3.13823>
- Rini, D. (2018). Diksi Dan Gaya Bahasa Dalam Media Sosial Instagram. *Jurnal Widyaloka Ikip Widya Darma*, 5(3), 261–278.
- Sampurno, M. B. T., Kusumandyoko, T. C., & Islam, M. A. (2020). Budaya Media Sosial, Edukasi Masyarakat, dan Pandemi COVID-19. *SALAM: Jurnal Sosial Dan Budaya*

- Syar-I, 7(5). <https://doi.org/10.15408/sjsbs.v7i5.15210>
- Setiawan, daryanto. (2017). Dampak Perkembangan Teknologi Informasi dan Komunikasi Terhadap Budaya Impact of Information Technology Development and Communication on. *Jurnal Pendidikan, X*(2), 195–211.
- Suhono, T., & Al Fatta, H. (2021). PENYUSUNAN DATA PRIMER SEBAGAI DASAR INTEROPERABILITAS SISTEM INFORMASI PADA PEMERINTAH DAERAH MENGGUNAKAN DIAGRAM RACI (Studi Kasus: Pemerintah Kabupaten Purworejo). *Jnanaloka*, 35–44. <https://doi.org/10.36802/jnanaloka.2021.v2-no1-35-44>
- Sumeru, A. (2016). Kedudukan Pejabat Kepala Desa dalam Penyelenggaraan Pemerintahan Desa. *JKMP (Jurnal Kebijakan Dan Manajemen Publik)*, 4(1), 47–56. <https://doi.org/10.21070/jkmp.v4i1.198>
- Susanto, E. H. (2017). Media Sosial Sebagai Pendukung Jaringan Komunikasi Politik. *Jurnal ASPIKOM*, 3(3), 379. <https://doi.org/10.24329/aspikom.v3i3.123>
- Thifalia, N., & Susanti, S. (2021). Produksi Konten Visual Dan Audiovisual Media Sosial Lembaga Sensor Film. *Jurnal Common*, 5(1), 39–55. <https://doi.org/10.34010/common.v5i1.4799>
- Tyas, D. L., Budiyanto, A. D., & Santoso, A. J. (2016). Pengaruh Kekuatan Media Sosial dalam Pengembangan Kesenjangan Digital. *Scientific Journal of Informatics*, 2(2), 147. <https://doi.org/10.15294/sji.v2i2.5083>
- Ula, A. . (2015). Manajemen Redaksi Riauterkini.com dalam menghadapi persaingan media online di Riau. *JOM FISIP*, 2(1), 1–18.
- Viranda, L., Hidayat, D. R., & Yudhapramesti, P. (2019). Manajemen Produk Media Kompas.Com Untuk Bersaing Di Era Generasi Milenial. *Jurnal Kajian Jurnalisme*, 2(1). <https://doi.org/10.24198/kj.v2i1.21074>
- Wardiningsih, S. (2009). Perkembangan Teknologi Dan Sistem Informasi Untuk Peningkatan E-Government Dalam Pelayanan Publik. *Jurnal Akuntansi Dan Sistem Teknologi Informasi*, 7(1), 69–78.
- Widada, C. K. (2018). Mengambil Manfaat Media Sosial Dalam Pengembangan Layanan. *Journal of Documentation and Information Science*, 2(1), 23–30. <https://doi.org/10.33505/jodis.v2i1.130>
- Zellatifanny, C. M., & Mudjiyanto, B. (2018). TIPE PENELITIAN DESKRIPSI DALAM ILMU KOMUNIKASI. *Jurnal Diakom*, 1(2), 83–90.