An Analysis of Instagram as a Government Public Information Platform Through Piere Levy's Theory

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Abstract: This study analyzes Instagram social media as a public information platform for the government using Pierre Levy's theory. The study was conducted based on the Instagram account of the Depok City Government @pemkotdepok. The analysis used Pierre Levy's New Media Theory, with the following assumptions: utilization, social media, communication, and information. The study used qualitative methods, with a constructivist paradigm, research study type, through observation, interviews, and documentation. The research and observation were conducted over a period of 4 months to observe the activities of the Instagram account, interview the administrators and the Depok City Government, and documentation throughout the research. The results of the study showed that the Depok City Government utilizes Instagram as a medium for disseminating information by utilizing Instagram features. The study found that the @pemkotdepok Instagram account is a transparent, innovative, and informative public information platform that attracts Instagram users to the information provided by the Depok City Government and serves as an accurate source of information for various policies and public information. Analysis using Pierre Levy's theory found that the assumptions of Collective Intelligence, Virtual and Actual, New Media as a social environment, User Interactivity and Engagement, as well as cultural and cognitive changes.

Keyword: Social Media, Instagram, Public Information, Government, Depok

INTRODUCTION

Technological advances have changed various platforms in social life in many fields. One of them is the use of social media as a network to connect one point to another. Various types of online-based social media have emerged, such as Facebook, Instagram, LINE, Telegram, Twitter, and TikTok. Social media can also send messages, such as images, files, and sounds, so that users can communicate via voice calls or video calls using only an internet connection on their smartphones.

The social media platform that is currently most popular for use as a daily online media platform is Instagram. Its popularity has made it influential among the public, who are currently in the era of narcissism or sharing various things that are happening or being felt by the millennial generation (Arin, 2022). The features of smartphones have made Instagram highly influential in today's society (Samatan, et al., 2024). The advancement of technology has made everything easier, such as capturing important moments and uploading them to Instagram.

Instagram is one of the most downloaded social media platforms (Hasan, A. 2022). Initially, Instagram was only used as a medium for archiving memories by uploading photos and videos to Instagram accounts. In addition to uploading photos, Instagram alsoPESERTAhas followers and following feature that allows users to follow each other and tag photos and videos that are uploaded. In August 2016, Instagram added a feature called Instagram Stories, which allows users to upload short photos and videos lasting 15 seconds about ongoing activities. These Instagram Stories can be viewed for 24 hours, after which the photos and videos uploaded via the Stories feature will automatically disappear. As time goes by, Instagram app managers have added several additional features to make Instagram Stories even more interesting and appealing to users. In 2021, Instagram finally activated the music feature in stories for Instagram users in Indonesia. Previously, the music feature was only available in the Americas, Europe, and parts of Asia. There is also the "Add Yours" feature, where users can upload photos or videos according to the context specified by the "Add Yours" feature. These features are what make users increasingly fond of the Instagram social media platform, especially among millennials. Some data can be shown as in Figures 1 and 2 below:
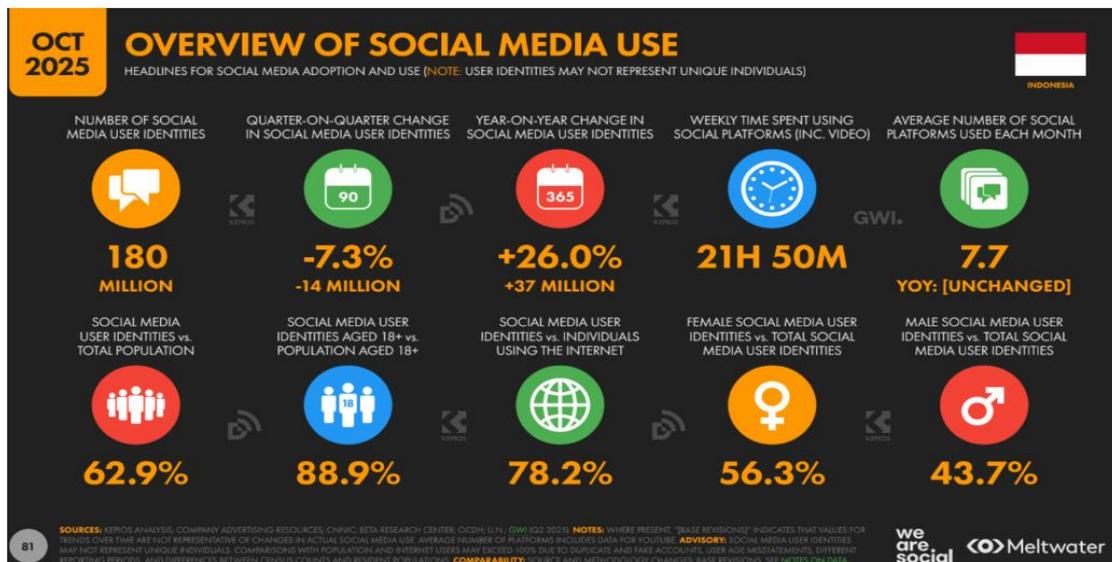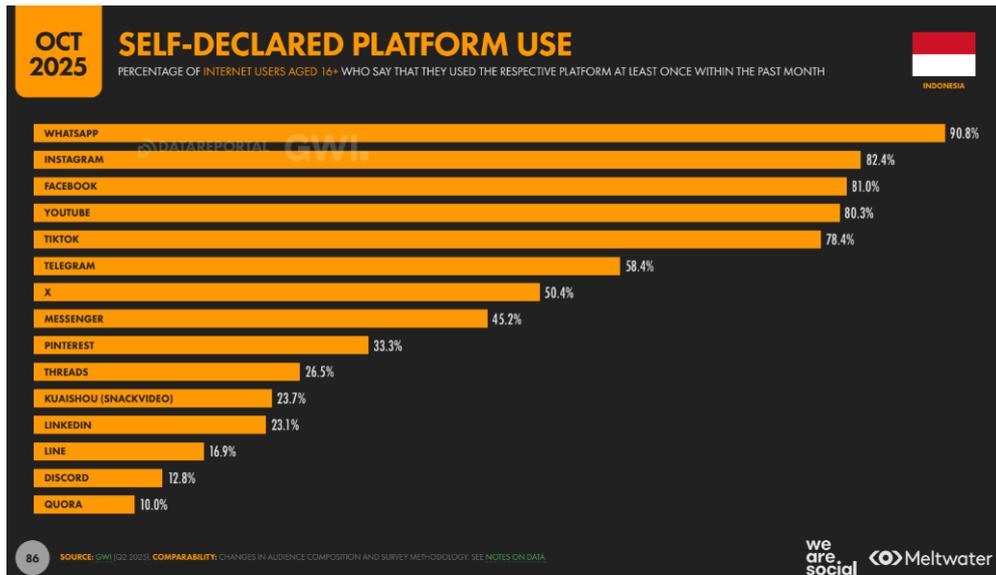

Source: We Are Social, 2026
Figure 1: Social Media User Overview

Figure 1 shows that in 2025, there will be 180 million social media users in Indonesia out of a total population of 287.6 million (BPS, 2025). This means that around 62.9% of Indonesians will be using social media in their daily activities. 88.9% of these users will be aged 18 years or older. The data also shows that 56.3% of social media users are female, and 43.7% are male.

The type of platform used, as shown in Figure 2 below:

Source: We Are Social 2026
Figure 2: Social Media Platform Users

Based on Figure 2 according to (Wearesocial, 2026), Instagram users in Indonesia account for 82.4% of the population. The Instagram platform ranks second after WhatsApp. Instagram is currently used by the general public, especially young people, as an online medium for exchanging ideas or information. Instagram as an information medium plays a very significant role in this digital era (Putri, 2020). This platform has evolved from a mere photo and video sharing medium into a highly effective communication tool for conveying various types of information, ranging from current news, product promotions, to social campaigns. Instagram is one of the most popular platforms in the world (Safriana and Samatan, 2021; Nugroho and Samatan, 2021), offering various features to support the delivery of information in a visual and interactive manner. Features such as Stories, Reels, and IGTV allow users to convey messages in various attractive formats.

Currently, various government agencies have utilized Instagram as a platform to disseminate information and public policies (Cahyani, 2020), in addition to educating the general public and conducting various campaigns, such as environmental cleanliness campaigns, plastic waste reduction programs, and various other types of campaigns. Information, campaigns, and various forms of public policy through images, pamphlets, and videos presented in an attractive format can easily convey educational messages more effectively than long texts or official announcements, which may be less appealing to some people.

One local government that has utilized Instagram is the Depok City Government, through its Instagram account @pemkotdepok, which has provided education throughout the Covid-19 pandemic on the health protocols that must be followed, ranging from how to wash your hands properly, wear a mask, and other protocols, including how to behave when meeting other people in public spaces.

Public campaigns, according to Leliana (2017), can be carried out through simple and easy-to-understand visualizations, so that the public can more easily get involved and realize the importance of following the established rules. The use of social media by local governments has become one of the tools needed to increase transparency and public participation (Khoiron, 2019). Along with the development of digital technology and the increasing use of the internet among the public, social media has emerged as an effective platform for the government to communicate directly with the public without space and time limitations.

This enables local governments to convey important information, policies, and programs in a way that is more accessible and understandable to the wider community. Local governments can not only announce their various initiatives, but also gather feedback, responses, and aspirations from the community directly, which was previously often hampered by physical distance or lengthy bureaucracy. Social media enables faster and more responsive interaction between local governments and the community. This is very important in emergency or crisis situations, such as natural disasters or disease outbreaks. When situations arise that require fast and accurate information, social media can be used to disseminate information quickly and effectively. Social media enables faster and more responsive interaction between local governments and the community. This is particularly important in emergency or crisis situations, such as natural disasters or disease outbreaks. When situations arise that require quick and accurate information, local governments can immediately use social media to disseminate important information, such as evacuation sites, available assistance, or steps that need to be taken to protect public health. Social media can disseminate information in a much shorter time than conventional methods, such as announcements via radio or newspapers. Social media enables the community to share relevant information with each other, which can help speed up the distribution of information among citizens.

Although social media offers many benefits, its use by local governments is not without challenges. One of the main challenges is the issue of reliability and accuracy of information. They must ensure that the information conveyed is accurate, clear, and accountable. Local governments must have a special team or unit tasked with monitoring and responding to any feedback or comments received so that interactions on social media can run smoothly and remain constructive. Another challenge is the digital divide (Pambudi, 2023). Although social media users are increasing, not all segments of society have equal access to technology. Some areas, especially those in remote locations or areas with limited technological infrastructure, cannot access the information shared on social media. This makes Instagram a medium that not only entertains but also educates and provides new insights to its users. One of the main advantages of Instagram as an information medium is its ability to present content visually. Instagram offers a unique way to convey information using images, videos, and graphic designs.

Information presented in visual form tends to be easier for audiences to understand and remember than plain text. This is particularly relevant in an increasingly busy world, where people tend to prefer content that is quick and easy to digest. Instagram provides a fun and efficient user experience. Instagram's sophisticated algorithm helps disseminate information widely to relevant audiences.

Instagram can display content that suits the interests and needs of users (Sianipar and Samatan, 2023). This provides a great opportunity for individuals, organizations, and companies to reach the right audience with their message. For example, non-profit organizations can use Instagram to raise awareness about specific social issues, such as climate change or human rights, through engaging and interactive campaigns (Deshinta, A. 2020).

Instagram is also used as a platform to reach a wider market, as done by the cosmetics brand Wardah (Cahyani, et al., 2025).

Source: Instagram @pemkotdepok
Figure 3: Depok City Government Instagram page

With more than 60 thousand followers, the Instagram account @pemkotdepok is one of the official communication channels owned by the Depok City Government to convey various important information to the public. This account is part of the Government's efforts to utilize technology and social media as a tool to establish closer and more transparent relationships with the citizens of Depok City (Azahra, 2021). This is crucial, given the abundance of information circulating in society, necessitating the government to provide accurate and reliable information. The primary objective of establishing the @pemkotdepok Instagram account is to create a more efficient, effective, and direct communication channel between the government and its citizens. In an increasingly interconnected world through the internet, open and transparent communication is vital in fostering good relations between the government and the public.

One of the most obvious examples of this communication function is the use of Instagram to inform the public about various activities (Samatan, et al., 2025a; Samatan, et al., 2025b) or government policies related to public services, such as the distribution of social assistance, information about school registration, or notifications related to transportation and traffic policies (Hasan, 2022). People who follow the @pemkotdepok Instagram account no longer need to wait for announcements in traditional mass media or visit government offices to get the information they need. This Instagram account allows the government to interact directly with the public through comments, direct messages, or features such as polls and quizzes that can involve citizens in discussions or decision-making.

The next chapter will examine the use of Instagram as a public information platform for the Depok City government through the Instagram account @pemkotdepok.

METHOD

This type of research is qualitative, using descriptive data obtained through field observation, interviews, and Focus Group Discussions (FGD) (Samatan, 2017). This study uses a constructivist paradigm (Samatan, 2018), which emphasizes that knowledge and understanding of the world are not objective but are shaped by individuals through social interaction, cultural context, and subjective interpretation (Samatan, 2018). Field data was obtained through: observation at the Depok Mayor's Office, observation of the activities of the @pemkotdepok Instagram account, interviews with the Depok Government Public Relations Office, the manager of the @pemkotdepok Instagram account, and representatives of the Depok City community as stakeholders. The research was conducted in 2025.

The data in this study was obtained through interviews with five representative informants, namely:

1) Alma Dwi Nur Jannah, key informant, as the Public Relations Officer for the Depok City Government
2) Bella Anugrah Lestari, key informant, as the Social Media Manager for the Depok City Government
3) Nasywa Syafira, student, as a supporting informant;
4) Indah Puspitasari, fresh graduate, as a supporting informant;
5) Oman Sabrani, Journalism Practitioner, as an Expert Informant

RESULTS AND DISCUSSION

Depok is located in the province of West Java and is part of the Jakarta metropolitan area, known as Jabodetabek-Jakarta, Bogor, Depok, Tangerang, Bekasi, which was conceived during the governorship of Ali Sadikin. During Ali Sadikin's leadership, Jakarta was the administrative center of Indonesia. However, Jakarta at that time was not very developed, with minimal construction (Sindonews, 2022). Ali Sadikin then undertook development in many areas and promoted the concept of a metropolis. This meant that Jakarta was a large city that was the center of government, trade, and economy. In the early days of his leadership, Ali also wanted local governments to play a major role in building and developing cities. The term Jabotabek was finally coined in the 1970s. Jabotabek has three characteristics, namely urban, rural, and finally, the transition from rural to urban. Meanwhile, the development of Jabotabek itself went through three stages, namely the first stage which targeted the development of Tangerang and Bekasi as industrial areas (Sindonews, 2022).

Intensive infrastructure development in the area surrounding Jakarta has made Depok a strategic location for residential development and economic activity. Highway and public transportation projects connecting Jakarta with surrounding cities have further boosted Depok's growth as a satellite city of the capital (Syahnaz, 2021). In 1982, Depok was inaugurated as an administrative city, as part of the government's efforts to improve administrative efficiency and public services in the region.

This status gives Depok greater autonomy in managing its domestic affairs, although it is still under the administration of Bogor Regency. This change in status has had a positive impact on Depok's development, with increased investment in infrastructure, education, and health services. The construction of universities, shopping centers, and housing has further boosted economic and population growth in Depok. A major transformation occurred in 1999 when Depok was officially designated as an autonomous city, with a government separate from Bogor Regency.

This stipulation is regulated through Law Number 15 of 1999 concerning the Establishment of Depok City, which forms the legal basis for the establishment of the Depok City Government. With this new status, Depok has the right to manage its own affairs,

including in terms of development planning, financial management, and local policy regulation. This establishment was also followed by the formation of new government institutions, such as the Mayor, the Depok City Council, and various agencies and bodies tasked with handling important sectors of government. Since becoming an autonomous city, Depok has experienced rapid growth in various aspects (Muhammad, 2023). Significant population growth has been one of the hallmarks of Depok's development, with many Jakarta residents choosing to move to Depok due to more affordable property prices and a better quality of life.

The city government also strives to increase community participation in the decision-making process through deliberations and dialogue platforms, so that the policies adopted truly reflect the needs and aspirations of the citizens. Along the way, the Depok City Government continues to strive to improve its capacity and competence as a modern and responsive government entity (Arini, 2024).

One of the steps taken by the Depok City Government is to utilize Instagram as a public medium, where the Depok City Government can provide real-time information to the public, and conversely, information can also be obtained through public participation via the official Instagram account of the Depok City Government.

Utilization of Instagram as a Public Information Medium

Field information shows that the Depok City Government is attempting to utilize Instagram @infodepok as a public information medium, as stated by the following informants:

"The information we provide to the public is diverse, ranging from education, government programs, policies, development, activities of regional government agencies, health services, education, public outreach, and several other things. We also strive to ensure that the information we provide is not just ordinary information, but that the public can receive it well, even though our human resources are still limited." (Alwa Dwi Nur Jannah, Interview, January 6, 2025, in Depok).

Mrs. Alma emphasized that the information selection process was carried out rigorously by ensuring the validity of data from reliable sources, coordinating with relevant agencies, and considering the needs of the community. Before the information was disseminated, a thorough verification process was carried out to ensure its accuracy, as in the case of the Government of

This shows that information dissemination is not done carelessly, but rather through a selective selection process to maintain the credibility and trust of the community in the information conveyed, as shown in the following interview:

"The information selection process involves validation from official sources, coordination between relevant agencies or OPDs, and adjustment to the needs of the community. Before conveying information to the public, we must know what information we are going to provide to the community, such as the Depok City Government program. We cannot carelessly upload and disseminate news or information if the data is completely invalid. Therefore, we are very selective in choosing the news that we disseminate to the public." (Alwa Dwi Nur Jannah, Interview, January 6, 2025, in Depok).

Mrs. Alma added that the social media team plays an important role in conducting final checks before information is published. This demonstrates a collaborative effort to ensure that the information disseminated has gone through a rigorous validation process and is in line with the needs of the community. The role of the social media team is crucial in maintaining the quality and credibility of information, so that the public can receive accurate and reliable news.

After that, our team, namely Mrs. Bella Anugrah Lestari as the social media manager, will check again whether the news we have selected to upload is still incorrect or completely accurate. If it is accurate and correct, only then will we upload and distribute it to the public." (Alwa Dwi Nur Jannah, Interview, January 6, 2025, in Depok).

Mrs. Alma also explained that there are several stages in the information dissemination process, one of which is to first provide information to the Head of the Agency for review and verification of its suitability before it is conveyed to the public. This process demonstrates a multi-layered monitoring and validation mechanism to ensure that the information published is truly appropriate and in accordance with established standards.

The administrator of the Instagram account @infodepok explains governance to researchers:

"We provide the community with a variety of information, such as schedules for services at the village office, sub-district office, or relevant agencies. For example, the process of applying for an ID card, birth certificate, and business license. We use this as a reference for how we should provide the best information to the community, and ensure that there are no hoaxes in the information." (Bella Anugrah Lestari, Interview, Interview on January 6, 2025).

Mrs. Bella explained that in disseminating information to the public, there is a strict selection process to ensure that the information conveyed is relevant and appropriate for public consumption. The process begins with reporting the information to management for approval. Once approved, the information is then uploaded by her. Bella emphasized that information is not disseminated indiscriminately, but rather through a selective process to ensure that the public only receives valid and reliable information.

The results of an interview with a stakeholder, Nasywa Syafira, a resident of Depok City who follows @pemkotdepok on Instagram, stated that the @pemkotdepok Instagram account provides a variety of important information related to Depok City. This information includes government activities with the community, development progress, and community events that are held. Additionally, the account also provides educational content in the form of tips and tricks, such as guidelines for staying safe during holidays. This shows that the Depok City Government Instagram account is not only a source of information but also provides practical benefits for the community, as evidenced by the following interview results:

"What I get from the Depok City Government Instagram account is that I learn about various important information in Depok City, such as government activities with the community, about any development projects currently underway in Depok City, and about community events held in Depok City. This account also frequently provides tips and tricks on various topics, such as staying safe during the holidays." (Nasywa Syafira, Interview, January 10, 2025, in Depok).

The next informant, Indah Puspitasari Suwandi, a resident of Depok City who

follows @pemkotdepok on Instagram, stated that the @pemkotdepok Instagram account provides useful information related to various activities held in Depok, including upcoming and past events. Additionally, she also obtained information about development progress in Depok City, such as the inauguration of Depok Open Space (DOS) and a new jogging track. This reflects the efforts of the Depok City Government to provide relevant and useful up-to-date information, thereby increasing residents' awareness of city development and activities, as stated in the following statement:

Through the Depok City Government Instagram account, I get a lot of information about various activities held in Depok. This includes information about upcoming events or those that have just been held. In addition, I have also become more aware of various developments taking place in this city, such as the inauguration of DOS (Depok Open Space)

and a new jogging track. This shows that the Depok City Government is trying to convey development updates that can be useful for residents." (Indah Puspitasari Suwandi, Interview, January 10, 2025, in Depok).

Based on observations from interviews with all informants, it can be concluded that the Depok City Government, through its Instagram account @pemkotdepok, is committed to delivering accurate, relevant, and useful information to the public. The information selection process is carried out rigorously by ensuring the validity of data from official sources, coordinating with relevant agencies, and conducting multiple layers of verification before publication.

Discussion
Analysis Based on New Media Theory

Analysis based on the first assumption: Collective Intelligence, explains collective intelligence, based on shared knowledge and collaborative problem-solving capabilities through a digital environment. This concept is proven through the use of social media as a platform to jointly build collective intelligence, which is built through Instagram @infodepok. What the Depok City Government wants and expects can be used as information and shared knowledge to collaboratively solve various problems. The process of two-way communication allows everyone involved, both managers and stakeholders, in this case the people of Depok City, to jointly build collective intelligence in virtual and digital spaces.

Analysis based on the second assumption: The Virtual and the Actual, shows that the community and administrators of the Instagram account @infodepok have built interactions beyond physical interactions, namely through virtual means, by utilizing various Instagram features to build shared experiences and new understanding among the people of Depok City as stakeholders.

Analysis based on the Third Assumption: New media as a social environment shows that society in the current digital era has expanded its social environment from one created through direct interaction to one mediated by virtual interaction through the Instagram account @infodepok as a platform for public and government information for the people of Depok City.

Analysis based on the fourth assumption: User Interactivity and Engagement, that the Depok City Government and the community as stakeholders can communicate interactively, which is significantly different from traditional mass media. Through social media, the audience becomes active, because communication can take place in two ways.

Fifth Assumption: Lévy discusses cultural and cognitive change. The use of new media has led to a cognitive cultural transformation, fundamentally changing the way we communicate, access information, and form communities, all of which have been altered by digital technology. This condition is evident in the official information from the Depok City Government, which is disseminated through the Instagram account @infodepok. This has changed the way the Depok City Government communicates with its citizens, which can now be done through Instagram. Accessing information has also changed due to digital technology, with a more dynamic society creating a new culture, especially in terms of interacting and accessing information.

CONCLUSION

The use of social media, especially Instagram, has evolved. Compared to its initial use for specific social networking purposes, it is now used for various purposes: friendship, business, and government offices to disseminate information, provide education and various other services, as found in research on the functions of the Instagram account @infodepok.

Analysis using Pierre Levy's theory found that the assumptions of Collective Intelligence, Virtual and Actual, New Media as a social environment, User Interactivity and Engagement, as well as cultural and cognitive changes, have proven to have formed a new order in social interaction, mediated by the existence of social media.

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