

ABSTRACT

This study discusses how the Semarang city of government (@Semarangpemkot) on its Instagram account utilizes social media to share information about the city of Semarang to its followers. The purpose of this study was to determine the use of Instagram social media as a communication and information media of the Semarang city government with a descriptive qualitative research method by conducting in-depth interviews with a few Informant such as three key Informants from the government, a supporting Informants from public and an expert Informants to explain the use of Instagram social media in Semarang city government, while also observing and documentation. The analysis of the use of social media uses the theory of media perfection with information dissemination criteria, namely Immediacy, Diversity of Signs, Language Variations and Personal Sources.

The results of a study on Instagram Semarang City Government, urgency is a way to keep it up to date, an information needs to be uploaded quickly so it is not stale. In terms of the diversity of cues described as a way for the government to present information in different ways, namely verbal and non-verbal, the Semarang city government packs content on Instagram by vlogging. In addition, the government also made aspects of language variations in its content with additional Javanese language music content in line with the people of Semarang who use Javanese as the language of instruction. A personal source from the Semarang city government Instagram is how the recipient of the message feels a personal feeling, whether the information satisfies the reader or not. The Semarang city government hopes that information uploaded via Instagram can become a means of public information.

KEY WORDS: Media Usage, Instagram, Social Media