ABSTRACT

Analysis Content Instagram Pusat P3DN as a Media Socialization and Introduction for TKDN Certification

Falah Akbar Hamid
SN. 1503180055

This study describes how the Instagram social media content of the Center for Increasing the Use of Domestic Products (P3DN) of the Ministry of Industry of the Republic of Indonesia is used as a medium of introduction and disclosure for Domestic Component Level (TKDN) certification. This research was carried out by researchers based on the importance of TKDN certification for the Indonesian people in general because this certification has a function to increase the use of domestic products in a product on the market. This research was carried out with a qualitative approach, using content analysis methods with media richness. The results of this study indicate that the P3DN Center fulfills the elements of freshness, diversity of signs, language variations, and personal sources in the theory of media richness. However, the P3DN Center's Instagram social media still needs to increase the amount of content on introduction content for TKDN certification. For transparency content, the P3DN Center has been very good at creating and implementing transparency on the P3DN Center's Instagram social media content.

Word Order: Content Analysis, Socialization, Information Disclosure, TKDN Certification.