



# Media management in the use of social media for the official account of “Buku Untuk Papua”

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## ABSTRACT

### Keywords

Social Media  
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Many people currently consider the establishment and growth of the internet, which frequently goes unrecognized, to be a crucial requirement. Non-governmental organizations (NGOs) in Papua are using it to enhance education, notably in the area of literacy, because of how easily it makes information delivery and community involvement possible. The "Buku Untuk Papua" (Books for Papua) community is one such group that is utilizing the advancement of the internet. Understanding how Buku Untuk Papua media management manages social media in Papua is the goal of this study. It is clear from the research and analysis that the Buku Untuk Papua group administers their Instagram social media account well. Management theory is used by the team behind Buku Untuk Papua's official Instagram account, taking into consideration phases including planning, organizing, acting, controlling, and assessing. This descriptive qualitative investigation concludes that everything posted on the official Buku Untuk Papua Instagram account was carefully thought out. In order to maintain consistency in content development and grow their fan base, they have devised tactics and principles. They have a well-organized structure. Additionally, they practice tight control and communicate frequently with their followers via Instagram direct messages, comments on posts, and Instagram Stories. To increase the audience for their material, they consistently undertake in-depth reviews as part of account management. They can evaluate the success of their plans and tactics in a thorough manner due to this constant evaluation.

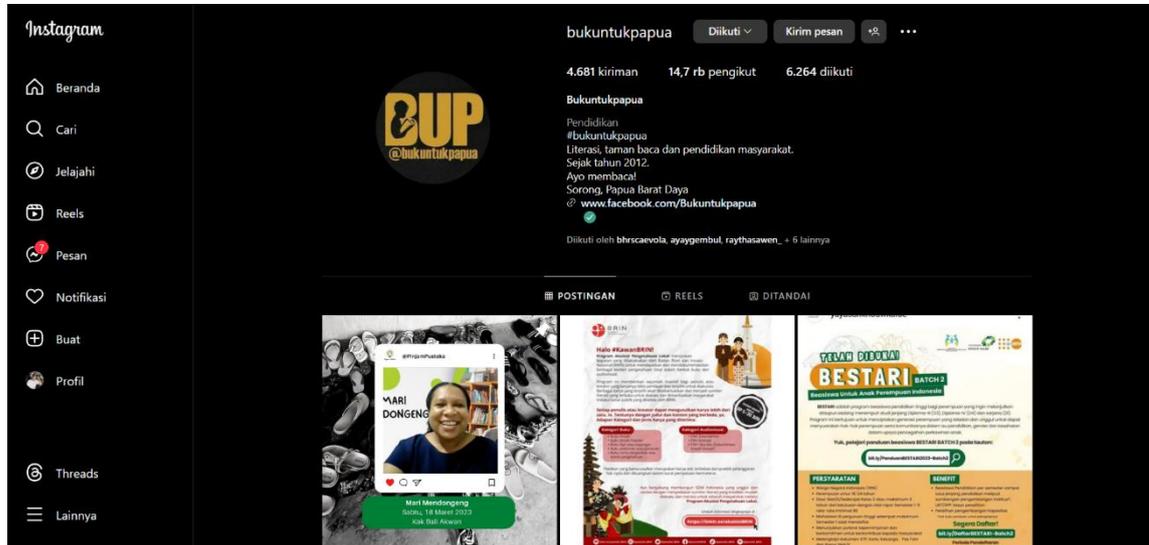
## 1. Introduction

Due to the discovery of different types of technology information, including digital media, people may now obtain information more quickly and have access to anything that can be seen online (Santoso & Fatimah, 2021). Buku Untuk Papua has made use of this cutting-edge advancement in information technology to establish an official Instagram account to present and further propagate their non-profit organization; they currently have 13,000 followers, which is evidence of their success (Alex, 2004). Buku Untuk Papua uses its sizable Instagram following to solicit book donations from its fans and furthermore supports other NGOs in their quest for book donations via Instagram postings (Risa, 2020). This is a benefit of the rapid advancement of technology, which has had a significant impact on the field of education, as demonstrated by the earlier example of Buku Untuk Papua (Lombu, 2019).

It has even been used by several people in the eastern region, especially Buku Untuk Papua, to facilitate their work and mission of generalizing literacy in Papua through digital media by creating an official Buku Untuk Papua (Febriansyah et al., 2020). The development of digital media and the

internet makes it easier for people to search for information and share information easily. The diffusion of knowledge across time, place, space and distance has benefited from the rapid development of digital media in recent years (Lombu, 2019).

Fig. 1. The official Instagram account "Buku Untuk Papua"



Source: Instagram @bukuntukpapua

Undoubtedly Papua still lags Java Island and the capital city in terms of education and literacy. This has drawn a lot of attention, particularly considering the official Buku Untuk Papua account, which despite numerous challenges has amassed close to 13,000 followers (Chen et al., 2021). By raising Papua's literacy rate, Buku Untuk Papua seeks to raise the standard of education there. To get around current challenges, they use digital media and information technologies (Risa, 2020). Buku Untuk Papua seek to raise Papua's literacy rate, especially by utilizing the tools and advances in information technology that are becoming more widely accessible (Stanwick & Stanwick, 2020). They understand that the absence of technology use in Papua is no longer justifiable due to digital media (Vieira et al., 2022). Even though Papua has educational difficulties, the official Buku Untuk Papua account has been successful in growing a community of thousands of followers by promoting education and literacy in the area (Febriyantoro, 2020).

A result of efficient and well-planned media management is the official Buku Untuk Papua account amassing a sizeable following of 13,000 users on Instagram (Islam, 2019). The word "management" is often used in reference to media administration. This is valid, especially when it comes to digital media (Febriyantoro, 2020). Everyone can infer the idea of managing digital media by looking at the definition of the word "management." Organization and supervision are at the heart of management. Numerous questions and concerns about regulations arise, including what should be regulated, who has regulatory authority, the justification for rules, and the goals they are intended to achieve (Casaló et al., 2021). The systematic organization, planning, and direction of a media entity's dissemination of information and material to the public can be characterized in this context as digital media management (Nadin & Ikhtiono, 2019).

At this point, it is necessary to consider how digital media, particularly when discussing literacy, might be used to enlighten people about education in Papua (Qorin Munandiyal & Fajar Junaedi, 2022). Access to information about literacy education, which is used by Books Untuk Papua, may be made simpler by the rise in technology and digitalization that is beginning to reach Papua (Amira & Nurhayati, 2019). Considering this development, NGOs working to advance literacy education in Papua can now easily set up their own channels or accounts to identify themselves (Soedarsono et al., 2020).

Regarding earlier studies, some of them will be picked in the future by researchers since they are seen to be pertinent enough to be utilized as references and reference materials for authors in this research. According to a study by (Adha & Junaedi, 2021), the @Pssleman Instagram account uses

and has members who are experts in their disciplines so that the content they want to display to the audience is done without preparation so that it seems flexible. This increases engagement on the account (Santosa, 2020). To get appreciation and attention from netizens, the content posted relies on things that can make netizens have a call to action in each upload, such as gimmicks, and sometimes the logo of a sponsor who collaborates with PSS Sleman is inserted as a substitute for the benefits of the collaboration that should be sponsored." typically substituted for digital advertisements (Adha & Junaedi, 2021).

According to research from Hajati et al., (2018), there are several procedures that must be completed to track social media activity on the Instagram account @INDONESIABAIK.ID, including the share process, optimize process, manage process, and engage process. Each of them discovered the findings of this investigation in knowing activity on Instagram social media from various techniques (Hajati et al., 2018). The share stage is divided into three sections, including the history of @indonesiabaik.id's first social media use in accordance with Presidential Instruction No. 9 of 2015, which states that the Ministry of Communication's role is to assimilate public aspirations, advance government policies and programs, as well as to craft narratives (Belanche et al., 2019). Then, the result of the optimization stage is to manually check the mentions that come to Instagram. The management stage that follows involves keeping an eye on the media with the Squerlovin analytics website to check how many likes are received. The engagement step, which includes leveraging employees as brand ambassadors for the Instagram account @indonesiabaik, is the last stage (Prihantoro et al., 2020).

Further research by Zuhri & Christiani (2019) explains that the Instagram account @Koperjas has its own way of creating interesting promotions about their account on Instagram by creating content every week about the activities they do regularly, such as documenting these activities, then uploading them on Instagram by providing an interesting caption to attract the attention of the audience who view their Instagram account (Ivarsson & Selander, 2021). Apart from that, the @Koperjas account also uses SDA which really understands and understands Instagram as a promotional medium for the @Koperjas account so that their promotion runs well.

Overall, the several previous studies that have been discussed regarding media management, there has been no research that addresses how to manage media for official Instagram accounts in media in Papua. Therefore, this research was created to add research references related to media management.

## 2. Method

This study employs qualitative methodology. This has been relevant since using qualitative data enables one to track and comprehend the evolution of events across time. The emphasis of qualitative research is that reality is an exchange of social experiences that are perceived differently by different people. Understanding social phenomena through the viewpoint or perspective of the research subjects or participants is the goal of qualitative research (Triyono, 2021).

As a result of the foregoing justification, the researcher did not test a hypothesis; instead, a qualitative method was employed. Research that is natural or adheres to the reality that exists during the research process is what has been referred to as qualitative research methodologies (Dong & Lian, 2021). With this, the researcher does not alter the way the data are analyzed by adding or subtracting anything from what occurred at the research site (Triyono, 2021).

The researcher's direct interview with Dayu Rifanto, the head of Buku Untuk Papua, served as the major data source or main source for this study. Documentation data that might support this research serves as secondary data sources in research projects. Data reduction, data presentation, and inference testing are the three stages or parts of data analysis in this study (Utami, 2022).

The accuracy of the data was examined by the researchers using triangulation methods. In the sense that qualitative research must reflect comprehensive inquiry, triangulation is holistic or thorough. Researchers must be able to avoid elements that present potential for bias and lack of data sources to construct thorough study (Hastuti et al., 2022). As a result, when doing research on social phenomena, researchers must engage in triangulation, which is the process of merging different data sources, researchers, theories, and methodologies related to Denzin in (Haryono, 2020). The leader of the social

media team from the official Buku Untuk Papua account is the source of the data used in this research, which triangulates its data sources.

It is believed that the qualitative descriptive research would provide comprehensive, understandable, and in-depth information about "**Media Management In The Use of Social Media For The Official Accounts Buku Untuk Papua**".

### 3. Result and Discussion

The executive board of Buku Untuk Papua, Dayu Rifanto, comprehends how to capitalize on social media's advancement and development in the context of the digital era. People utilize social media as a platform to disseminate news and information to improve the amount of information available to their users (Mahmudah & Rahayu, 2020). The official Buku Untuk Papua Instagram account is being developed using social media to further the organization's goals and mission, as well as to gain more followers. With so many fans of the official Buku Untuk Papua account, it will be simpler to solicit book donations from their fans and to work with other NGOs with similar objectives.

#### 1. Planning

Planning is hence decision-making. Planning is choosing the organizational objectives, guidelines, budgets, and standards required to achieve objectives (Taufikin, 2017). As the head of the NGO Buku Untuk Papua, Dayu Rifanto oversaw the entire goal-setting process. They wish to increase their audience through Instagram, which is predicted to have a large audience for their objectives and the mission they have planned regarding book donations to be successful. Social media provides the benefit of increasing communication and content reach to people with similar interests (Ningrum et al., 2021).

Because posters are thought to lack many of the newest trends, like videos, they opt to create content that is both informative and long-lasting, such as posters that include book donations and assisting other organizations in disseminating information on the official Buku Untuk Papua account. Young people are the intended audience for the official Buku Untuk Papua account because the organization wants them to donate their own books to help promote literacy in Papua. In addition, they adhere to the principle of consistency in content creation and publication, which is one of the reasons they were able to amass 13,000 Instagram followers.

The planning stage carried out by Books Untuk Papua's official Instagram account is consistent with theory because it has a clearly defined goal, namely wanting to increase the reach of their content so that many people see it and support their mission by donating books, as well as having the content standards they want. They produce information and distribute it to readers.

#### 2. Organizing

Here, organizing entails a series of actions that must be taken to complete all tasks. It is crucial that there is no overlap in the execution of jobs at this point. If a team is well organized and has the necessary human, financial, and logistical resources, the process will move smoothly (Taufikin, 2017). In order to achieve the organization's goals, it is essential to keep a close eye on how social media platforms are developing during the organizational process (Ikhwan, 2022).

Dayu Rifanto remains in responsibility of the Buku Untuk Papua team's organization. The team members chosen for Buku Untuk Papua must possess the necessary competencies to carry out their assignments effectively and efficiently. This business constantly maintains effective communication to offer a welcoming workplace where the participants' ideas and creativity can flourish. The full cost of content creation, as well as the demands of the team for working, is funded by Dayu Rifanto's personal cash.

The organizing stage carried out by the official Buku Untuk Papua Instagram account team was in accordance with theory because it had carried out several important elements, such as recruiting members who were in accordance with the abilities and tasks required, having a budget to carry out activities and maintaining good communication between the teams.

### 3. Actuating

Actuating, also known as the execution phase, is taking the necessary steps to encourage team members to happily do their assigned responsibilities. The organizational leader is therefore in charge of inspiring their team members, and this is their obligation. (Taufikin, 2017).

The production of material and its publication are both included in implementation. The production process is guided by Dayu Rifanto's brief, and the editor then carries out the idea in accordance with it. The content produced is typically in the shape of a poster. The admin who manages the official Buku Untuk Papua account will get the content once it has been generated, and they will promptly submit it in accordance with Dayu Rifanto's instructions.

Fig. 2. Poster content for the official Buku Untuk Papua account



Source: Instagram @bukuntukpapua

Because the leader or head of the Buku Untuk Papua official account team always offers a brief and encourages people to execute their work according to the brief supplied, the actuating stage carried out by the account is consistent with theory.

### 4. Controlling

Controlling is the part of monitoring the performance of members. Regarding supervision, it should be planned well, so that it can achieve maximum goals. Supervision is associated with efforts to control and foster quality control efforts. Through effective supervision (Taufikin, 2017).

To make sure that what was planned during the planning phase operates smoothly and optimally, control is crucial in management. Dayu Rifanto, the executive director of Buku Untuk Papua, has direct control over performance monitoring. This is done to ensure that monitoring may be conducted optimally and on a regular basis. Since all content development has gone successfully so far and achieved the goals established, there aren't any occurrences that stand out at this phase of the monitoring process.

The Buku Untuk Papua official account's controlling stage is conducted in accordance with the theory that says supervision should be well-planned to achieve maximum goals. This is connected to efforts to control as a quality control effort, and performance monitoring is routinely directly supervised by the head of Buku Untuk Papua to ensure that supervision operates as effectively and efficiently as possible. Even though they receive no special attention, the current technique that they employ is adequate.

### 5. Evaluating

Making judgements based on a set of agreed-upon and reasonable criteria is the process of evaluation. One of the most important stages in the management of the Buku Untuk Papua team is the

evaluation stage. The effectiveness of the planning and tactics that have been developed and put into place can be assessed at this point (Taufikin, 2017). Dayu Rifanto clarified that the approach they took to follower growth had been quite effective, with 1000 followers being sufficient for the time being after one year. A solution is established for the issue being encountered during the assessment step, which is typically carried out once a month. If there are issues with a post that includes complaints from followers, an evaluation is carried out right away.

The evaluation phase carried out by the official Buku Untuk Papua account team complies with theory since they consistently achieve the initial objective of each evaluation.

#### 4. Conclusion

In the media management carried out by the official Buku Untuk Papua Instagram account, it was found that several important stages had been carried out. First, in the planning stage, the official Buku Untuk Papua account has made plans to develop and expand the reach of their Instagram account so that their mission of donating books can run well. The strategy for creating content from the official Buku Untuk Papua account on Instagram is that they use informative posters that contain information about the events or book donations they are holding. Apart from that, the official Buku Untuk Papua account instills the principle of being consistent in managing their Instagram account in creating and publishing content. Second, during the recruiting phase, the official Buku Untuk Papua Instagram account hires team members who have the necessary social media management skills and are in line with team needs. They also use the executive director of the Buku Untuk Papua NGO's personal funds to cover all necessary expenses. Third, Dayu Rifanto served as the head of the Books for Papua team during the implementation stage and thoroughly coordinated the creation and dissemination of content while adhering to Dayu Rifanto's brief. Fourth, Dayu Rifanto directly supervises and keeps an eye on the official Buku Untuk Papua account team during the controlling stage to ensure that everyone performs at their best and most productively. The Buku Untuk Papua official account team's follower-growth strategy has thus far been successful, with a year and 1000 followers being more than sufficient for the time being. Aside from that, evaluations are conducted immediately when issues with content creation and content publication are discovered, so that you can right away identify a solution to your issue.

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