Optimizing the use of Instagram as a media by the regional public company Tirta Musi Palembang for customer information

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ABSTRACT

Instagram is a social media used by users as a social resource to share information in the form of images, photos, videos and captions. One of the companies that used Instagram as media to share information is the Regional Public Company (PERUMDA) Tirta Musi Palembang City. With Instagram, customers can easily get the information they need in a complete and practical way. The problem identified is how to optimize the use of instagram as a media by the regional public company tirta musi palembang for customer information. Data collection techniques in this study used interview data, observation and documentation. The data used were analyzed qualitatively. The results of this study show that the social media platform Instagram Perumda Tirta Musi provides convenience benefits to provide as well as being a media of information for customers Perumda Tirta Musi Palembang.

1. Introduction

Nowadays, all aspects of life intersect with technological sophistication. Technology is present in various fields depending on the needs of society. Of the various types of technology, one of them is the information technology that is currently developing is the internet. The internet is an information technology that can connect many people and information from anywhere in the world. The internet can be useful as a medium for education, research, information dissemination, business, political activism, entertainment, publishing and others. These technologies help people communicate with each other and use specific devices. Some examples of communication technologies are email applications, smartphones, SMS and social networking (social media).

Social media is a platform used by many people today, especially to interact, gather and share information widely and quickly using the technology created by the Internet. So far, social networks have become popular for everyone, this has led to the emergence of new social networks that allow people to freely choose which social network to use to meet their needs, one of which is information satisfaction.

One social media that is currently very popular is Instagram. Instagram comes from the words "instant" and "gram", "instant" refers to the ability to display images easily and "instant"with an almost Polaroid-like appearance, making Instagram very attractive to its users. "Gram"refers to Instagram's social networking activities that can quickly share information Atmoko (2012:28). The need for information is paramount for today's society, the problem is when theneed for information is not satisfied. Humans rely on information to fulfill different needs such as increasing knowledge, improving skills, reducing uncertainty, achieving satisfaction and others.

One of the companies that has Instagram is the Regional Public Company (PERUMDA)Tirta Musi Palembang City. With Instagram, customers can easily get the information they needin a complete and practical way. Instagram makes it easier for companies and customers to communicate because it

saves time and is more flexible in providing information to customers.From this background, the researcher feels interested in conducting research on "The Role of Using Instagram Perumda Tirta Musi as a Customer Information Media." This research is deemed very necessary considering that many customers use Instagram to find and getinformation related to something. And this can also be a reference for companies to further improve service quality and speed up providing information to customers. So that it can achieveone of the missions of Perumda Tirta Musi Palembang which is to prioritize customer satisfaction / happiness with services that are smooth, safe, complete, orderly and responsible so that it becomes the pride of the community and government. Based on the background of theexisting problems, the problem that can be identified is how optimizing the use of Instagram Perumda Tirta Musi for customer information.

The purpose of this research is to understand and analyze the role of Instagram use by Perumda Tirta Musi as a means of customer information including several other objectives, namely: (1) To find out and analyze the lack of interaction with customers through the comment column on Instagram Perumda Tirta Musi. (2) To find out and analyze the absence of content question and answer sessions or quizzes to attract customers or Instagram followers of Perumda Tirta Musi on. (3) To find out and analyze the lack of maximum use of the Insta Stories feature on Perumda Tirta Musi Instagram. (4) To find out and analyze the inhibiting factors in delivering information to Perumda Tirta Musi customers through Instagram social media.

The first is the research journal of Andhika Noerand Prayoga and Berlian Primadani (2020). This study looks at how @vespasoy members implement the use of Instagram social media as a source of information by examining the cognitive formation that occurs accordingly. The purpose of this study is to understand how Instagram social networks are used as a medium to inform about old Vespa spare parts on the @vespasoy Instagram account by followers by examining changes in perceptions that occur when viewing @Instagram. Account as a medium of information about old vespas. From this study, it can be concluded that followers of the @vespasoy account who use Instagram social networks as a source of information will see changes in perception when considering the @vespasoy Instagram account as a source of information about old Vespas after receiving information from the @vespasoy Instagram account.

The second is the research journal of Dian Nurvita Sari and Abdul Basit where in this study the study of Instagram social media as a medium of educational information explains the phenomenon of social media used as a source of education for young mothers, inseparable from the technological developments that accompanied the birth of the internet. Historically, young mothers focus on the experience of previous parents in raising, caring for and educating their children. Now educational information about parenting has shifted from offline media to online platforms. The theory used in this research is the uses & gratification theory where this theory is one of the communication theories that focuses on social communication. This theory initially focuses on audience motives and then analyzes messages and social systems (Mehrad & Tajer 2016). This research uses qualitative research methods with a phenomenological research approach. The research subject is a young mother follower of the @parenttalk.id Instagram account. The subject of this research is the flow of information during the application of new media, namely the publication of the @parentalk.id Instagram account. Using Instagram social media as a means of education, especially learning about parenting, to get information about parenting from followers of the @parentalk.id Instagram account produces cognitive (information), affective (emotional) and behavioral (action) responses to viewing and Search. for news. Instagram account @parentalk.id.

The third journal is the Difa Nurhasna Ayutiani & Berlian Primadani Satria Putri Research journal (2018). The purpose of the study "The Use of Instagram Accounts as Media for Culinary Tourism Information (Virtual Ethnographic Study of the Effects of @Kulinerbandung Accounts)" is to find out how followers use the @Kulinerbandung Instagram account to view an account as a culinary reference based on cognitive, affective. creating and behavioral responses according to Steven M. Chaffee. This research uses a qualitative approach with a virtual ethnography method. This virtual ethnography is a model of Internet research methodology directed at individual responses to it. The culture contained in the internet can be expanded using an ethnographlic perspective by constructing the technology in the context of the sociocultural phenomena it contains. The purpose of this study is to see how the use of the @Kulinerbandung Instagram account produces or changes cognitive, affective, and behavioral responses. In-depth interviews, observations, and online and offline documents were used as data

collection techniques. The results of this study are changes in cognitive responses, ie. customers receive information and benefits from the @Kulinerbandung account. After receiving information and benefits, customers also experience emotional reactions, namely feelings or emotional changes after seeing posts from the @Kulinerbandung account, after receiving an emotional response, a response occurs.

Cybernetics is a branch of systems theory that focuses on reciprocal loops and control processes. By emphasizing infinite forces, cybernetics challenges the linear approach that states that one thing can cause another. It directs us to questions about how things affect each other in endless ways, how systems maintain control, how to gain balance, and how feedback loops can maintain balance and make changes.

New media or new media is a general term for various communication technologies with digitization and their wide availability for personal use as a means of communication (McQuail, 2011: 148). New media develops from various improvements to old media that are no longer relevant to current technological developments. Old media such as television, movies, magazines, and books are not only dying but are being transformed and adapted to new media forms. Flew defines new media as emphasizing the form of mixed media content and the unity of data, text, sound, images, and others in digital form. The distribution system is done through the internet. Today, thanks to the Internet, it is very easy for people to use new communication tools.

The Internet allows computer users around the world to communicate and exchange information by sending emails, connecting to other computers, sending and receiving files, discussing certain topics on newsgroups, etc. The history of the Internet began with ARPANet, a project of the United States Department of Defense. In 1969, research was conducted on how to connect computers with other computers or create a network. In 1970, they connected more than 10 computers in one network. Then, in 1973, the development of ARPANet began outside the United States. The network would continue to grow in the coming years. With so many computers connected, an official protocol was needed to connect all computers and networks in 1982 and TCP/IP was formed.

As time goes by, the development of Internet technology is also advancing. Since the Internet also had narrower functions at the beginning of the Internet formation function, these functions can hardly be named one by one, but in general the Internet functions can be grouped into many. In addition to the email function, the Internet also offers chat services, called Internet chat rooms. Another Internet feature is Usenet, a forum for Internet users to exchange information and ideas about a topic via an electronic bulletin board.

Social media is becoming more and more attractive and attracts the attention of Indonesians to communicate with each other. Many Indonesians, especially in urban areas, have benefited from using social media. Social media has evolved from one-way communication to a two-way communication platform that allows users to actively participate (Chou et al., 2010). One of the most popular social media is Instagram. Instagram is a photo-sharing application that allows users to take photos and videos, apply digital filters, and share them on several other social networking sites. Some other social networks that support photo and video sharing from Instagram are Facebook, Twitter, Tumblr, Flickr, and Foursquare (Instagram.com, 2014). Photos and videos uploaded to Instagram can also be viewed on a number of other social media sites.

2. Method

2.1. Types and Methods of Research

In this study, researchers used qualitative methods. Ruslan (2006) states that this method is expected to provide an in-depth description of the speech, writing, and behavior that can be observed by individuals, groups, communities, or organizations in a particular environment under study. from a holistic and comprehensive perspective. Purpose Qualitative research involves a general understanding of social reality from the perspective of the participants. When this understanding is not predetermined, but obtained by analyzing the social reality that is the subject of research, conclusions are drawn from it in the form of a general understanding of the facts. Mutmainah (2011) explains that the method is used on the grounds that, first, it is studied what is behind the action. Second, in dealing with its environment, the entity has an appropriate action strategy so that more

research is needed. Third, qualitative research provides an opportunity to see phenomena holistically (together). The phenomenon studied is a unity that cannot be separated because the actions that occur are actions caused by many interacting factors. The type of research from qualitative research methods is descriptive. According to Nazir (1988: 63) the purpose of this descriptive research is to produce a systematic and accurate description or report on the facts and relationships between the phenomena studied. Therefore, in this study researchers describe and explain the role of Perumda Tirta Musi's use of Instagram media as a medium for customer information and barriers to its use.

This research does not recognize the population because this is based on the nature of qualitative research that departs from phenomena or social situations or the behavior of a person or group of people or even cases. So that the data sources in this study use purposive sampling which focuses on selected informants (Syaodih, 2007). Research subjects are people who act as informants or as people observed as research targets whose job is to provide information or be a source of information about the situation and conditions of the place and about the research (Moeliono, 1993; Moleong, 2010). So it can be concluded that the subjects in this study are Perumda Tirta Musi employees in this case the Company Secretary Section where there is Public Relations in its structure and Perumda Tirta Musi customers who use Instagram which is the target of observation.

Table 1. Researcher Informants

No	Name	Information
1	Informant 1	Assistant Manager Of Public Relation
2	Informant 2	Perumda Tirta Musi Instagram Administrator
3	Informant 3	Information Technology Academist
4	Informant 4	Customer of Perumda Tirta Musi
5	Informant 5	Customer of Perumda Tirta Musi
6	Informant 6	Customer of Perumda Tirta Musi

Source of researcher, 2023.

2.2. Computer Mediated Communicated

Computer Mediated Communicated theory (CMC) is a theory where the process of human communication through the use of 2 (two) or more computers involving humans in a certain context. In CMC communication is very limited, language and signs conveyed through a medium will be different from the data with language and signs that we see directly.

"Interaction through CMC minimizes and even eliminates the frame context, which can describe how the figure or appearance, behavior that can contextualize the cultural production of adolescents who are interacting." (Budiargo, 2015:126). From this statement it is clear that computer-generated communication transcends the various stereotypes that usually influence these interactions. In direct communication, one must accept whatever background the communicator identifies with. The computer as a means of communication allows for the rapid exchange of messages.
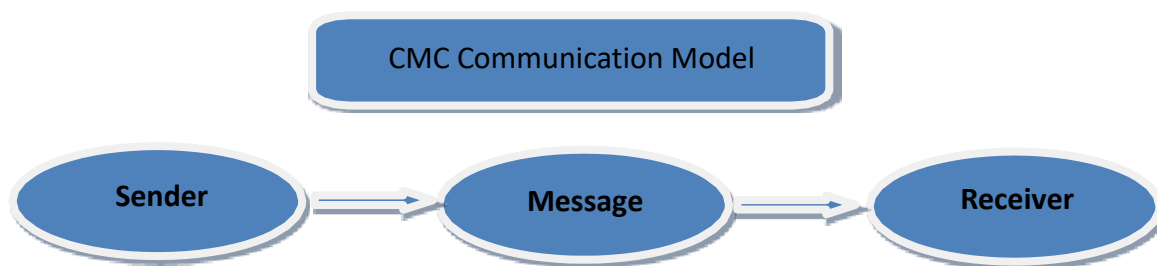
Fig 1. CMC Communication Model

Source of researcher, 2023.

2.3. New Media Theory

The New Media Theory is a theory developed by Pierre Levy who claims that New Media is a theory that deals with the development of media. There are two perspectives in new media theory, the first is the social interaction perspective, which separates media from its proximity to face-to-face interaction. Pierre Levy sees the World Wide Web (WWW) as an open, flexible and dynamic information environment that allows people to develop new knowledge orientations and also participate in a more interactive and cooperative democratic world for mutual sharing and empowerment.

Another approach is the social inclusion perspective, which presents a picture of media not in terms of information, interaction or dissemination, but in terms of rituals or how people use media to create community. Mass media is not just a means to convey information or assert one's interests, but also connects us to a form of society and gives us a sense of belonging.Another definition suggests that new media is digitization, the notion of the age of technology and science, from everything manual to automatic and everything complex, to brevity. Digital is a complex and flexible method, which makes it a fundamental element of human life. Digitality is also always related to media, because this media is something that continues to develop, from old media (old) to now using digital media (modern media/new media).

3. Result and Discussion

New media in the late 1980s made the world of media and communication look very different. The development of media from conventional media to new media or New Media, also affects various aspects of human life (economic, social and cultural aspects). The presenceof New Media cannot be separated from the dynamic development of technology. In the New Media era, changes in the form, production, distribution and consumption of media look very complex. There are several things that can be questioned regarding the development ofconventional media to new media, starting from the audience, media genres and mediaproduction skills, media institutions and state or government control over the media. One informant who is an academic in the IT field argued "There is no fixed definition of new media,considering that technology, in this case media, always develops in every era. In this era, new media can be defined as internet-based digital communication channels that are flexible, effective and allow interaction between audiences".

The development of the times makes technology also develop rapidly, one of which is social media, especially Instagram. Instagram is currently widely used as a medium that bridgescommunication between companies / business entities to their customers / customers. One of the companies that uses this Social media is the Regional Public Company Tirta MusiPalembang. A lot of information is conveyed by Perumda Tirta Musi Palembang such as information on flow disturbances, how to check for leaks, Board of Directors/Companyactivities, education about Perumda Tirta Musi and so on. One of Perumda Tirta Musi's customers aged 29 years said that he had been following Perumda Tirta Musi's Instagram account for almost 2 (two) years, "What is certain is that the information obtained from Instagram is faster, then if we need to ask questions the feedback is fast, so far it is quite complete for the delivery of information is quite clear. And if what I see so far is rarely updated, but maybe only

the important ones. But it's good in my opinion that it's just more fun,like the communication is like a game, because I saw that in February there were only 1 or twoposts.

Perumda Tirta Musi Palembang's Instagram itself in addition to providing information also educates its customers such as this is the same as what 28-year-old on of customer PerumdaTirta Musi said even though she only followed Tirta Musi's Instagram account about 5 or 6 months ago, there was already quite a lot of information obtained, she said it was faster to get information when the pipe leaks and when the water is off. From this we can see that Instagramdoes play a role as a medium of communication between companies and customers. Social media, especially Instagram, is utilized by the Palembang Tirta Musi Regional Public Company to provide information to customers about the company. As for some examplesof information conveyed on Perumda Tirta Musi Instagram feeds, namely:

Informative / News / Announcements. In the Instagram post above, Perumda Tirta Musi Palembang informs the public that there is currently a Palembang city sanitation project, namely the construction of a Waste Water Treatment Plant (WWTP). WWTP is a structure designed to remove biological and chemical waste from water so that it allows the water to be used for other activities. Liquid waste here is like waste from toilets or washing/bathroom water. The main purpose of wastewater treatment is to break down the content of pollutants in water, especially organic compounds, suspended solids, pathogenic microbes and organic compounds that cannot be decomposed by microorganisms found in nature. . From the post above, there is a message given, namely about the benefits of the Wastewater Treatment Intalasi system. With this information customers can find out what is being done or built by Perumda Tirta Musi Palembang.

One of the Lecturers, gave her views on companies that use social media, especially Intagram as a medium for customer information "This is an interesting thing, as we know that Instagram is a social media that tends to be entertainment. When companies deliver information that is packaged in a fun and interactive way, this can blur the boundaries between companies and customers. So as to create a virtual "engagement" to customers.

Fig 2. Informative / News / Announcements

3.1. The Media Coverage

The picture above informs about a talk show activity where the President Director of Perumda Tirta Musi Palembang was the guest speaker at the talk show. The talk show, which was held on one of the radios in Palembang city, discussed the distribution of clean water in Palembang City. This talk show was held with the hope that the public can be educated about what and how clean water distribution has been managed by Perumda Tirta Musi Palembang.Every activity related to providing information through media channels is always informed by Perumda Tirta Musi Palembang through its official social media accounts. This is so that customers know and can be involved in the activity, for example when there is a question and answers session with the hope that customers understand what information is conveyed.

Fig 3. The Media Coverage

3.2. Socialization

Every activity related to providing information through media channels is always informed by Perumda Tirta Musi Palembang through its official social media accounts. This isso that customers know and can be involved in the activity, for example when there is a question answer session with the hope that customers understand what information is conveyed. Therapid development of information and communication technology today makes thecommunication process that occurs today makes the communication process run easily and smoothly. With the help of media, distance and time are not an obstacle to communication. Thisis in accordance with the theory of Computer Mediated Communicated or better known as CMCwhere the process of human communication through the use of 2 (two) or more computers involving humans in a certain context. Instagram, which can be accessed using gadgets such assmartphones and computers or laptops, is a tool in the communication process where Instagramis one of the New Media. The language style used in the post adjusts to what will be posted. For example press releases, flow disruptions and work visits, the language used is formal whilefor activity visits from schools or universities it is conveyed in less formal language.

Fig 4. The Media Coverage

The rapid development of information and communication technology today allows the ongoing communication process to be easy and smooth. With the help of media, distance and time are no longer obstacles communicate. This is in accordance with the Computer-Mediated Communication theory or CMC, where the human communication process is through the use of 2 (two) computers or more involving humans for some time in context certain. Instagram can be accessed via gadgets such as

smartphones and a computer or laptop is a tool in the communication process where Instagram is one of the new media.

Based on the data above, it was found that the information was most preferred followes Perumda Tirta Musi is an activity that is informative in nature. Where in the post in Figure 4.1, an informative poster regarding installation Waste Water Treatment (IPAL) received 199 likes and on another IPAL picture with 79 likes. For flow disturbances got 72 likes and media coverage of 72 likes too. This shows that Instagram followers of Perumda Tirta Musi Palembang are quite active in searching know information related to Perumda Tirta Musi Palembang. This proves if Indeed, Instagram plays a very important as a media for customer information. The language style used in posts is adjusted with what will be posted. For example, press releases, streaming disruptions and work visits. The language used is formal, moderate for visits activities from schools or universities are delivered in that language not too formal.

4. Conclusion

Based on the results of research and discussion regarding Optimizing the Use of Instagram social media Perumda Tirta Musi as Customer Information Media, that Instagram social media used by Perumda Tirta Musi Palembang, namely the @perumdatirtamusipalembang account, provides benefits and convenience for providing information and can interact with customers. Instagram has a wide scope so that what you want to convey can be easily posted through the @perumdatirtamusipalembang account. The benefitsof the Perumda Tirta Musi Palembang Instagram account make it easier for customers to obtaininformation about Perumda Tirta Musi Palembang accurately and quickly. Customers can alsointeract directly through the comment field or direct message available. But even though it provides benefits in its use, until now nteraction with customers through the comment columnon Perumda Tirta Musi Palembang's Instagram is still limited and the content of the questions and answer session is still limited. Palembang Instagram is still limited and there is no questions and answers session content so that the the the use of Perumda Tirta Musi's Insta Stories feature hasnot been maximized.

Based on the research above, the researcher suggests that the Palembang Tirta Musi Instagram account be made more attractive so that it can generate interest in Instagram users who have not followed the @perumdatirtamusipalembang account to follow the Instagram by creating interesting content such as funny parody videos and making interactive quizzes so thatcustomers can be directly involved. The quiz can be made in the form of questions on the InstaStories feature or uploaded on the live feeds. Secondly, there needs to be a special division of tasks for the social media admin so that it is more focused on creating interesting content, because currently Perumda Tirta Musi has 2 (two) social media admins and still holds other jobs so that the admin is quite confused and does not focus on finding other interesting ideas. And then, about this research, hopefully it can be a reference material for further researchers.

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