Use Of Instagram As A Media For Information On Pptq Activities Khoirul Ummah Hidayatullah Pantoloan
Using Instagram as an Information Media PPTQ Khoirul Ummah Hidayatullah Pantoloan

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Abstract

Using Instagram as Information Media for PPTQ Activities Khoirul Ummah Hidayatullah Pantoloan. Communication Science Study Program, Faculty of Social and Political Sciences, Broadcasting Concentration, Tadulako University Under the Guidance of Stepanus Bo'do and Kudratullah. This research aims to find out how the administrators of the Tahfidzul Qur'an Khoirul Ummah Islamic Boarding School (PPTQ KHUMMAH) Hidayatullah Pantoloan use social media Instagram to disseminate information about the activities of PPTQ Khoirul Ummah students. This research uses a descriptive type of research with a qualitative approach, with data collection procedures using: observation, interviews, and documentation. The theory used is Uses and Gratification. The research results show that the use of Instagram media by Islamic boarding school administrators is very helpful in disseminating information about the activities of the PPTQ Khoirul Ummah Hidayatullah Pantoloan students, by utilizing the features on Instagram as a means of disseminating information about the students' activities. The photo title or caption is a feature that really helps administrators and makes it easier for the public to find out what activities are being carried out by PPTQ Khoirul Ummah students. Meanwhile, the Geotag feature is a feature that can make it easier for audiences/people who want to visit Islamic boarding schools by placing location markers on each post. The mentioned feature really helps administrators increase the number of visitors to Khoirul Ummah's PPTQ Instagram account by adding the aroba sign (@) in posts. The comments column feature is also very helpful for the PPTQ Khoirul Ummah administrators to find out how Instagram users respond when they see posts on the PPTQ Khoirul Ummah account. The following feature on Instagram makes it easier for administrators to follow other users' Instagram accounts so that the audience we follow will see Khoirul Ummahdi's photo, video, and PPTQ flyer posts on their home page. Instastory This feature is very helpful in sharing the latest information. Stories are more "now" so they have a time limit. This feature is very often used by administrators to inform student students and donors about student activities.

Keywords: Social Media; Instagram; Information Media; Used and Gamification; Santri Activities

1. INTRODUCTION

In the increasingly developing digital era, social media plays an important role in supporting the dissemination of information related to educational activities. This phenomenon reflects a paradigm shift in communication, where platforms such as Facebook, Twitter, and Instagram play a very important role in accelerating and expanding the reach of information. education. The function of social media in disseminating information on educational activities not only provides easy access but also creates active involvement from various parties. The main function of social media in this case is as a

forum for schools, colleges, or educational institutions to share information related to activities, events, and student achievements. Through posts, photos, or videos, social media becomes an effective channel for spreading positive news that can provide a deeper understanding of educational activities. In this way, parents, students, and the community can be actively involved in monitoring and supporting educational developments.

Apart from that, the function of social media as a tool for disseminating educational information also allows for more intense two-way interaction between educational institutions and the community. Comments, questions, and feedback can be easily received and responded to directly, creating closer relationships between all parties involved. Providing space for active participation can create a sense of ownership and concern for educational activities, strengthening involvement and partnerships between educational institutions and the wider community. In other words, through the function of social media, educational information becomes more open, transparent, and accessible to all related parties. Social media is not just a communication tool, but also a platform that can increase awareness and involvement of the importance of education in society. Instagram is one of the social media that is often used and has interesting features, the role of Instagram in social media is to broadcast Islamic teachings by uploading photos quote images, and videos and then inserting descriptions of messages by the account owner (Ismail et al., 2018: 24).

One of Instagram's main features is "Feed", where users can see the latest uploads from the accounts they follow. In addition, there is an "Instastory" feature that allows users to share temporary photos and videos that will disappear after 24 hours. Instagram also has an IGTV feature for longer videos, and "Explore" for discovering content from new users or specific topics. The use of social media in the field of Islamic boarding school education has had a positive impact on expanding the reach of learning. Platforms such as Facebook, Instagram, or YouTube allow Islamic boarding schools to share information about educational activities, religious lectures, and social activities quickly and effectively.

Tahfidzul Qurán Khoirul Ummah Islamic Boarding School (PPTQ KHUMMAH) HidayatullahPantoloan is one of the boarding schools that is supported by the Hidayatullah Mass Organization. This Islamic boarding school operates in the field of Al-Qurán Education and Palu, Sigi, and Donggala Disaster Recovery (PASIGALA). This Islamic boarding school was built exactly two years after the tsunami and liquefaction disaster, in 2021 in Pantoloan, Palu City, on a plot of land donated by a benefactor, which covers an area of around eight thousand square meters on the Ova hill, Pantoloan Village, Tawaeili District, Palu City. Previously, this Islamic boarding school was active in the social sector, to help people affected by the PASIGALA disaster. However, as time went by, this Islamic boarding school opened registration for children affected by the PASIGALA disaster, to study, memorize and study the Koran.

Social media, especially Instagram, is very helpful for Islamic boarding schools in disseminating information about Islamic boarding school activities. Such as activity programs that are disseminated via Instagram. The activities in question include examples of recitation activities, development activities, student and community activities, and many other activities that are made as attractive as possible so that they can attract sympathy and concern from those who see them. Not only activities but also achievements and visits from influential guests are not forgotten to be published. So that the public can find out what activities are taking place in the Islamic boarding school. Apart from that, the Islamic boarding school also consistently updates its Instagram Stories by showing the daily activities of the students and assisted children. The use of social media Instagram as a means of sharing information about the activities of students and Islamic boarding school activities is one way to make it easier to get responses or feedback from the public, through criticism and suggestions that can build and improve the development of the Tahfidzul Qur Islamic Boarding School. 'a Khoirul Ummah Hidayatullah Pantoloan for the future. This is something that differentiates it from other Islamic boarding school institutions because not all Islamic boarding school institutions can fully adapt to the current advances in internet technology. Seeing the above phenomenon, researchers are interested in conducting research related to the use of social media Instagram in disseminating information about Islamic boarding school activities, and the use of Instagram features so that it makes it easier for administrators to disseminate this information. This research can help Islamic boarding school administrators manage information

well and help them to be better able to manage information on the activities of the Khoirul Ummah Islamic boarding school in the future.

2. LITERATURE REVIEW

1) New Media

New media is a term that emerged at the end of the 20th century to mark the joining of traditional media such as films, photos, music, recordings, and writing, with the power of computerization and communication technology, computer-based communication equipment, and most importantly the internet. The presence of New Media in our lives means that the communication process can take place anytime, anywhere, and through any communication technology (Luik et al., 2020).

In simple terms, New media is media that is formed from interactions between humans and computers and the internet in particular. This includes websites, blogs, online social networks, online forums, and so on using computers as the medium. New media is a term used for all forms of mass communication media based on communication technology and information technology. New media is a term to explain the convergence between computerized digital communication technology and network connections.

2) Social media

Social media is one of the Information Technology (IT)-based trends in the Information Age or Digital Era. Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that enable the creation and exchange of User-Generated Content (Kaplan & Haenlein, 2010). Social media has the benefit of making it easier for us to share information with a smaller and specific audience. This is in line with Chris Anderson's theory in his book "The Long Tail", where he explains that social media allows us to reach smaller markets and more specialized interests (Lincoln, 2009:10).

3) Instagram

Instagram comes from the word "instant", like Polaroid cameras which at that time were better known as "instant photos". Meanwhile, the word "gram" comes from the word "telegram" which works to send information to other people quickly. Instagram is a photo and video-sharing application that allows users to take photos, take videos, apply digital filters, and share them on various social networking services, including Instagram itself. Instagram is a smartphone application specifically for social media which is one of the digital media that has almost the same function as Twitter, but the difference lies in taking photos in a form or place to share information with its users (Atmoko, 2012: 10).

Instagram can simply be defined as a mobile application based on iOS, Android, and Windows Phone where users can shoot, edit, and post photos or videos to the main Instagram page and other social networks. The photos or videos you share will later appear in the feeds of other users who are your followers. The friendship system on Instagram uses the terms following and followers. Following means you follow a user and follower means other users who follow you. Furthermore, each user can interact by providing comments and responding to likes on photos or videos that are shared.

4) Information

Information or in English information, comes from the French word informacion. This word is taken from Latin, namely "information" which means "concept, idea, outline ". Information is data that has been processed or processed so that it becomes a form that has meaning for the recipient of the information which has useful value (Ramhadi, 2014: 74).

Information is something that results from data processing. Existing data is packaged and processed in such a way that it becomes useful information. Therefore, there are three meanings of the word information. The first is information as a process, where every activity becomes information. The second meaning is information as knowledge. Where information refers to all events in the world that are infinite, that cannot be touched, or something that is abstract. Information can be interpreted differently between the sender and the recipient. Information is considered an abstract part of the human mind according to the meaning of the message received. The third meaning is that information is

considered as an object or real presentation of knowledge. As a real object, information is seen from a series of symbols and can be captured by the human senses and can be exchanged. Information is considered as real raw material, which is external to humans and requires further processing.

5) Uses and Gratifications

Uses and gratifications have their roots back to the 1940s when researchers became interested in understanding why people engage in various forms of media behavior, such as listening to the radio or reading newspapers. Initially, these studies were descriptive, with the aim of classifying audience responses to media into meaningful categories (Prijana, 2021: 116). Uses and Gratification (U&G) theory is an approach in the study of mass communication that examines how individuals actively choose and use media to meet needs and obtain certain satisfaction. (Blumler, 1974).

This theory studies the reasons why people use certain media and how they get benefits or satisfaction from using that media. For example, someone might watch the news to get information, disseminate information to audiences, or use social media to interact with audiences.

3. RESEARCH METHODS

The approach used in this research is qualitative. Qualitative research is an approach to conducting research that is oriented towards natural phenomena or symptoms. Qualitative research is an approach to exploring and understanding the meaning of individuals or groups relating to social or human problems (Cresswell. 2013:13). The type of research used is descriptive. Descriptive research aims to provide data quotations in the presentation of this research. This data can come from interview scripts, field notes, photos, personal documents, notes or memos, and other official documents (Moleong, 2000:6). In this research, the data in question is documentation in the form of posts on the Instagram account at the Tahfidzul Qur'an Islamic Boarding School. Khoirul Ummah Hidayatullah Pantoloan, in informing Islamic Boarding School activities. as well as related documents from active followers of the Pondok Pesantren Instagram social media account.

4. RESULT D DISCUSSION

The results of the analysis show that the PPTQ Khoirul Ummah administrators use Instagram to meet the needs of Islamic boarding schools in disseminating information on student activities and archiving documentation. The satisfaction that administrators get from using Instagram is from the features available on Instagram that make it easier for administrators to disseminate information. This is in line with the definition of Uses and Gratification theory which states how individuals use media to fulfill needs and obtain certain satisfaction. The satisfaction of using Instagram features to disseminate information is felt by users, especially for PPTQ Khoirul Ummah administrators who operate in the field of Islamic boarding school education, where administrators are required to always provide information to donors and guardians of PPTQ Khoirul Ummah students so that they can see developments. Islamic boarding school and their children at PPTQ Khoirul Ummah.

The following are the Instagram features used by administrators to facilitate the dissemination of information on student activities. Photo and Video Title or Caption, Geotag (location), Follow, Comments, Mention, and Instagram Stories. These features provide convenience in achieving goals and satisfaction for administrators in disseminating activity information.

5. CONCLUSION

This research entitled "Use of Instagram as Information Media for PPTQ KhoirulUmmah Hidayatullah Pantoloan Activities" can be concluded from the results of the research, namely: The use of Instagram social media by Islamic Boarding School administrators through the @pptq_khummah account as a media for information on student activities for students' guardians, donors, and the public. This statement is in line with the definition of Uses and Gratification theory, how individuals actively choose and use media to fulfill needs and obtain certain satisfaction. (Blumler, 1974). The management has taken steps to use Instagram as a medium for information on student activities by utilizing Instagram

45

features such as titles or captions, mentions, follows, comments, Instagram stories, and also geotags. Based on data obtained by researchers in the field through observation, interviews, and documentation. The use of Instagram media is also very effective as a medium for information on the activities of PPTQ Khoirul Ummah students. Where its effectiveness is proven by the statements of several Instagram users who follow Instagram @pptq_khummah and are active in monitoring students' activities in terms of viewing *Instagram stories* or posts.

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