

## The Effectiveness of Instagram Account @Bima.Kemdikbudristek as a Medium for Disseminating Information for Lecturers of Academic Education Colleges

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The Directorate of Research, Technology, and Community Service (DRTPM) disseminates research and community service information to lecturers of academic education colleges through social media @Bima.Kemdikbudristek. This study aims to analyze the effectiveness of the Instagram account @Bima.Kemdikbudristek as a medium for disseminating information to lecturers of academic education colleges using the AISAS method (Attention, Interest, Search, Action, and Share) as well as factors related to the effectiveness of Instagram. The research method used in this research is a quantitative method with a survey method. Respondents in this study were 101 academic education college lecturers who were obtained using quota sampling techniques. The results of this study indicate that the dissemination of information carried out by the @Bima.Kemdikbudristek Instagram account is effective for disseminating information to lecturers of academic education colleges, and there are factors related to the effectiveness of Instagram as a medium for disseminating research and community service information, namely information quality (completeness, relevance, accuracy, timeliness, and presentation of information). The results show that information quality has a very real relationship with the effectiveness of the Instagram account @Bima.Kemdikbudristek.

**Keywords:** BIMA, effectiveness, information, Instagram, lecturers

### INTRODUCTION

Society 5.0 is a new era for every human being's life, including communication. People optimize the use of technology to access various kinds of information. Society 5.0 explains that humans and technology can coexist to facilitate work, including in terms of communication technology (Kurniawan & Aiman, 2020). Technology and the internet make it easier for every member of society to access information. The ease of accessing information in Indonesia is stipulated in the Law of the Republic of Indonesia Number 14 of 2008 concerning public information disclosure, where easy access to information aims to guarantee the rights of every citizen to be able to know the plans, programs, and activities that will be carried out by public bodies including the government.

The Ministry of Education, Culture, Research and Technology or *Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi* (Kemdikbudristek) is a ministry engaged in organizing matters related to education, culture, research, and technology development. This is in line with Minister of Education, Culture, Research, and Technology Regulation No. 62 of 2021 on the Ministry of Education, Culture, Research, and Technology, which explains that one of the functions of Kemdikbudristek is the facilitation of educators and education personnel in higher education, research, and technology. The Directorate of Research, Technology, and Community Service or *Direktorat Riset, Teknologi, dan Pengabdian kepada Masyarakat* (DRTPM) is a directorate that focuses on research, technology development, and community service for academic universities. The DRTPM program is aimed at academic education colleges, in this case, lecturers of academic education colleges.

DRTPM policies and programs are delivered through the Knowledge, Research, and Community Service Management Information System or *Sistem Informasi Manajemen Pengetahuan, Penelitian, dan Pengabdian kepada Masyarakat* (SIMP3M), namely BIMA (*Basis Informasi Penelitian dan Pengabdian kepada Masyarakat* or Research and Community Service Information Base). BIMA is a replacement website for SIMLITABMAS (*Sistem Informasi Manajemen Penelitian dan Pengabdian kepada Masyarakat* or Research and Community Service Management Information System) which accommodates academic education college lecturers in the process of submitting proposals, selection, determining proposals, monitoring and evaluation, reporting activities, and other DRTPM program and policy information. DRTPM is transforming the delivery of information to the public so that information can be distributed quickly and transparently. This is in line with the Presidential Instruction of the Republic of Indonesia Number 9 of 2015 concerning Public Communication Management which instructs that information on government policies and programs be delivered through various communication channels quickly, of good quality, and easily understood by the public. Information delivery is carried out by DRTPM to facilitate academic college lecturers in accessing information about research and community service which is not only channeled through the BIMA website, but also channeled through BIMA social media.

Instagram is a social media that is in demand by the public. According to the We Are Social survey, internet users in Indonesia in early January 2023 reached 212.9 million users and 167 million of these users were Instagram users (Simon, 2023). Instagram is an application that edits photos and videos uploaded to media networks (Suharso & Pramesti, 2019). is the media of choice for disseminating DRTPM information through the @Bima.kemdikbudristek account The uploaded content contains information about proposal announcements, funding determinations, workshops, press releases, monitoring and evaluating, big day commemoration, and other activities related to research and community service activities

Based on the results of Erni Pariasih's research in 2023 on the Effectiveness of Instagram as a Digital Socialization Media for the Ministry of Agriculture, it is stated that Instagram is an effective social media in delivering information and interacting with the public. Instagram can increase information dissemination, increase engagement, and education in the community (Pariasih, 2023). The effectiveness of information delivery through Instagram can be measured using the AISAS model (Attention, Interest, Search, Action, and Share). This is in line with the results of research by Andi Rosandi and Amanda Bunga Gracia in 2020 regarding the effectiveness of Instagram as a means of information. The study applied the AISAS model as a measuring tool for Instagram's effectiveness (Rosandi & Gracia, 2020).

The effectiveness of Instagram as a medium for disseminating information needs to pay attention to factors related to the effectiveness of Instagram. A related factor is information quality. The results of Halwa Nurqisma's 2023 research on the Effectiveness of Instagram as a Medium for Disseminating Public Information (Study Case on Instagram @satudikti, Kemdikbudristek) tested the quality of information as factors related to the effectiveness of Instagram accounts (Nurqisma, 2023). The BIMA Instagram account is an Instagram account that was only actively disseminating information in 2023. The Instagram account is still relatively new in disseminating information. The BIMA Instagram account as a medium for disseminating information on academic education college lecturers needs to be measured for effectiveness as an evaluation for future information dissemination. Based on the description of the background above, it is important to examine how **the effectiveness of the Instagram account @Bima.kemdikbudristek as a medium for disseminating information on lecturers of academic education colleges.**

The objectives of this study are to (1) Analyze the level of effectiveness of the @Bima.kemdikbudristek Instagram account as a medium for disseminating public information for lecturers of academic education colleges, (2) Analyze the quality of information on the @Bima.kemdikbudristek Instagram account, (3) Analyze the relationship between information quality and the effectiveness of the @Bima.kemdikbudristek Instagram account.

## Research Hypothesis

1. It is suspected that there is a correlation between the variable quality of information and the level of effectiveness of the Instagram account @Bima.kemdikbudristek as a medium for disseminating information for lecturers of academic education colleges.

## METHODS

### Research Approach and Methods

The research uses quantitative methods. This research uses a survey method that utilizes a questionnaire as a research instrument. The questionnaire is a data collection technique that is carried out through a form containing questions (Cahyo et al., 2019). This research explains the relationship between variables and hypothesis testing (Effendi & Tukiran, 2012).

### Location and Time of Research

This research was conducted at the Directorate of Research, Technology and Community Service located at Building D, 3rd floor, Jl. Jenderal Sudirman, RT 01 / RW 03, RT.1 / RW.3, Gelora, Tanah Abang District, Central Jakarta City, Special Capital Region of Jakarta 10270. The selection of research locations was carried out intentionally or purposively. This research was conducted from February to March 2024.

### Respondent and Informant Selection Technique

Data sources are obtained through respondents who are asked to provide answers about an event or opinion (Nurdin & Hartati, 2019). This study uses an individual unit of analysis, namely academic college lecturers. The total population in this study was 243,413 people (data January 18, 2024). Determination of the respondent sample in this study is based on ownership of a social media account that follows Instagram @Bima.kemdikbudristek and has a BIMA account.

The sampling technique uses nonprobability sampling techniques. The nonprobability sampling technique is a sampling technique that does not provide equal opportunities for each member of the population to become a sample (Hikmawati, 2020). The nonprobability sampling technique in this study uses a quota sampling technique procedure which is a sampling technique taken with certain characteristics until it meets the number or quota (Hikmawati, 2020). This study uses distribution through the Higher Education Service Institution or *Lembaga Layanan Pendidikan Tinggi* (LLDIKTI) as the distribution area. Determining the number of samples for this study using the Slovin formula. The number of respondents based on these considerations was as many as 101 respondents who were divided into each LLDIKTI region I to XVI. The distribution of research questionnaires through LLDIKTI is presented in Table 1:

Table 1. Distribution of respondents by LLDIKTI (data January 18, 2024)

No	Region	Number (people)	Percentage (%)	Respondents (people)	Division of Territory
1	LLDIKTI I	13.656	6	6	North Sumatera
2	LLDIKTI II	11.979	5	5	Lampung, Bengkulu, South Sumatera, and Bangka Belitung
3	LLDIKTI III	31.700	13	13	DKI Jakarta
4	LLDIKTI IV	34.666	14	14	West Java and Banten
5	LLDIKTI V	12.965	5	5	D.I Yogyakarta
6	LLDIKTI VI	19.934	8	8	Central Java
7	LLDIKTI VII	32.798	13	13	East Java
8	LLDIKTI VIII	11.002	5	5	Bali and NTB

No	Region	Number (people)	Percentage (%)	Respondents (people)	Division of Territory
9	LLDIKTI IX	19.214	8	8	West Sulawesi, South Sulawesi, and Southeast Sulawesi
10	LLDIKTI X	15.230	6	6	West Sumatera, Jambi, and Riau Islands
11	LLDIKTI XI	11.458	5	5	South Kalimantan, Central Kalimantan, Kalimantan Barat, North Kalimantan and West Kalimantan
12	LLDIKTI XII	4.115	2	2	Maluku and North Maluku
13	LLDIKTI XIII	7.398	3	3	Aceh
14	LLDIKTI XIV	4.184	2	2	Papua and West Papua
15	LLDIKTI XV	4.049	2	2	NTT
16	LLDIKTI XVI	9.065	4	4	Gorontalo, Central Sulawesi, and North Sulawesi
<b>Total</b>		<b>243.413</b>	<b>100</b>	<b>101</b>	

Source: DRTPM Dikti Ristek Data (2024)

### Data Processing and Analysis Techniques

This research data is quantitative data obtained from the results of respondents' answers to the questionnaire. The data were processed using Microsoft Excel 2016 and SPSS statistics 26. The data analysis used is descriptive statistical data analysis, which uses average values, percentages, or numbers, and inferential statistical data analysis to test the hypothesis of variable correlation. The inferential statistical data analysis used is the Spearman Rank Correlation test.

Decision-making for related variables is based on Sig. (2-tailed) with a 95 percent confidence interval or 0.05, so that if the Sig. (2-tailed) is smaller than the real level ( $\alpha$ ) = 0.05, then the hypothesis is accepted. If the correlation coefficient value is positive, there is a unidirectional correlation, while if the correlation coefficient is negative, the correlation is not unidirectional. The tested correlation can be declared to have a significant correlation if the correlation coefficient results are marked with one star (\*) and if marked with two stars (\*\*) then the correlation between variables is very significant. This study looks at the strength of the correlation between variables with the guidelines in Table 2:

Table 2. Guidelines for interpreting the strength of the correlation

Correlation Coefficient Interval	Correlation Level
0.000 – 0.199	Very low
0.200 – 0.399	Low
0.400 – 0.599	Medium
0.600 – 0.799	Strong
0.800 – 1.000	Very strong

Source: Sugiyono (2021)

### Validity and Reliability Test

Validity and reliability tests were carried out to see if the research instrument was valid and reliable. Validity and reliability tests were carried out on 30 respondents using Pearson's product-moment correlation with a significance value of 5%. The instrument is said to be valid if the correlation coefficient value ( $r$  count) is greater than the  $r$  table value, whereas for 30 respondents it is said to be valid if the  $r$  count value is greater than (0.361). The results of the validity test of this study indicate that all research instruments are valid. The results of the validity test of this study are at a value of 0.489 - 0.804. The reliability test in this study used the Cronbach's Alpha ( $\alpha$ ) test. The reliability test in this

study is seen from the alpha value, if the alpha value is  $> 0.7$  then the instrument reliability is sufficient and if it shows a value  $> 0.8$ , it means that all items are reliable. The results of the reliability test in this study are reliable because the alpha value is  $> 0.8$ . The reliability test results of this study are in the interval 0.929 - 0.956 which indicates that the instrument is reliable.

## RESULTS AND DISCUSSION

### Effectiveness of Instagram Account @Bima.Kemdikbudristek as a Medium for Disseminating Information for Lecturers of Academic Education Colleges

Social media is a facility for individuals to collaborate in written, visual, and audiovisual forms (Setiadi, 2016). This study measures the effectiveness of the Instagram account @Bima.Kemdibudristek as a medium for disseminating information on academic education college lecturers using the AISAS method. This is in line with the results of research by Andi Rosandi and Amanda Bunga Gracia in 2020 regarding the effectiveness of Instagram as a means of information that applies the AISAS method as a measuring tool (Rosandi & Gracia, 2020). The effectiveness of the @Bima.Kemdikbudristek Instagram account as a medium for disseminating information based on the research results is presented in Table 3:

Table 3. Number and Percentage of Effectiveness of Instagram Account @Bima.Kemdikbudristek

Effectiveness of Instagram Account @Bima.Kemdikbudristek	Respondent Assesmen						Average (score)
	Low		Medium		High		
	n	%	n	%	n	%	
Attention	1	1	20	20	<b>80</b>	<b>79</b>	10.91
Interest	2	2	29	29	<b>70</b>	<b>69</b>	10.65
Search	0	0	16	16	<b>85</b>	<b>84</b>	<b>11.05</b>
Action	3	3	37	37	<b>61</b>	<b>60</b>	10.10
Share	2	2	26	26	<b>73</b>	<b>72</b>	10.55

Based on the average score results, the variable effectiveness of Instagram as a medium for disseminating information which has the highest average value is search with an average score of 11.05. The next indicators are attention at 10.91, interest at 10.65, the share at 10.55, and action at 10.10. Each indicator has a high average respondent assessment. This shows that the Instagram account @Bima.Kemdikbudristek is an effective social media in disseminating information to lecturers of academic education colleges.

**Attention.** Attention is an introduction where the public realizes the presence of information. Research on this aspect measures respondents' awareness of the presence of the @Bima.Kemdikbudristek Instagram account that disseminates research and community service information. The results of the questionnaire in this aspect show that the average score of all indicators is 3.64. The indicator that has the highest value is the indicator that respondents know the @Bima.Kemdikbudristek Instagram account is an account that disseminates research and community service information with an average score of 3.69. The lowest score is 3.60 on the indicator that respondents see research and community service information on the @Bima.Kemdikbudristek Instagram account.

**Interest.** Interest is the stage where the public is interested in the information obtained. This aspect measures the extent to which respondents are interested in reading information on the @Bima.Kemdikbudristek Instagram account and are interested in knowing more about the information. The results of the questionnaire in this aspect show the average score of all indicators is 3.55. The indicator that has the highest value in the interest aspect is the indicator that respondents are interested in knowing more about the information they see with an average score of 3.59. The lowest value is in the indicator of respondents who are interested in the content of the @Bima.Kemdikbidristek Instagram account with an average score of 3.49.

**Search.** Search is an activity carried out by the public to learn or find out more about the information obtained. This stage measures how respondents search for the @Bima.Kemdikbudristek Instagram account and further search for information either through the BIMA website or other media. The results of the questionnaire on the search aspect show the average score of all indicators, namely 3.68. The indicator that has the highest score is the indicator of respondents looking for more information through the BIMA Website or other media with an average score of 3.73. The lowest value of 3.63 is in the indicator that respondents can find the @Bima.Kemdikbudristek Instagram account easily on the Instagram search feature.

**Action.** Action is the stage where the public will make decisions on the information obtained. This aspect measures how the actions taken by respondents in responding to the information obtained. The results of the questionnaire on the action aspect show the average score of all indicators, namely 3.37. The indicator that has the highest value is the indicator that respondents ask and find out information through the BIMA Instagram admin or DRTPM with an average score of 3.43. The lowest value of 3.31 is in the indicator of respondents giving 'like' or 'like' on the content of the @Bima.Kemdikbudristek Instagram account.

**Share.** Share is the stage where the public will share something they feel or the information they get. This aspect measures how respondents share information and research and community service activities through Instagram @Bima.Kemdikbudristek. The results of the questionnaire on the share aspect show the average score of all indicators is 3.52. The indicator that has the highest value is the indicator that respondents believe the content on the @Bima.Kemdikbudristek Instagram account is worth sharing with an average score of 3.64. The lowest value of 3.39 is in the indicator that respondents share information about Instagram account posts @Bima.Kemdikbudristek through personal social media.

### Information Quality on Instagram Account @Bima.Kemdikbudristek

Information quality is something that must be considered by the government in conveying information. Information quality is one of the things that audiences pay attention to in fulfilling expectations of the desired information needs (Amarin & Wijaksana, 2021). This study measures information quality using DeLone and McLean's theory of completeness, relevance, accuracy, timeliness, and presentation of information. This is in line with Nurqisma's research in 2023 which examined the quality of information on Instagram (Nurqisma, 2023). The information quality of the @Bima.Kemdikbudristek Instagram account based on the research results is presented in Table 4:

Table 4. Number and Percentage Information Quality of Instagram Account @Bima.Kemdikbudristek

Information Quality of Instagram Account @Bima.Kemdikbudristek	Respondent Assesmen						Average (score)
	Low		Medium		High		
	n	%	n	%	n	%	
Completeness	1	1	35	35	<b>65</b>	<b>64</b>	10.44
Relevant	2	2	32	32	<b>67</b>	<b>66</b>	10.56
Accuracy	1	1	20	20	<b>80</b>	<b>79</b>	11.01
Timeliness	3	3	27	27	<b>71</b>	<b>70</b>	10.60
Presentation of information	1	1	23	23	<b>77</b>	<b>76</b>	<b>11.04</b>

Based on the average score results, the information quality variable that has the highest average value is the information presentation aspect with an average score of 11.04. The next indicators are accuracy of 11.01, timeliness of 10.60, relevance of 10.56, and completeness of 10.44. Each indicator has a high average respondent assessment. This shows that the information uploaded by the @Bima.Kemdikbudristek Instagram account is quality information.

**Completeness.** Completeness of information is an aspect that measures the extent to which information is complete as it should be. This study measures the completeness of information uploaded to the @Bima.Kemdikbudristek Instagram account both in content and captions information. The

results of the questionnaire on the completeness aspect show the average score of all indicators is 3.48. The indicator that has the highest value in the completeness aspect is the caption indicator on the @Bima.Kemdikbudristek Instagram account upload has provided complete information with an average score of 3.50. The lowest score is 3.45 is in the indicator that respondents feel that the @Bima.Kemdikbudristek Instagram account has conveyed complete information.

**Relevance.** Relevance is measured to see whether the information conveyed is to the needs of the audience. The relevant aspect of this research measures the information conveyed by the desired needs. The results of the questionnaire on relevant aspects show the average score of all indicators, namely 3.52. The indicator that has the highest value in the relevant aspect is the indicator that respondents feel that the information uploaded on the @Bima.Kemdikbudristek Instagram account is relevant with an average score of 3.56. The lowest value of 3.47 is in the indicator that respondents feel that the information on the @Bima.Kemdikbudristek Instagram account is to my needs.

**Accuracy.** Accuracy is how the information conveyed can be accounted for. The accuracy aspect measures the extent to which the information is accurate, reliable, and valid according to the data. The results of the questionnaire on the accuracy aspect show the average score of all indicators is 3.67. The indicator that has the highest value in the accuracy aspect is the indicator that the respondent already believes the uploaded information is official and trusted information with an average score of 3.69. The lowest value of 3.64 is in the indicator that respondents feel the information on the @Bima.Kemdikbudristek Instagram account is accurate.

**Timeliness.** Timeliness is how information is delivered on time to the public. The timeliness aspect in this study measures how the @Bima.Kemdikbudristek Instagram account provides information that is fast, consistent, and up to date. The results of this aspect of the questionnaire show the average score of all indicators is 3.53. The indicator that has the highest value in the timeliness aspect is the indicator that Instagram @Bima.Kemdikbudristek has consistently provided information with an average score of 3.53. The indicator that has the highest score on the timeliness aspect is the indicator that Instagram @Bima.Kemdikbudristek has consistently provided information with an average score of 3.60. The lowest score of 3.49 is on the Instagram indicator @Bima.Kemdikbudristek has delivered information on time.

**Presentation of Information.** The presentation of information measures how the @Bima.Kemdikbudristek Instagram account conveys information that is easy to understand. The results of the questionnaire on this aspect show the average score of all indicators is 3.68. Indicators that has the highest score on the aspect of presenting information, namely the indicator feels that information on Instagram @Bima.Kemdikbudristek uses language that is easy to understand with an average score of 3.69. The lowest score of 3.67 is on the indicator Instagram @Bima.Kemdikbudristek has delivered information that is easy to understand.

### **Correlation of Information Quality with the Effectiveness of Instagram Account @Bima.Kemdikbudristek**

The information quality of the @Bima.Kemdikbudristek Instagram account will be linked to the effectiveness of the @Bima.Kemdikbudristek Instagram account. In this statistical test, two hypotheses are assumed, namely:

H0: There is no correlation between the quality of information and the effectiveness of the Instagram account @Bima.Kemdikbudristek as a medium for disseminating information for lecturers of academic education colleges.

H1: There is a correlation between information quality and the effectiveness of the Instagram account @Bima.Kemdikbudristek as a medium for disseminating information for lecturers of academic education colleges.

The results of the correlation test between information quality and the effectiveness of the @Bima.Kemdikbudristek Instagram account are presented in table 6:

Table 5. Correlation Test Results of Information Quality with the Effectiveness of Instagram Account @Bima.Kemdikbudristek

Information Quality	Effectiveness of Instagram Account @Bima.Kemdikbudristek ( $r_s$ )									
	<i>Attention</i>		<i>Interest</i>		<i>Search</i>		<i>Action</i>		<i>Share</i>	
	Coef. Correlation	Sig.	Coef. Correlation	Sig.	Coef. Correlation	Sig.	Coef. Correlation	Sig.	Coef. Correlation	Sig.
Completeness	0.697**	0.000	0.895**	0.000	0.593**	0.000	0.919**	0.000	0.835**	0.000
Relevance	0.731**	0.000	0.937**	0.000	0.627**	0.000	0.886**	0.000	0.876**	0.000
Accuracy	1.000**	0.000	0.779**	0.000	0.849**	0.000	0.658**	0.000	0.834**	0.000
Timeliness	0.800**	0.000	0.976**	0.000	0.688**	0.000	0.818**	0.000	0.954**	0.000
Presentation of information	0.920**	0.000	0.845**	0.000	0.781**	0.000	0.709**	0.000	0.904**	0.000

Notes: \*significant correlation  $<0.05$  ( $r_s$ ): spearman correlation coefficient  
 \*\* highly significant correlation  $<0.01$

Based on the results of the correlation test of the relationship between information quality and Instagram effectiveness, show that there is a very significant relationship between each information quality variable and the effectiveness aspects of the AISAS method, namely attention, interest, search, action, and share marked by two stars (\*\*). This is also shown in each significance value whose value is  $<0.05$  and the direction of the correlation is positive.

The results of the test conducted in addition to seeing the direction of the positive and highly significant correlation, also show the strength of the correlation in terms of the correlation coefficient. The strongest correlation in this variable is accuracy with the attention aspect which shows a correlation coefficient of ( $r_s$ 1.000). The test results in Table 5 show that the majority of correlation results have a very strong correlation strength, but some correlations are classified as strong, namely between completeness and attention ( $r_s$ 0.697), completeness and search ( $r_s$ 0.593), relevance and attention ( $r_s$ 0.731), relevance and search ( $r_s$ 0.627), accuracy with interest ( $r_s$ 0.779), timeliness with search ( $r_s$ 0.688), presentation of information with search ( $r_s$ 0.781), and presentation of information with action ( $r_s$ 0.709).

The results of this study indicate that the more quality information is conveyed, the more effective the @Bima.Kemdikbudristek Instagram account is as a medium for disseminating information to lecturers of academic education colleges. Information quality which includes information completeness, relevance, accuracy, timeliness, and presentation of information can generate attention and awareness of the @Bima.Kemdikbudristek Instagram account (attention), increase public interest in the information and content uploaded (interest), encourage academic education college lecturers to find out more information on other media (search), participate in research and community service programs (action), and share information obtained through various media channels (share). The overall test results of the information quality variable have a very significant relationship with the effectiveness of the @Bima.Kemdikbudristek Instagram account. These results can conclude that the accepted hypothesis is H1, namely that there is a relationship between information quality and the effectiveness of the @Bima.Kemdikbudristek Instagram account.

## CONCLUSION

The conclusions of the results of this study are as follows: (1) The Instagram account @Bima.Kemdikbudristek is an effective social media in disseminating information for lecturers of academic education colleges. This shows that the information uploaded can arouse the attention of academic education college lecturers to research and community service information (attention), increase the interest of academic education college lecturers in the information conveyed (interest), stimulate academic education college lecturers to conduct further searches regarding the information received (search), motivate academic education college lecturers to participate in research and community service programs organized by DRTPM (action), and encourage academic education

college lecturers to share information obtained through various media channels (share) (2) Instagram @Bima.Kemdikbudristek is an Instagram account that conveys quality information. This shows that the information presented on the @Bima.Kemdikbudristek Instagram account is complete (completeness), by the needs of academic education college lecturers (relevant), is a trusted social media account (accuracy), consistent and up to date (timeliness), and presents information that is easy to understand (presentation of information) (3) Information quality consisting of completeness, relevance, accuracy, timeliness, and presentation of information has a very real relationship with the effectiveness of the @Bima.Kemdikbudristek Instagram account based on the AISAS method (attention, interest, search, action, and share). This shows that the higher the level of quality of information conveyed, the more effective the delivery of information carried out on the @Bima.Kemdikbudristek Instagram account.

Based on the results of this study, it can be suggested that (1) DRTPM is expected to be consistent and maintain the quality of information and visual quality of content that has been presented today. This is done so that the social media Instagram account @Bima.Kemdikbudristek remains an effective information dissemination medium for academic education college lecturers (2) DRTPM needs to analyze the type of content uploaded on the @Bima.Kemdikbudristek Instagram account to increase participation and the quality of proposals for funding research and community service programs. There need to be other types of content as supporting content for research and community service information such as tips, do's and don'ts, or other relevant types of content. This is because content uploaded on Instagram can be viewed anytime and anywhere without time limitations (3) DRTPM needs to conduct a satisfaction survey on the information provided to academic college lecturers. This can be done to find out how direct feedback from lecturers of academic education colleges on services, programs, and information dissemination is carried out through various media, one of which is Instagram. Satisfaction surveys can be used as evaluation material in formulating better information dissemination strategies in the future (4) Further research is needed for academics who will conduct research on the @Bima.Kemdikbudristek Instagram account, which can analyze the social media management carried out by DRTPM in disseminating information, as material for evaluating the management of the BIMA social media account. In addition, it is also necessary to analyze the affordability of the content uploaded on the @Bima.Kemdikbudristek Instagram account for lecturers of academic education colleges, to increase the number of followers on the @Bima.Kemdikbudristek Instagram account, so that academic education college lecturers can more easily get information.

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