



# Utilization of the @pusdiklatanri Instagram Account as a Medium for Archival Information and Education

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## ABSTRACT

Digital transformation has pushed social media to become a strategic space for government institutions to convey information. PPSDM ANRI utilizes Instagram @pusdiklatanri to reach the public and educate about archives through visual and interactive content. This research is interestingly studied using Media Richness Theory which highlights the immediacy feedback, multiple cues, language variety, and personal focus. The method used is qualitative through observation, interviews with social media team, and literature study. This research aims to analyze how the @pusdiklatanri Instagram account is utilized to deliver archival information and education. It focuses on how strategically the account serves as a digital communication medium for PPSDM ANRI to reach the public. The results show that @pusdiklatanri functions not only as a formal information platform, but also as a dynamic interaction and education space. This success is reflected in the multimodal content, language variety, and emotional closeness through videos, stories, and Q&A. This confirms the effectiveness of strategically managed social media. In conclusion, @pusdiklatanri is able to fulfill the characteristics of rich media in Media Richness Theory. Future research is recommended to compare similar accounts in other institutions or add quantitative analysis related to audience engagement.

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## 1. INTRODUCTION

The development of digital technology and the wider access to social media has changed the communication patterns of individuals and organizations in conveying information. Social media is an online platform that allows users to interact, share and create various types of content. This platform includes blogs, social networks, wikis, forums, and virtual worlds. Social media represents a shift from one-to-many communication to many-to-many interaction. With social media, social interaction is no longer limited to time and space. Individuals can communicate with friends, family and communities from different parts of the world anytime and anywhere. This provides opportunities for individuals to expand their social networks, build professional relationships, and enrich their social experiences by interacting with people from different cultural backgrounds (Nur & Jidan, 2024). Social media is no longer just used as a means of personal interaction. It has developed into a strategic tool for effective and efficient information dissemination, promotion, and education. Faisal & Ramadhanti (2025), stated that Instagram was originally for sharing photos and

videos. Now this platform has great potential as an interactive learning medium with Reels and Stories that attract young people and allow interaction and rapid information dissemination without time and place restrictions.

As an internet-based web technology, social media makes it easy for users to form virtual groups and disseminate content widely (Zuniananta, 2023). Ardiansah & Maharani (2020), explain that social media is a tool that facilitates two-way communication and builds online identities. (Nasrullah, 2015) adds that social media has five specific characteristics. First, network as the connecting infrastructure between users. Second, information as the core of digital identity. Third, archives that allow information to be stored and accessed at any time. Fourth, interactivity which is the foundation of social networking. Fifth, simulation of society as a representation of real-world social activities in cyberspace. Social media is gaining popularity because of its ability to touch the personal aspects of society at large. Platforms like Instagram are used in various sectors such as business, politics, public services and education. Its existence is key in driving discussion and social action in the digital age. To meet the challenges of communication in the information-rich digital space, organizations need to rely on content that is not only informative but also creative.

Creative content is designed to attract the attention of the audience and convey the message in a fun way (Farhannail & Yuniarti, 2023). Its essence lies in originality, attractiveness, relevance, clarity of message, and interactivity (Nanda Barizki & Apriani, 2024). Content such as infographics, short videos, animations, educational memes, and storytelling can be adapted to platforms such as Instagram to reach a wider audience. Engaging content not only serves as a tool to convey information, but also as a strategy to build strong relationships with audiences and increase engagement. In the context of theory, Media Richness Theory asserts that communication effectiveness is strongly influenced by the level of media richness. (Daft & Lengel, 1986) explain that rich media are able to convey complete information, reduce ambiguity, and reinforce meaning. This theory specifies four characteristics of rich media. First, immediacy of feedback or speed of feedback. Second, multiple cues or diversity of communication cues. Third, language variety. Fourth, personal focus in communication. Media with high richness, such as face-to-face communication, are ideal for conveying complex messages. Conversely, less rich media are suitable for routine and clear information. In the digital age, social media has emerged that combines various forms of communication. Instagram allows for multimodal messaging. Text, images, video, sound, as well as interactive features such as comments and private messages are part of the richness of this medium.

According to (Wallid, 2022), Instagram is an effective and efficient platform to convey information to the wider community. Instagram also facilitates real-time two-way communication through features like live and stories. Content that combines visuals and audio shows the presence of multiple cues. The language used tends to be flexible, informal and personalized. This reinforces the platform's ability to fulfill all the elements of Media Richness Theory. Thus, Instagram deserves to be positioned as a rich media that is able to strengthen engagement, increase understanding, and build emotional connections between institutions and audiences. Instagram provides features such as feeds, stories, reels, and live that enable the delivery of information in a dynamic and engaging manner. The combination of text, visuals and sound strengthens the message's connection with the audience and opens up space for two-way interaction. This potential is important in the context of formal and non-formal education, including professional training. Social media used by government agencies serves as a broad and interactive means of disseminating educational information. Social media enhances interactivity between the government and the public, which is important for community learning and empowerment in the digital era (Ulayya et al., 2022).

One government institution that implements social media as an educational medium is the *Pusat Pelatihan Sumber Daya Manusia Arsip Nasional Republik Indonesia* (PPSDM ANRI). PPSDM ANRI is an institution that plays a role in organizing education and training programs in the field of archives in Indonesia. This institution has a strategic function in developing the capacity of archival human resources and contributing to the creation of an effective archive management system in various agencies. Most of the social media accounts of government work units in the field of training tend to be less active. PPSDM ANRI consistently presents educational content and

training registration information with a light approach, interspersed with humor so as not to seem rigid. Still maintaining an institutional image with the use of appropriate and professional language varieties. In its implementation, PPSDM ANRI utilizes the official Instagram account @pusdiklatanri as a public communication channel to convey information and training support materials. Information shared includes training schedules, activity documentation, seminar announcements, and educational content about competence and records management. Responses from the public and trainees to the content created as a means of delivering archival information and education were positive, they felt entertained and comfortable in the learning process through social media. This is in line with Diyanto et al. (2024) who states, Instagram utilization can be used to disseminate information effectively, so that managers can easily disseminate information to the public.

The use of Instagram aims to strengthen the learning process and increase participants engagement on an ongoing basis. PPSDM ANRI not only sees social media as a communication tool, but as a strategic medium that can enrich participants' learning experience. To understand the effectiveness of information delivery through Instagram, it is important to analyze how the characteristics of the media meet the principles of effective message delivery. This research uses Media Richness Theory as the basis for analysis because this theory provides an appropriate approach to evaluate how effective a medium is in delivering information based on its level of communication richness. Media Richness Theory emphasizes four main aspects, namely immediacy of Feedback, multiple cues, Language Variety, and Personal focus. These four aspects are very relevant to Instagram's interactive features, such as stories, reels, comments, and visual content. In the realm of archival education, which tends to be technical and formal, this theory facilitates an assessment of Instagram's ability to convey information efficiently while building an emotional connection with the audience. When compared to other digital communication theories, such as Uses and Gratifications, which focuses more on user motivation, Media Richness Theory offers a more comprehensive framework. This is in line with the research of Adawiyah & Nuraeni (2024) which explains Media Richness Theory emphasizes the importance of media selection based on message complexity, so as to reduce ambiguity and increase communication effectiveness. In contrast to Uses and Gratifications Theory which highlights user motivation, MRT offers a broader framework that takes into account media characteristics and situational needs.

Instagram has the capacity to approximate these characteristics. The platform allows for multimodal and personalized information delivery. The comment and direct message features allow for two-way interaction. The use of Instagram in the delivery of archival information and education organized by PPSDM ANRI is relevant to improve understanding of the material, strengthen participant engagement, and maintain learning continuity. Adjusting the delivery method to the characteristics of the media is an important aspect to ensure that the educational process is not only delivered, but also optimally understood by participants. It is hoped that the results of this research can provide a deeper understanding of the effectiveness of using social media, especially Instagram, as a strategic communication medium in government institutions. This research is expected to be a reference in developing digital communication strategies that are not only informative, but also interactive and adaptive to audience needs. The benefits of this research include two main aspects. Practically, the findings can be used by other government agencies in optimizing the use of social media to improve the quality of public information services and strengthen relationships with the community. Academically, this research enriches the literature on the application of Media Richness Theory in the context of digital media-based public communication, especially in the government education and training sector. Thus, this study is not only conceptually relevant, but also applicable in supporting the digital transformation of bureaucracy in Indonesia.

## 2. RESEARCH METHOD

This research was conducted offline at the *Pusat Pelatihan Sumber Daya Manusia Arsip Nasional Republik Indonesia* (PPSDM ANRI), located at Jl. Ir. H. Juanda No.62, RT.01/RW.13, Paledang, Central Bogor District, Bogor City, West Java. The selection of this location was done purposively due to the agency's relevance to the focus of the research, namely in the context of social media

utilization in government institutions. This research was conducted using a qualitative method approach, which aims to understand phenomena in depth through descriptive and interpretative data collection. This approach was chosen because it allows researchers to explore the views, experiences, and subjective meanings held by participants in a natural context and as they are. According to Muhammad Hasan et al. (2023), Qualitative research is research that aims to understand social reality, namely seeing the world as it is, not the world as it should be.

The data used in this study consisted of primary data and secondary data. According to (Sugiyono, 2017), primary data is data obtained directly from the data collection location, while secondary data is data obtained and collected indirectly or from other parties. Primary data is obtained directly through interaction and observation of the activities of the Social Media Division of PPSDM ANRI, especially in the practice of utilizing Instagram social media as the delivery of information and education about archives. Instagram was chosen because this platform allows the delivery of interesting and interactive visual information, and has a wide audience reach. In addition, Instagram provides features such as feeds, stories, and reels that support the effective dissemination of educational content. The choice of this platform is also in line with the trend of using social media by government agencies to increase transparency and public participation (OECD, 2023). This process involved collecting data through semi-structured interviews with the social media team, namely Muhammad Arbi Ramadhan D, SKM, M.I.Kom as a Junior Expert Widyaiswara who doubles as the head of the social media team and Novemi Aisyah Putri as a member of the social media team. The selection of these two participants was based on their central role in managing PPSDM ANRI social media, so that the information obtained was considered representative and in-depth. This purposive sampling approach is commonly used in qualitative research to obtain rich and relevant data (Palinkas et al., 2015). Direct observation in the field was also carried out so that the data obtained was more accurate. To avoid biased involvement or interpretation during observation, the researcher applied the principle of reflexivity, which is self-awareness of potential personal biases and efforts to minimize them. The researcher also used a structured observation guide to ensure consistency in data collection (Creswell & Poth, 2017). Secondary data was collected from various indirect sources such as scientific articles, journals, reference books, official documents, and online information relevant to the research topic. Secondary data was used to enrich the analysis and provide theoretical context to the findings in the field.

Data analysis was conducted using a thematic analysis approach, which involved identifying, analyzing and reporting patterns (themes) in the data. This process included six stages, namely: (1) familiarization with the data, (2) initial coding, (3) searching for themes, (4) reviewing themes, (5) defining and naming themes, and (6) drafting the report. This approach was chosen because of its flexibility in interpreting qualitative data and its ability to uncover deep meanings from participants experiences (Najmah et al., 2023). The instruments used in data collection include a list of questions as a guide in the interview, as well as a mobile phone device that serves to document activities and record interview conversations. All data collected was then analyzed qualitatively to answer the focus of the research problem. The data collection techniques used included observation, interviews, and literature studies. Observation was conducted by directly observing the work activities of the Social Media Division, to understand the dynamics of content production, work interactions, and visual communication strategies used. In-depth interviews were conducted with those who play a direct role in managing the agency's social media, in order to obtain contextual and exploratory information regarding the practices and challenges they face. Literature study was conducted by reviewing scientific references such as journals, articles, books, and other documents that support the theoretical and conceptual understanding of the phenomena studied. The literature study was also used to map previous studies that are relevant and serve as a foothold in the discussion of the results of this research.

Indicators of social media success in this study can be seen from the perspective of media richness theory, which emphasizes the importance of selecting the right media to effectively convey complex messages. In this context, the use of rich media such as videos, infographics and interactive content on Instagram enables the delivery of information that is more in-depth, personalized and easily understood by the audience. The higher the level of media richness used,

the greater the chance of the message being well received and generating a response from the public. The success of a communication strategy on social media can be measured through the media's ability to convey information clearly and effectively, in accordance with the principle of media richness (Daft & Lengel, 1986). To ensure the validity and reliability of qualitative data, this research applied several strategies, including data triangulation, member checking, and audit trail. Data triangulation was conducted by comparing information from various data sources and data collection methods (Arianto, 2024). Member checking was conducted by asking participants to review and provide feedback on interview transcripts and researcher interpretations. Audit trail is done by recording in detail the process of data collection and analysis, allowing others to trace the steps of the research (Sugiyono, 2017).

### 3. RESULTS AND DISCUSSIONS

*Pusat Pelatihan Sumber Daya Manusia Arsip Nasional Republik Indonesia* (PPSDM ANRI) is a government institution that has a strategic role in organizing education and training in the field of archives in Indonesia. The existence of this institution is very important in an effort to improve the quality of competent human resources in the field of archives, which ultimately supports efficient, orderly and accountable archive management in various government agencies and non-government institutions. The development of information and communication technology, especially social media, encourages PPSDM ANRI to utilize this progress as part of a communication and education strategy that reaches more widely and targets trainees from various backgrounds.

One concrete form of technology utilization is through their official Instagram account, @pusdiklatanri. This account is used as a medium of information and education, especially in conveying various matters related to archival training. The content presented is not only limited to announcements or documentation of activities, but also includes training materials, schedule reminders, and other important information that is packaged in an attractive and interactive manner. The use of Instagram in this context becomes very relevant to analyze, especially when viewed through an in-depth theoretical perspective.

Researchers in this study use the Media Richness Theory (MRT) developed by Richard L. Daft and Robert H. Lengel as the main analytical framework. This theory focuses on the extent to which a communication medium is able to convey messages effectively by reducing ambiguity and increasing the understanding of message recipients. According to MRT, media is said to have a high level of richness if it is able to fulfill four main characteristics, namely: providing immediate feedback, presenting a diversity of communication cues (such as text, visuals, sounds, and expressions), allowing the use of language variations (formal and informal), and creating a personal focus in communication that establishes emotional closeness between the sender and receiver of the message (Koentjoro, 2020).

#### 3.1 Immediacy of Feedback

Immediacy of feedback is one of the most crucial elements in Media Richness Theory, which focuses on the ability of a communication medium to facilitate an immediate or relatively short response between the sender and receiver of a message. Media that are able to provide quick feedback are considered more effective in reducing the likelihood of misunderstandings, while increasing the clarity of communication. This becomes especially important when the information conveyed is complex, requires accurate interpretation, or must be acted upon immediately. Daft and Lengel (1986) emphasize that "the more immediate the feedback, the richer the medium" which means that the faster a medium can facilitate feedback, the higher the level of media richness.

In the context of training at PPSDM ANRI, related changes such as schedule revisions, curriculum adjustments, and training material updates are routine. Each of these changes requires an information delivery system that is not only fast and accurate, but also allows for two-way communication between training managers and participants. Social media, particularly Instagram, offers characteristics that fit these needs. The platform allows organizations to upload information instantly through features such as feeds and stories, while receiving questions, clarifications and responses from audiences through comment sections or direct messages.

With the advent of social media, communication has become more interactive and transparent. Government agencies can convey policies or work programs in real-time, while the public has the space to respond, provide input, or deliver criticism openly. This creates a more inclusive and participatory communication environment (Kusuma et al., 2024). Based on this, feeds and stories are used to share important announcements, documentation of activities, and short training materials. Participant interaction is seen through the comments column and the Direct Message (DM) feature which is used to ask questions or request clarification directly to the account manager. Arbi as Head of Social Media said that, "We accept all positive/negative feedback from the public. If there are negative things, for example, internal discussions will be held immediately and we must ask for evaluation and direction from ANRI's leadership and public relations (head office), so that there will be improvements in the future."

Furthermore, according to Harahap & Amali (2021), Instagram is an effective medium to bridge two-way communication between institutions and audiences because it is able to convey visual messages while opening up space for discussion. Baitillah & Ghanistyana (2024) stated that Instagram's impact on two-way communication is enormous, making it easier for people to communicate remotely with active interaction, thus increasing audience participation and positive perceptions of the institution. In the context of PPSDM ANRI, these features help create communication that is fast, responsive, and participatory.

Thus, the @pusdiklatanri Instagram account not only acts as a static information dissemination medium, but also a dynamic platform that supports the principle of rapid feedback as formulated in Media Wealth Theory. Instagram as a social media allows for real-time communication, strengthens the clarity of information, and increases the direct involvement of trainees in a formal yet flexible training communication process.

### 3.2 Multiple cues

Multiple cues is a key aspect of Media Richness Theory that highlights how a medium is able to convey information through various communication elements such as text, images, sounds, and nonverbal expressions. In the context of @pusdiklatanri Instagram account, the application of sign diversity can be seen in the way content is delivered, which does not only rely on informative text, but also combines it with complementary visual and auditory elements. Feeds, reels and stories are used in an integrated manner to create a rich and multidimensional communication experience. Each feature contributes a different form of cueing and enriches the way audiences receive and process educational information about archives.

In @pusdiklatanri feeds, for example, training information or important announcements are presented in a communicative graphic design. Color elements, icons, illustrations, and text arrangement are not merely aesthetic, but also intended to clarify the content of the message. The form of visual messages in online media clarifies the message and builds audience interest, where the combination of text and visuals creates a stronger appeal and increases message understanding (John & De'Villiers, 2020). By optimizing the visual design, the @pusdiklatanri account not only conveys the message, but also ensures that the message is easy to understand and has more cognitive impact on the trainees.

Meanwhile, the reels feature brings in an additional layer of cues through voice, movement and facial expressions. In the weekly JUMPER program, resource persons from among the widyaiswara deliver the material verbally with an expressive and communicative delivery style. The video is designed to reflect a relaxed yet informative educational atmosphere. The use of voice intonation, body gestures, and the arrangement of moving visuals strengthen the nonverbal aspects of communication, Arbi as Head of Social Media said that, "Posts on the @pusdiklatanri account use almost all the diversity of gestures, but there are greetings such as "*Sahabat Arsip*" and hashtags that we use to better introduce PPSDM ANRI."

According to (Yang et al., 2022), in a blended learning environment, the use of digital multimodalities such as video and audio supports richer interaction and clearer communication between learners and teachers. This enables the strengthening of social relationships and active engagement in the learning process. By combining verbal and nonverbal dimensions in one

medium, the @pusdiklatanri account succeeds in shaping communication that is not only informative, but also builds emotional closeness with its audience.

The stories feature also expands the dimension of gesture diversity through a quick visual format and interactive design. Stories are usually used to deliver content that is a reminder or update of information that has been uploaded previously in feeds or reels. Despite their short duration, the design of stories is made striking by using graphic design basics such as contrasting colors, text animation, and other graphic elements such as stickers, countdowns, or emojis. This format visually reinforces the readability of the message, even in a short period of time. According to Tiawan et al. (2020), graphic design is a complex combination of words, images, numbers, graphics, photos, and illustrations that require appreciation and creative thinking to convey the message aesthetically and effectively. This shows that although stories are temporary, they are able to convey messages effectively thanks to the support of the diversity of cues used optimally.

The application of the gesture diversity principle by the @pusdiklatanri account shows that social media can be a very communication-rich medium if utilized strategically and creatively. In the context of education and training, especially in the archival field which tends to be technical and serious, the delivery of information using a multimodal approach can improve the absorption and understanding of participants. Multimodal learning environments that incorporate speech, movement and visual aids support deeper understanding and long-term retention among students (Zare et al., 2020). Therefore, the use of various gestures on @pusdiklatanri Instagram content not only addresses the demands of digital aesthetics, but also fulfills a pedagogical function that is essential for the success of the training process.

### 3.3 Language Variety

Language variation in the context of Media Richness Theory refers to the extent to which a communication medium allows the use of various forms and styles of language. These language forms and styles include the level of formality ranging from formal to informal, the nature of language which can be technical or general, and the medium of delivery which can be oral or written. A high level of language variation in a medium increases the flexibility of the medium in conveying messages. This flexibility allows the message to be tailored to the characteristics and needs of the audience. Language variation also plays an important role in reducing message ambiguity. Other roles include conveying emotional nuances and building psychological closeness between the sender and receiver of the message. Creative and innovative language use encourages language diversity and flexibility. It can enrich vocabulary, expand expression skills, and support creativity in language. Language is a living and evolving entity, and social media provides ample space for language discovery and expansion in the digital age (Agustiin et al., 2023).

In the communication practices of the @pusdiklatanri Instagram account, language variation is evident through the use of communication styles that are tailored to the type of content and the purpose of conveying information. Official and informative content such as announcements of training schedule changes, administrative information, and posts about national and religious holidays use formal language. The formal language used is straightforward, clear, and in accordance with institutional linguistic rules. This language style reflects the character of a professional and credible government institution. Content that is more casual and interactive, such as video reels, stories, or communication refresher content, uses semi-formal to informal language. This approach reduces the rigidity of institutional communication and makes the message feel lighter, closer, and more appealing to the target audience, especially training participants who come from young ASNs. Novemi as a member of the social media team also said that, "Content on the @pusdiklatanri account generally uses formal and consultative language styles. Formal language styles are used to convey official information and policies, while consultative language styles are used to invite audiences to be more interactive or fun content. The use of these varied language styles helps in reaching a wider audience and building credibility"

One clear example of the application of language variation on this account is the upload of reels that convey the cancellation of offline training in a rhyming style. For example, the phrase "Ubur-ubur ikan lele, gajadi pelatihan offline le" contains an element of humor as well as a

communication strategy. This strategy conveys sensitive information in a more subtle and entertaining manner. This approach can reduce the potential for disappointment and maintain good relations between the institution and the trainees. According to Fadhilah & Pratiwi (2023), the use of language variations in social media not only functions as a communication tool, but also as a strategy to attract attention, reduce tension, and build emotional closeness with the audience. The use of slang, humor, and casual style can smooth sensitive messages so that they are easier to accept. Language variations not only enrich the media from a linguistic perspective, but also become a strategic tool in building a humanist and communicative image in the eyes of the public. The @pusdiklatanri account shows the application of adaptive and contextual language variations according to the principles of Media Richness Theory. The principle emphasizes the importance of adjusting communication styles to the complexity of information and the characteristics of message recipients. The ability of this medium to support a variety of language styles is the main reason why Instagram is effective as a more fluid, responsive and impactful means of public communication for government institutions.

### 3.4 Personal focus

Personal focus is also one of the important indicators in Media Richness Theory. This indicator measures the extent to which a medium is able to facilitate communication that is personal, emotional, and builds closeness between users. Media with a high level of personal focus are able to create interactions that are not only informative, but also touch the affective aspects of communication. This includes feeling valued, cared for and emotionally connected. Highly personalized social media allows users to build strong emotional connections through intimate and personalized communication. These interactions not only convey information, but also create a sense of being valued and emotionally connected, which is important for users' psychological wellbeing (Hu & Rui, 2023). In institutional relationships, personal focus plays a vital role. It strengthens the attachment between the institution and its public. This attachment increases trust and a positive image of the institution in the eyes of the public.

The @pusdiklatanri Instagram account applies a personal focus through various consistent communication strategies. One form of implementing a personal focus is by presenting the Q&A (Questions and Answers) feature through Instagram Story. This feature is used to answer questions from followers directly, quickly, and relevant to the audience's information needs about archival training. When an institution actively responds to questions posed by trainees or followers, it demonstrates responsive and empathetic two-way communication. The responses are not just administrative in nature. It also shows concern and a desire to connect personally with the audience. PPSDM ANRI social media team member Novemi also said that, "We build closeness with our audience through direct interactions such as replying to comments and messages, presenting the Q&A, presenting relevant content such as training schedules and archival information, and sharing inspirational stories through newsletter content and *Jum'at Penuh Inspirasi* (Jumper) Program. This approach strengthens the audience's trust in the @pusdiklatanri account as a personalized and educational information medium."

The use of the Q&A feature on Instagram Stories allows for more intimate and personalized interactions. Audiences feel heard and cared for directly by the institution. This approach helps build a closer relationship between the institution and its public. Such personalized communication contributes to increasing public trust in the institution. According to Sayekti (2025) Instagram Stories with interactive features such as polls, Q&A, stickers, and links, which can increase user engagement. Direct Messaging Integration Stories allow followers to reply directly to messages, facilitating direct communication between users and followers that is more personalized. The @pusdiklatanri account is able to utilize social media as a means of communication that not only conveys information, but also builds emotional closeness. This approach is in accordance with the principles of Media Richness Theory, which emphasizes the importance of personal focus in effective communication.

#### 4. CONCLUSION

PPSDM ANRI through the Instagram account @pusdiklatanri has been strategically utilized in delivering archival training information through various features such as reels, stories, feeds, and direct messages that support visual, emotional, and two-way communication in accordance with the principles of Media Richness Theory because it is able to present messages that are informative, personalized, and adaptive to audience needs. The success of this account is shown through several indicators such as the consistency of content delivery relevant to institutional tasks and functions, the speed of response to interactions from followers through comments and direct messages, the diversity of communication forms used to reach audiences with different characteristics, and the ability to build emotional closeness through contextually appropriate language and visuals. Account management is also faced with challenges such as limited human resources with digital communication competencies, pressure to maintain message conformity with institutional identity, and the risk of public misunderstanding of informal content while remaining within the regulatory corridor. The limitations of this study lie in the focus that only includes one social media account belonging to one government agency and has not incorporated a quantitative approach to support overall performance analysis. Further research is recommended to cover several government agencies to obtain a broader comparison of digital communication strategies and integrate quantitative approaches through analyzing metrics of reach, interaction, and public sentiment as a complement to qualitative approaches. Social media has great potential as an effective public communication tool if it is managed in a participatory, adaptive manner, and in accordance with audience characteristics to build trust and strengthen the institution's image as an open and responsive institution.

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