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Instagram As A Platform For Spreading Innovation: Virtual Ethnography On The @Bappelitbangda_ Madiun Account

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ARTICLE INFORMATION ABSTRACT

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This study aims to analyze the role of Instagram social media @bappelitbangda_kotamadiun as a center for public innovation information in Madiun City. Public innovation plays an important role in improving the quality of government services and accelerating regional development. As one of the agencies that encourages regional innovation, Bappelitbangda of Madiun City utilizes Instagram as a means to disseminate information related to various innovation programs that involve the community. Using a virtual ethnography approach, this study explores the content published on the Instagram account and the effectiveness of the communication strategies used. The results of the study indicate that Instagram @bappelitbangda_Madiun city has a central role in conveying information about citizen innovation through attractive visual content, such as photos, videos, and infographics. However, community interaction on this platform is still limited, with more followers sending direct messages (DM) than commenting. This study also identified that increasing interactivity and diversity of participatory content can strengthen the role of this Instagram account as a center for innovation information. Thus, Bappelitbangda is expected to further optimize the use of social media to increase community participation in public innovation and strengthen the image of the institution.

Keywords: social media, Instagram, public innovation, virtual ethnography, Bappelitbangda, Madiun City.

ABSTRAKSI

Penelitian ini bertujuan untuk menganalisis peran media sosial Instagram @bappelitbangda_kotamadiun sebagai pusat informasi inovasi publik di Kota Madiun. Inovasi publik memegang peranan penting dalam meningkatkan kualitas pelayanan pemerintah dan mempercepat pembangunan daerah. Sebagai salah satu instansi yang mendorong inovasi daerah, Bappelitbangda Kota Madiun memanfaatkan Instagram sebagai sarana untuk menyebarluaskan informasi terkait berbagai program inovasi yang melibatkan masyarakat. Dengan menggunakan pendekatan etnografi virtual, penelitian ini mengeksplorasi konten yang dipublikasikan pada akun Instagram tersebut serta efektivitas strategi komunikasi yang digunakan. Hasil penelitian menunjukkan bahwa Instagram @bappelitbangda_kotamadiun memiliki peran sentral dalam menyampaikan informasi mengenai inovasi warga melalui konten visual yang menarik, seperti foto, video, dan infografis. Namun, interaksi masyarakat pada platform ini masih terbatas, di mana pengikut lebih banyak mengirimkan pesan langsung (DM) daripada memberikan komentar. Penelitian ini juga mengidentifikasi bahwa peningkatan interaktivitas dan keragaman konten partisipatif dapat memperkuat peran akun Instagram ini sebagai pusat informasi inovasi. Dengan demikian, Bappelitbangda diharapkan dapat lebih mengoptimalkan penggunaan media sosial untuk

meningkatkan partisipasi masyarakat dalam inovasi publik dan memperkuat citra institusi.

Kata Kunci: media sosial, Instagram, inovasi publik, etnografi virtual, Bappelitbangda, Kota Madiun.

INTRODUCTION

Innovation is the process of developing new ideas, policies, or practices that aim to create more effective solutions to meet community needs. In the context of government, public innovation is key to improving service quality, accelerating development, and encouraging community participation. Innovation in the public sector plays a role in supporting sustainable development. Through new breakthroughs, the government can optimize resources, improve transparency, and strengthening collaboration between stakeholders. Innovation is also an indicator of a region's progress in responding to social, economic, and technological challenges.

The Regional Development Planning, Research, and Development Agency (Bappelitbangda) of Madiun City has a central role in encouraging regional innovation. Its main tasks include development planning, policy evaluation, and the development of innovative programs that are in line with community needs. As a leading sector, Bappelitbangda is responsible for creating an innovation ecosystem that supports the development vision of Madiun City.

The use of information and communication technology in the government sector has become a necessity. The use of technology is useful for transforming government services to be more accessible, effective and accountable (Zahara, 2022)., Bappelitbangda of Madiun City utilizes several social media platforms, including Instagram. Social media was chosen because of its ability to reach the younger generation, present attractive visual content, and facilitate direct interaction with the public. In the context of innovation, social media functions as a means of socialization programs, idea meetings, and strengthening the image of institutions.

Instagram, as a visual-based platform, has great potential to promote innovation to the public. Through creative content such as infographics, short videos, and carousels, Bappelitbangda can convey program achievements, tutorial services, and invitations to participate in a more interesting and easy-to-understand way. The Instagram account

Table 1. Number of participants in the Madiun Innovation Competition 2023-2025

Jumlah peserta kompetisi inovasi di Kota Madiun			
	2023	2024	2025
Uraian			
Inovasi Perangkat Daerah	231	289	325
Inovasi Masyarakat	11	15	23

Madiun City Innovation Competition (KIAT) is a city-level innovation competition organized by the Madiun City Bappelitbangda with participants from Regional Apparatus and the community in Madiun City. Based on the table data above, it can be seen that the number of innovation competition participants increased from 2023 to 2025.

@bappelitbangda_kota madiun is currently actively disseminating information related to Madiun City development innovations. However, based on initial observations, there are still challenges such as low levels of community interaction (engagement) and limited participatory content. In fact, optimizing this platform can strengthen the role of Bappelitbangda as a center for innovation information.

This study aims to:

- 1) Analyze the role of Instagram @bappelitbangda_madiun city as a media for disseminating public innovation.
- 2) Identify the effectiveness of the content and communication strategies used.
- 3) Provide recommendations for developing accounts to be more interactive and have a broad impact.
- 4) This adaptation process not only reflects traditional institutions but also shows deeper insights into how the institutional bricolage process drives public service innovation at the intersection of providing services and traditional authority structures
- 5) Identify the effectiveness of the content and communication strategies used.
- 6) Provide recommendations for account development to be more interactive and have a broad impact.

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RESEARCH METHODS

This study uses a qualitative method with a virtual ethnography approach. The stages of analysis are carried out through data reduction, data presentation, and drawing conclusions (Miles & Huberman, 1994). According to Nasrullah, 2017, virtual ethnography is carried out by looking at four levels of digital content that is being listened to, namely media space (media space), media documents (media archives), media objects (media objects), and experiences (experimental stories). So the author draws the conclusion that virtual ethnography is an approach (new method) to appreciate culture and cultural wealth in cyberspace.

This study used multiple data collection methods including in-depth semi-structured interviews, systematic observation of the research process, and participant observation of community interactions to enable comprehensive analysis and triangulation. The analysis used a systematic triangulation protocol that drew on multiple data sources to enhance validity and rigor. Specifically, interview transcripts were analyzed alongside field observations to verify reported practices against observed behaviors, while systematic field notes were compared with documentation of the testing process to track procedural consistency and identify any discrepancies between stated and actual practices.

This cross-referencing is complemented by reviewing available village records and administrative data where such documentation exists, although systematic quantitative records are limited in most research sites. As a method - it can also be used as a level to see the virtual reality of virtual ethnography that shows how cyber culture is produced, what meanings emerge, relationships and

patterns, and how it functions through the medium of the Internet.

RESULTS AND DISCUSSION

The Role of Instagram Social Media @bappelitbangda_madiun city as an Information Center in the Field of Innovation.

The Role of Instagram Social Media @bappelitbangda_kota madiun as an Information Center in the Field of Innovation.

The Instagram social network has an important role in people's lives today. Not only as a tool for sharing photos and videos, the Instagram social network also plays a role as a tool for conveying information as well as obtaining information. The Instagram account @bappelitbangda_madiun city acts as an information center on Instagram by leading content about innovation programs for residents. All of this content is in the form of photos and videos of residents' innovation activities both inside and outside the Madiun Regency environment. Resident innovation activities published on Instagram @bappelitbangda_madiun city are equipped with Captions to describe the photos and videos uploaded so that the information conveyed can be understood by the public.

Instagram social media was chosen because it received very large feedback compared to other social media owned by Madiun City. The use of Instagram social media is higher than other social networks. So far, if you look at the feedback, the most questions, comments, which are more dynamic are from Instagram. The use of Instagram is also higher than other social media platforms. Like Twitter and Facebook, but for Facebook the maximum capacity is 5000, then for the Madiun City fanpage. So far, the media has conveyed information through any social media, only TikTok social media is not yet available, but the plan in the future is to try TikTok which is currently trending, through any social media it is tried so that information about the innovation activities of residents in Madiun City can be known.

One of the advantages of the Instagram social network @bappelitbangda_kota madiun is that its users are mostly millennials who are very open to technology. The average Instagram social media user

is the millennial generation. Moreover, when there is a CPNS recruitment in Madiun City, or other activities such as licensed surveyors, most of the social media they have, on average they use Instagram. Then the target is to convey information about the innovation activities of Madiun City residents especially for people who already have a business and will register their business. For rural communities, having activities as an agrarian community is a target for collecting information related to citizen innovation. It's just that regarding social media, the community is less knowledgeable and less informed. Madiun City in collaboration with RRI Madiun City provides information related to Madiun City activities through radio broadcasts so that information can be distributed to the local community.

Meanwhile, the level of success of the role of the Instagram social network as an information center, especially on the @bappelitbangda madiun city account, is when the information conveyed becomes a reference for many people, attracts the attention of the public, and is followed by many people, even more people send direct messages (DM) than comment. In addition, there is also a Hotline or complaint service, because the Hotline is more flexible and the response is immediately visible. Overall, the role of the Instagram social network @bappelitbangda_kota madiun is to provide information to the public in the form of information about citizen innovation activities, both activities that are inside and outside the Madiun City environment.

The Role of Instagram Social Media

@bappelitbangda_kotamadiun as an

Information Center in the Field of Innovation.

Use of Instagram Social Media @bappelitbangda_kota madiun In Delivering Information in the Information Field The Instagram account @bappelitbangda_kota madiun is an account that provides information on activities related to citizen innovation. The use of Instagram social networks for government agencies, especially the City of Madiun as a means of fostering good relations with the community by providing enlightenment in the form of information needed by the community.

The use of Instagram social media is considered very effective because it conveys all information activities of citizen innovation in 5 fields in Madiun City. Such as the field of survey and

mapping, the field of land rights determination and registration, the field of arrangement and empowerment, the field of land acquisition, and the field of conflict management and rescue. The information contained in the 5 fields is informed to Instagram social media such as PTSL, land acquisition, agrarian reform, and activities that have been carried out. Everything conveyed in the Instagram account @bappelitbangda_madiun city goes through several processes, such as taking news in the form of information photos or videos of citizen innovation activities, then making designs for publication, and finally asking for approval then the content can be published and can be seen by entirely millennials and adults.

CONCLUSION

The role of the Instagram social network for government agencies, especially the City of Madiun, is as a medium to convey information about the activities of the City of Madiun so that it can be widely known by the general public, from young people to adults.

The use of the Instagram social network @bappelitbangda_kota madiun is very effective because it conveys information about citizen innovation activities in the form of photos or videos of activities so that the audience of followers can find the information completely. As well as the use of different Instagram social networks between each audience. These needs are very effective because each person has different information needs, so some people access the Instagram account @bappelitbangda_kotamadiun to get personal information and to fill free time with reading information that the public finds useful for them. In addition, there is also social media Instagram.

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