

ABSTRACT

Instagram at this time was used to be a medium of communication, disseminating information and receiving information. The types of Instagram content are very diverse along with its development, content produced by utilizing existing features on Instagram such as Feeds, Reels, Stories, Carousels and others. The use of Instagram as an information medium for sports fans through the @vidiosports account is the title of this research. This research focuses on how to use Instagram to become an information medium. Sport is in great demand by the public, this research focuses on how the public is informed about sports-related information through official broadcaster accounts in Indonesia. The method used in this study is a qualitative descriptive approach using the constructivism paradigm. This research was conducted with three informants consisting of key informants, supporting informants, and expert informants. The key informant is the Social Media Manager of Vidio Sports, the supporting informant is the Social Media Officer of Vidio Sports and the expert informant is the Idealogcom.id Strategic Communication Consultant. This research results that @vidiosports utilizes Instagram as an information medium for sports fans through the content that is presented and produced through the content that is presented. In addition, the use of Instagram @vidiosports is one of the promotional media used by PT Vidio Dot Com.

Keywords: Instagram, Sports, Media Information.