ABSTRACT

The diversity of ecosystems in Indonesia is very diverse. However, Indonesia is also experiencing a decline in biodiversity (plants and animals), including owls. Hunting and trade of owls is one of the factors in the decline of owl populations. In addition, understanding about owls is also still minimal. This of course makes owl lovers want to educate the public through social media so that the preservation of this bird is maintained. Of course, with the development of technology today, the dissemination of information can be done through social media. One of the social media that has content containing information and education about owls is the @sibur.han account. The purpose of this study is to analyze the social media content of Instagram @sibur.han as a medium for disseminating education and information about owls based on the 4 Pillars of Social Media Content Strategy theory, namely communication, collaboration, education, and entertainment. The method used in this research is qualitative content analysis. Based on these 4 pillars, the @sibur.han account has covered the pillars of communication, education, and entertainment. However, uploads on the collaboration pillar are still minimal. Suggestions for further research, it is recommended to use the interview method to further strengthen the data to be taken.

Keywords*: Content Analysis, Owl Education, 4 Pillars of Social Media Content Strategy, Instagram Content*