

ABSTRACT

This research evaluates the use of Instagram social media by the official account @digitalent.kominfo in conveying information about the Digital Talent Scholarship program. Given the important role of social media in modern communications, this research focuses on analyzing content and user interactions to assess the effectiveness of such information campaigns. The method used is qualitative analysis with a content analysis approach to the audience. The research results show that @digitalent.kominfo succeeded in creating a high level of engagement through the use of attractive visual content such as infographics and short videos. Informative and interactive posts have proven to be the most effective in attracting attention and encouraging user participation. The analysis also revealed that the timing and frequency of posts play an important role in increasing engagement. However, it was found that the consistency of information presentation and wider use of Instagram features still needs to be improved. Recommendations are provided to optimize digital communications strategies, including the use of IGTV and live sessions, to reach a larger audience and increase awareness and participation in this scholarship program. This research offers valuable insights for program managers in maximizing the use of social media as an effective communication tool.

Keywords : Content Analysis, Digital Talent Scholarship, Instagram, Social Media.