ABSTRACT

Instagram is in second place as the social media platform most accessed by Indonesian people. Instagram is a forum for sharing all campus information needs, from lectures to other important information that needs to be conveyed to students. One of them is an unofficial account. The aim of this research is to determine the timeliness of information, determine the content presented and determine the appearance of followers, especially students, regarding the dissemination of information and entertainment on the @drama.telyu account using the Media Richness Theory which has four criteria, namely immediacy of information, the diversity of information cues, language variation, and personal sources. The research method uses qualitative with descriptive type. The research results found the immediacy of @drama.telyu information in disseminating information through the Stories and Feeds features. From the diversity of cues, through repetition of content and improvising content through designs or illustrations on photos. Language variations, the @drama.telyu account presents content with informal language and emoji symbols. Meanwhile, personal sources can be seen from followers' views, such as comments on uploads from the @drama.telyu account and from the followers' perspective where they feel a direct positive impact from content management on the @drama.telyu Instagram account.

Keywords*: information dissemination, social media, instagram, @drama.telyu, meme*