

20

**EFFECTIVENESS OF USING INSTAGRAM AS A MEDIA FOR  
DISSEMINATION OF LEGAL INFORMATION IN THE DISTRICT  
PROSECUTOR'S OFFICE OF BOGOR REGENCY**

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**Abstract**

*This study aims to determine the effectiveness of Instagram's use as a medium for disseminating legal information at the Bogor Regency District Attorney's Office. The research used a descriptive qualitative approach through a case study method. Data were collected through in-depth interviews with account managers and members of the public, observations of official Instagram account activity, and documentation from archives and social media content. Data analysis employed the Miles and Huberman interactive model, which encompasses data reduction, data presentation, and conclusion drawing. The results indicate that Instagram is quite effective in conveying legal information to the public, particularly young people. Effectiveness is evident across cognitive, affective, and conative dimensions, although obstacles remain, such as limited human resources, less interactive content, and the lack of structured content evaluation. These findings confirm that social media, particularly Instagram, has significant potential to support the prosecutor's office's role in providing legal education while encouraging public participation in understanding legal issues.*

**Keywords:** *Effectiveness, Instagram, Legal Information, Dissemination, Social Media, Prosecutor's Office*

**Abstrak**

Penelitian ini bertujuan untuk mengetahui efektivitas penggunaan Instagram sebagai media diseminasi informasi hukum pada Kejaksaan Negeri Kabupaten Bogor. Penelitian dilakukan dengan pendekatan kualitatif deskriptif melalui metode studi kasus. Data dikumpulkan melalui wawancara mendalam dengan pengelola akun dan masyarakat, observasi terhadap aktivitas akun Instagram resmi, serta dokumentasi dari arsip dan konten media sosial. Analisis data menggunakan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa penggunaan Instagram cukup efektif dalam menyampaikan informasi hukum kepada masyarakat, khususnya kelompok usia muda. Efektivitas terlihat dari dimensi kognitif, afektif, dan konatif, meskipun masih terdapat hambatan seperti keterbatasan sumber daya manusia, konten yang kurang interaktif, dan belum adanya evaluasi konten yang terstruktur. Temuan ini menegaskan bahwa media sosial, khususnya Instagram, memiliki potensi besar untuk mendukung peran kejaksaan dalam memberikan edukasi hukum, sekaligus mendorong partisipasi publik dalam memahami isu-isu hukum.

**Kata kunci:** Efektivitas, Instagram, Informasi Hukum, Diseminasi, Media Sosial, Kejaksaan



## **I. INTRODUCTION**

In today's digital era, social media has evolved into an effective communication tool for conveying various types of information to the public. The rapid development of information technology has changed people's information consumption patterns, with people now preferring digital platforms as their primary source of information, including legal matters. This phenomenon indicates a shift in information culture, particularly among the younger generation, who are more active users of social media like Instagram than conventional media. Therefore, the delivery of legal information requires a more adaptive approach to these digital developments to reach a wider audience and be relevant to current needs (Lestari et al., 2025).

The Bogor Regency District Attorney's Office faced challenges in disseminating legal information to the public within its jurisdiction due to a lack of appropriate media. Previously, information dissemination at the Bogor Regency District Attorney's Office, such as court schedules, was not available and not updated in real time. Therefore, if the public wanted to know court schedules, they had to come in person and inquire. This was highly inefficient in terms of time. The effectiveness of social media use by legal institutions is often suboptimal due to the lack of communication strategies that align with the characteristics of today's digital audience (Apriyansa, Pandega, & Haiqal, 2025). Therefore, a more in-depth study is needed to determine the extent to which institutions such as the Attorney General's Office have effectively utilized social media in disseminating legal information.

Instagram is a social media platform with a large and growing number of active users, including students, college students, and the general public. This platform is not only used for entertainment or personal communication, but is also beginning to be utilized by government agencies as a medium for conveying public information. The use of Instagram by public institutions has significant potential to strengthen relationships between institutions and the public, particularly in conveying educational information such as legal matters. However, the approach used still needs to be improved to make information delivery more engaging, easy to understand, and avoid a rigid, formalistic impression (Tegar Wardana et al., 2025).

Research on this issue is crucial to assess the effectiveness of digital communication built through Instagram by government agencies.

Therefore, social media has become a primary tool for disseminating information in various fields, particularly within government agencies in conveying information to the

public. In this case, the Bogor Regency District Attorney's Office (Kejaksaan Negeri Bogor) not only uses Instagram as a medium for conveying general and rigid information, merely reporting on every activity within the agency, but also as a tool for conveying educational information, particularly regarding legal issues.

The Bogor Regency District Attorney's Office (Kejaksaan Negeri Bogor) is one of the regional law enforcement agencies that has utilized Instagram as a public communication channel. Through its official account, the agency strives to disseminate legal information to the public. However, there is a lack of research scientifically examining the effectiveness of the Bogor Regency District Attorney's communication strategy in utilizing Instagram as a legal dissemination medium. This raises questions about the extent to which the legal information disseminated is understood and accepted by the public, and how the public perceives the content (Ikrima Sari & Suprabowo, 2022).

Based on available literature, most previous research focuses on the use of Instagram in the context of promotion, health literacy, da'wah, or regional branding, rather than on the dissemination of legal information by local law enforcement agencies. This indicates a research gap that can be filled through a more focused study of the Bogor Regency District Attorney's use of Instagram. Therefore, this research not only contributes to the development of academic literature on legal communication in digital media but also has practical implications for government institutions in improving the quality of public communication, making it more effective and efficient.

## **II. THEORETICAL STUDIES**

The theoretical study in this research is based on the concept of communication effectiveness as proposed by Effendy (2003), which emphasizes that communication is considered effective if it produces effects across three main dimensions: cognitive, affective, and conative. The cognitive dimension encompasses the audience's understanding of the message; the affective dimension relates to the generation of interest and fascination; while the conative dimension is reflected in the audience's actual actions after receiving the message. This theory is important because communication on social media cannot simply rely on conveying information; it must also build awareness and encourage active community involvement.

Furthermore, information dissemination theory emphasizes that the dissemination of information is not a random process but must be systematic and planned so that it can be

understood and utilized optimally by the audience. According to Sulistyo-Basuki (2011), dissemination involves both formal and informal channels that enable information to reach recipients according to their needs. In a legal context, this serves to ensure public access to relevant legal issues, thereby increasing public awareness and participation. The principle of public information transparency, as stipulated in Law No. 14 of 2008, further emphasizes the important role of legal institutions in carrying out the dissemination function.

The development of communication technology has given rise to new media, transforming from conventional media to internet-based digital media. According to Lev Manovich (2000), new media is part of a paradigm shift in modern communication culture, characterized by interactivity, flexibility, and the ability to reach a broad audience without the constraints of time and space. Social media such as Instagram, Facebook, and TikTok have become primary channels for building public relations. These characteristics provide significant opportunities for legal institutions to provide legal education in a more accessible, contextual manner, and in a manner that appeals to the younger generation.

Legal institutions' digital communication strategies in utilizing social media are not only oriented toward technical aspects, but also toward message substance and audience engagement. Research shows that legal messages packaged in visual formats—such as infographics, short videos, or storytelling—are more easily accepted by the public than complex legal texts (Nawawi, 2025). Furthermore, the success of digital communication is also determined by transparency, consistency, and two-way interaction that enables dialogue between legal institutions and the public. This demonstrates that effective digital communication must be evaluative and adaptive to social dynamics and media trends (Efriyeni & Abidin, 2023).

In the context of this research, Instagram is viewed as a potential legal dissemination medium due to its ability to combine visual appeal, interactivity, and broad reach. However, its effectiveness is still determined by the ability of legal institutions to design content that is educational, simple, and contextually relevant. Instagram's advantages, such as high engagement, rapid information dissemination, and institutional branding, can be an important instrument in building public legal awareness. On the other hand, text limitations, algorithmic changes, and the need for quality content present challenges that must be anticipated. Therefore, this theoretical study provides a conceptual framework for understanding the effectiveness of legal communication through Instagram as a digital dissemination medium.

The research framework serves as a guide for researchers in determining appropriate perspectives and theories for their research. This research employs a descriptive approach and a case study design.



Figure II. 2 Framework of Thinking

### III. RESEARCH METHODS

This research method uses a descriptive qualitative approach that focuses on understanding in depth the effectiveness of Instagram's use as a medium for disseminating legal information by the Bogor Regency District Attorney's Office. Data collection was conducted through in-depth interviews with account managers and the public as audiences, non-participatory observation of content and interactions on Instagram, and documentation in the form of archives, posts, and media monitoring data. Informants were determined using a purposive sampling technique for internal prosecutors and snowball sampling for the public, so that the data obtained were more relevant and representative. Data analysis used the interactive model of Miles and Huberman which includes data reduction, data presentation, as well as drawing conclusions and verification. This approach was chosen because it is able to describe phenomena contextually and naturally, and supports the validity of research findings through triangulation of data sources.

#### **IV. RESEARCH RESULTS**

The effectiveness of the Bogor Regency District Attorney's Office's legal information dissemination is inextricably linked to the role of its internal team in developing and presenting content tailored to public needs. This effectiveness is measured through three main dimensions: cognitive, affective, and conative, which reflect the public's level of understanding, interest, and intention to act. The official @kejari\_kab\_bogor account, managed by the Intelligence Division, has leveraged social media, with over five thousand followers and thousands of posts containing a variety of legal information, ranging from evidence collection procedures and activity information to wanted lists. The use of interactive Instagram features such as comments, direct messages, and reels has become a strategic tool for fostering two-way communication and measuring the success of legal information dissemination.

The Bogor Regency District Attorney's Office's social media management is carried out professionally by the Intelligence Division under the leadership of the Head of the Intelligence Sub-section, Abdullah Muhammad Ihsan, with the support of a social media team headed by Muhammad Reza Pahlawan. This team is responsible for designing content that is not only informative but also educational and visually appealing, ensuring it reaches a wide range of communities. The creativity in transforming leadership ideas into communicative content reflects the Attorney General's Office's serious efforts to leverage digital trends to bring the legal institution closer to the public. The presence of quality content that adheres to societal trends is a key factor in increasing engagement and the effectiveness of legal communication.

As a state institution, the Attorney General's Office holds a position and authority stipulated in Law of the Republic of Indonesia Number 11 of 2021, amending Law Number 16 of 2004 concerning the Attorney General's Office of the Republic of Indonesia. The Attorney General's Office is positioned as a law enforcement agency that carries out prosecution functions, enforces court decisions, and has other authorities related to civil and state administration. With an organizational structure consisting of the Attorney General's Office, the High Prosecutor's Office, and the District Attorney's Office, this institution has a strategic function as *Dominus Litis*, the primary controller of cases in the criminal justice system. Within this framework, the Bogor Regency District Attorney's Office carries out both judicial and public service functions in the legal field, in line with the vision and mission of

the Indonesian Attorney General's Office, which is committed to professionalism, transparency, accountability, and excellent service to the public.

The discussion in this case will cover how the results of the interview from the author in digging up information such as the duties and functions of legal institutions in disseminating information to how the content is created and also media monitoring data so that it can fulfill the effectiveness aspect where there are three main dimensions namely cognitive, affective, and conative. which will later be able to answer how the Social Media Team works to produce content that can provide meaningful information and at the same time can increase the level of understanding of the Community in Bogor Regency.

#### **A. Duties and Functions of the Bogor Regency District Attorney's Office in Disseminating Legal Information via Instagram**

The Bogor Regency District Attorney's Office, as one of Indonesia's law enforcement agencies, carries out its duties beyond prosecution and execution. As an institution deeply involved in the lives of the community, particularly in Bogor Regency, the Prosecutor's Office aims to provide up-to-date and factual information to the public, making it easier for them to access information and thereby foster a closer relationship with the public. To this end, the Prosecutor's Office utilizes social media, particularly Instagram, through its official account, @kejari\_kab\_bogor, which has over 5,000 followers. This account serves as a public communication channel for disseminating legal information, outreach activities, and announcements related to law enforcement activities relevant to the Bogor Regency community. In a June interview with Abdullah Muhammad Ihsan, S.H., Head of the Intelligence Sub-Section of the Bogor Regency District Attorney's Office, it was revealed that the use of social media, particularly Instagram, has become an important and integral part of the task of providing legal outreach and information to the public.

The person concerned explained that the Intelligence Section has similar duties to Public Relations at the Bogor Regency District Attorney's Office, and therefore is responsible for conveying transparent and educational information. In the digital age, this is not only done through conventional methods or face-to-face meetings but also through the use of social media. He explained:

"We in the Intelligence Section, especially in our legal counseling and information work, certainly cannot rely solely on conventional methods. Nowadays, people are more active on social media, so we try to utilize it through our official Instagram account,

@kejari\_kab\_bogor, to convey important information such as trial schedules, legal counseling, information on wanted suspects, prosecutors attending school, and light legal education that can increase public knowledge, especially regarding general legal knowledge."

Furthermore, the Head of the Intelligence Sub-Section, Abdullah Muhammad Ihsan, emphasized that the choice of Instagram platform was based on the characteristics of the public, who tend to be more attracted to visual media. This makes Instagram the most strategic medium for conveying legal information effectively. In an interview excerpt, the person in question explained:

"Our main focus is Instagram because it's more communicative, and the public can respond directly through comments or messages. This really helps us gauge the public's understanding of the legal information we convey."

This finding reinforces the fact that the Bogor Regency District Attorney's Office, as a legal institution, is fulfilling its role in disseminating information to the public. This aligns with the theoretical basis in the previous chapter. Hadji et al. (2024) in the *Jurnal Dimensi Hukum* (Journal of Legal Dimensions) states that public trust in state institutions is influenced by transparency and public participation. Therefore, legal institutions such as the Attorney General's Office have a responsibility to convey legal information transparently and encourage public participation in the legal process.

## **B. The Process of Creating and Managing Legal Information Content by the Bogor Regency District Attorney's Office**

In the process of disseminating legal information, the Bogor Regency District Attorney's Office actively produces and manages various forms of content aimed at the public, particularly through its official Instagram account, @kejari\_kab\_bogor. Content creation is carried out as part of the Intelligence Section's duties, which is responsible for providing legal education and information to the public.

Mr. Abdullah Muhammad Ihsan, S.H., M.H., Head of the Intelligence Sub-Section at the Bogor Regency District Attorney's Office, explained that the content production process begins with identifying ongoing or recently implemented legal activities or programs, whether carried out directly by the prosecutor's office or programs in collaboration with other institutions such as schools, local governments, and community organizations.

"In developing content, we first examine the activities at the Bogor Regency District Attorney's Office—including legal counseling, prosecutors' visits to schools, and publications



on cases that have taken effect or are important for the public to know. There are also various activities in other areas, as well as those of the leadership. From there, my team and I, who manage social media, determine the format for delivery, whether it's photos of activities with narratives, infographics, reels, or stories, which are lighter and quicker to consume."

The content creation process isn't solely based on documentation of field activities; we also create content specifically for Instagram to make it easier to understand and visually appealing. The person concerned explained:

"Not all information can be conveyed through long text. If it's long text, people will get bored reading it, and the information won't be conveyed effectively. So, we repackage it into visual formats, such as infographics or short videos that can be conveyed via reels. The goal is for the public to immediately grasp the essence of the information, even if they only glance at it."

In its implementation, the Head of the Intelligence Sub-Section and his team coordinated in designing narratives, selecting visual materials, and scheduling posts based on specific moments or momentum, such as Anti-Corruption Day, Legal Awareness Day, and National Days like Heroes' Day and Youth Pledge Day. They also focused on viral cases that garnered public attention and required legal clarification. He added:

"We also pay attention to momentum. For example, when there's a hot legal issue or a viral case that the Bogor Regency District Attorney's Office might be handling and requires the latest information, we adjust the content to stay up-to-date. This is crucial to keeping our account relevant and the public feeling connected to us."

### **C. Bogor Regency District Attorney's Communication Strategy to Improve Public Understanding of Information (Cognitive Dimension)**

This cognitive dimension refers to the extent to which the legal information provided by the Bogor Regency District Attorney's Office is understandable to the public. An interview with the Head of the Intelligence Sub-Section, Abdullah Muhammad Ihsan, S.H., reiterated:

"We emphasize visuals and concise, easy-to-understand content. If it's just text, most people will get bored and won't read the entire content, thus lacking a thorough understanding of the information. Therefore, our team and I focus on creating content with engaging visuals, including short video reels combined with contemporary music, so that the public will be compelled to read the information to the end and understand it."

This statement demonstrates that legal content presented simply but with visuals can clarify the public's understanding of legal terms, processes, and activities. Muhammad Reza Pahlawan, Head of the Social Media Team, also explained:

"We deliberately create infographics or reels so that the general public can enjoy and understand them more. For example, information on trial schedules, videos of prosecutors attending school, and leadership activities are made easier to understand."

Silva Destriani, a Bogor Regency resident and beneficiary, was interviewed by the author when she was about to collect evidence at the Bogor Regency District Attorney's Office. She explained that she understood the evidence collection process through an Instagram post on @kejari\_kab\_bogor. She said:

"Yes, I checked their Instagram account. There's a process for collecting evidence. It also explains how to collect it and the requirements, so I can come here with the necessary documents. The content is also simple and easy to understand."

This aligns with the theory from Triaputri & Muljono, 2022, which states that communication effectiveness can be measured by the audience's ability to understand the message. Basic legal understanding such as citizen rights, DPO information, and the prosecutors go to school program has become more accessible to the public through social media.

#### **D. Instagram Content That Can Attract the Public's Affective Dimension**

The affective dimension examines the extent to which Instagram content captures attention and arouses public interest in accessing legal information. If content is created but fails to capture public interest, it will be wasted. The Head of the Intelligence Sub-Section, Kembali, explained that content with attractive visuals and contemporary music can help attract public interest:

"We have several social media platforms, such as Facebook and a website, but on the website, the content is usually limited to news stories with long texts. You can see the public's interest in using Instagram, so on Instagram, we carefully curate the content. Furthermore, I am supported by a young social media team, usually with creative ideas and excellent visual graphic presentation."

Reza echoed this sentiment:

The combination of compelling visuals and a strong message strengthens the audience's affective dimension towards the legal information being conveyed. This demonstrates that emotional aspects, such as visual appeal, play a crucial role in effective communication. Supporting graphic elements, the use of color, and short duration are effective strategies for maintaining audience attention.

"I like reels the most because they're more engaging and sometimes humorous, especially if they're cinematic and have great soundtracks. It makes you want to keep scrolling."

[illegible]

Source: [https://www.instagram.com/kejari\\_kab\\_bogor/](https://www.instagram.com/kejari_kab_bogor/)

### **E. The Bogor Regency District Attorney's Office Inspires Public Action**

The conative dimension relates to the extent to which information received encourages public action. The Bogor Regency District Attorney's Office provides a significant amount of information, including information on wanted persons or fugitives. This type of information certainly requires public attention, not only by providing information about the wanted person or fugitive, but more importantly, by engaging the public in the intention to disseminate the information they see. This will broaden the reach of the information. In this study, several informants stated that they had shared the prosecutor's office's content or contacted the Instagram account to inquire about legal information.

Silva explained that she had shared the prosecutor's office's post about a wanted person because she felt it was important:

"I once shared the fugitive's information on my story. I was afraid one of my friends would know or see the person."

Grace, on the other hand, expressed an intention to ask questions but was disappointed by the lack of a response:

"I once sent a DM asking about land law, but I didn't get a response. I really wanted to know."

However, Grace's response, stating that she received no response to her direct message (DM), indicates a barrier in two-way communication that requires further evaluation by the Prosecutor's Office. This suggests that despite the public's intention to act, the lack of response from management can dampen that motivation.

The most important finding is how content can motivate the public to participate and become part of law enforcement. For example, a post about searching for the Wanted Persons List (DPO) prompted public involvement, such as liking, commenting, and sharing the post via the repost feature. This ultimately attracted even greater engagement on Instagram, with the post being reposted by other social media accounts, further fueling public interest. Posts that capture the attention of the public, who may ultimately become aware of the whereabouts of the DPOs, provide information to the Prosecutor's Office about their whereabouts. These findings align with a study by Pangesti & Hidayanto (2024), which explains that informative content that encourages interaction increases the audience's tendency to share information more widely. In another context, (Song et al., 2023) stated that intrinsic motivations, such as the need for recognition or the desire to contribute to society, also contribute to the intention

to act, including sharing legal information deemed important. This supports the assumption that the Bogor Regency District Attorney's Instagram content, designed with a visual, interactive, and informative approach, has a high potential to evoke conative responses from its audience.

#### **F. Utilizing Instagram's Interactive Features**

Instagram offers various interactive features such as comments, stories, reels, and direct messages, enabling two-way communication. From a manager's perspective, Reza stated that reels and infographics are often used to increase reach. However, not all features, such as comments and direct messages, are being utilized optimally. The use of features like reels, stories, comments, and direct messages plays a significant role in two-way communication.

Reza explained:

“Reels are the most engaging. We also often use stories for polls or to provide quick information. But sometimes we don't have time to reply to all comments or direct messages.”

Meanwhile, Grace highlighted that despite the availability of these features, interaction is still minimal:

“Comments and direct messages should be responded to. This way, we know they're truly listening to the public.”

The responses of informants, as beneficiaries, align with the theory that public participation through comments needs to be actively responded to to build a positive image and increase trust. According to (Aji et al., 2023), a key element in effective government agency communication is digital interactivity, such as real-time responses and two-way dialogue through social media platforms. Clarity in formulating legal messages, the use of easy-to-understand language, and consistency in conveying information are essential elements in building effective legal communication. Furthermore, the interactivity provided by social media platforms like Instagram allows for direct feedback from the public, so communication is not only one-way but also dialogic. This makes social media a means of legal communication that is adaptive to the needs of the community (Apriyansa Ari et al., 2025).

#### **G. Obstacles and Potential Improvements**

Several obstacles were identified during the research, particularly in the consistency of responding to DMs and comments, as well as the lack of a dedicated evaluation system for

content effectiveness. The Head of the Intelligence Sub-Section, as the policymaker, acknowledged:

"We still have limited human resources to manage social media. But we realize this is important, and we will improve it in the future."

Meanwhile, Reza, the content manager, also stated that the evaluation process is still manual and not regularly scheduled:

"We don't have a specific schedule for content evaluation. Usually, we just look at likes and views."

Evaluations based solely on rough impressions, such as the number of likes and views, can provide an initial overview, but they are insufficient to assess the extent to which the content has a cognitive, affective, or conative impact on the audience. Furthermore, the lack of public involvement in the form of responses or feedback can also lead to stagnation in the development of future content strategies.

Another issue that emerged was the suboptimal utilization of interactive features such as polls, Q&A stories, or live streaming, which could actually strengthen public engagement. This has resulted in low public participation in the legal communication process, which should be dialogic and participatory. Therefore, several potential improvements can be proposed, including:

1. Adding dedicated social media managers, either internally or through collaboration with other agencies, so that two-way communication can be more active and responsive.
2. Developing a structured content evaluation system, with indicators that are not only quantitative (reach, likes, shares) but also qualitative (responses, meaningful comments, public questions).
3. Conducting digital communication training for staff, particularly related to the development of effective, humanistic, and social media-friendly legal content.
4. Increasing content innovation, such as creating interactive content that encourages the public to participate in legal education, express their aspirations, or participate in online quizzes and open discussions.
5. Integrating social media with the official website or legal complaint channels, so that the public has more channels to access information and report any legal issues they are experiencing.

By considering these potential improvements, the Bogor Regency District Attorney's Office can strengthen its role as a legal institution that is not only physically present, but also digitally active in disseminating legal information in an inclusive, modern, and sustainable manner.

## V. CONCLUSION

Based on the research results, it can be concluded that the Bogor Regency District Attorney's Office's use of Instagram has proven effective as a medium for disseminating legal information, particularly in increasing public understanding, interest, and engagement across three communication dimensions: cognitive, affective, and conative. The use of interactive features such as reels, stories, comments, and direct messages has made a significant contribution to the dissemination of legal information, although it has not been fully optimized due to limited human resources and inconsistent responses. Overall, the digital communication strategy through Instagram has played a significant role in building public legal awareness, although it still requires strengthening aspects of interactivity and content evaluation for maximum impact.

To improve the effectiveness of digital communication, the Bogor Regency District Attorney's Office is recommended to strengthen its social media management capacity by adding dedicated personnel, training in digital-based public communication strategies, and implementing regular content evaluations utilizing Instagram's analytics features. Optimizing two-way interaction through rapid responses to comments and messages, developing participatory content, and integrating social media with other official channels such as websites will further strengthen Instagram's role as an inclusive, transparent, and sustainable legal education medium.

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