

Instagram as a Channel for Information Dissemination at the Library of Universitas Negeri Jakarta: a Case Study of the @Unjlibrary Account

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ABSTRACT

The emergence of a digital ecosystem requires libraries to distribute information to users rapidly, broadly, and interactively. Instagram has become one of the social media channels capable of accelerating the dissemination and access of library information. This study aims to analyze the information dissemination strategies implemented by the Library of State Universitas Jakarta through Instagram, as well as to identify the types of content that most impact user engagement. This research employs a qualitative case study approach on the @unjlibrary Instagram account, utilizing systematic observation, content surveys, and in-depth interviews. The findings indicate that information dissemination strategies are planned by a team and carried out by posting various types of content, including information dissemination, service promotion, knowledge sharing, and gathering user feedback. Analysis of engagement reveals that content categorized as humanizing, which highlights the human and warm aspects of the library, and showcasing content, which provides information about services, collections, and events, receives the highest levels of user response. In contrast, content aimed at soliciting user feedback or crowdsourcing, such as posts requesting critiques or suggestions, is less favored by users.

Keywords: Information Dissemination, Instagram, Academic Library, Information Access

1. INTRODUCTION

Libraries today exist in the era of information society, where access to information sources is increasingly easy and fast with the emergence of new media as channels for information dissemination (Onunka, Onunka, Fawole, Adeleke, & Daraojimba, 2023). In the digital ecosystem, libraries have undergone changes in the way they are managed (Hartono, 2017), so it is undeniable that the

widespread use of technology and communication has a major influence on the existence of libraries (Prajapat, Taru, & Atikur, 2022). Libraries themselves are institutions that have the task of storing, managing, and distributing information quickly and accurately to library users (Hartono, 2017). In the context of technological developments, libraries have undergone a significant transformation in the way they disseminate information to users (Cox & Mazumdar, 2024). This requires libraries to no longer act as conventional information providers, but rather as information providers capable of distributing information by utilizing new media in communication so that they can reach users quickly and widely (Igwe & Sulyman, 2022).

On the other hand, the widespread use of new media for communication, such as social media in Indonesia, presents a strategic opportunity for libraries to expand their reach (Solehati & Rohmaniyah, 2025). Based on data compiled by Good Stats, in 2024 social media usage in Indonesia reached 139 million or 49.9% of the entire Indonesian population (Gnanita Zelda, 2025), meaning that almost half of Indonesia's population uses social media. Social media has provided and shaped new ways of communicating (Rohmiyati, 2018), making it one of the most popular channels that are accessed today. Social media has even become a means of distributing information by various institutions, including libraries, in conveying educational content, promotions, and even information related to library services and collections (Masizana & Salubi, 2022). According to Kurniasih in Maburri & Triyanto (2022), many libraries have used social media, especially for promotional purposes, but its management is less than optimal. Furthermore, Anwar & TangZhiwei (2020) argue that social media can also help library users interact with librarians to obtain textual information about information products and services, thereby maximizing the use of available resources in the library.

Asosiasi Penyelenggara Jasa Internet Indonesia (APJII, 2024) reports that the most frequently accessed social media platforms in 2024 are Facebook (64.35%), YouTube (50.84%), TikTok (34.36%), and Instagram (29.68%). Instagram has become one of the most popular and frequently accessed social media platforms by the public. Instagram itself provides services for sharing images, text, and videos. In maintaining the existence of libraries as units that disseminate information, there is certainly a great expectation to create information content through social media (Maburri & Triyanto, 2022), one of which is Instagram. Library of Universitas Negeri Jakarta (UNJ) is one of the libraries that utilize social media channels such as its official website, YouTube, and Instagram. So far, based on observations conducted, it has been shown that the Instagram social media account named @unjlibrary is the most active in providing information related to services, collections, the use of digital information sources, and activities organized by the library. However, the success of information dissemination through social media is highly dependent on the strategy and type of content delivered (T A, Kumar, & Ihejirika, 2025). This raises questions about the strategies used by libraries in disseminating information through social media and what kind of content is most effective in increasing user engagement with information such as promotions, services, collections, events, and even discussions (Li, Larimo, & Leonidou, 2021). According to King in Maburri & Triyanto (2022), engagement data on social media can help libraries understand patron responses to distributed content. In the social media ecosystem, content that attracts attention and builds patron engagement is crucial to the success of information dissemination in libraries.

Based on this idea, this study aims to analyze the information dissemination strategy of the Library of Universitas Negeri Jakarta through Instagram social media, as well as to examine the types of information content that are effective in increasing user engagement. This study is expected to become the basis for developing a more focused digital communication strategy, while encouraging the optimization of social media as an integral part of technology- based library services.

2. RESEARCH METHOD

This study uses a qualitative research method with a case study approach. Case studies can reveal the unique characteristics of the cases being studied. The case itself is the reason for conducting a case study, so the main objective and focus of a case study is on the case that is the object of the study (Fitrah & Luthfiah, 2017). Then, analysis was conducted through systematic observation and survey of @unjlibrary content and in-depth interviews with librarians who manage Instagram. This approach was chosen because the study aimed to deeply understand the strategy of disseminating information through the Instagram social media of the Library of Universitas Negeri Jakarta (UNJ) based on content category indicators related to libraries proposed by Chan et al. (2020), namely: *first*, content about library information dissemination in the form of information on service hours, staff recruitment, and the library community. *Second*, library promotion is in the form of information about collections, activities, facilities, and services available at the library. *Third*, content sharing information or knowledge includes information originating from outside the library, such as information on external activities and national and international special days. And *fourth*, obtaining information or input from library users in the form of requesting criticism and suggestions from library users to improve library services. As well as analyzing the effectiveness of content types on user *engagement* based on the types of content that can influence user engagement according to Stuart et al. (2017) namely:

- 1) Orientation, where the focus of the content is on specific and unique library locations, landmarks, or artifacts (e.g., buildings, public areas, sculptures, objects affiliated with the university).
- 2) Humanizing, which is content about things that add human character or elements of humor or entertainment to the library's identity. This includes photos of people (staff, students, or people affiliated with the library). This category also includes historical photos and posts that specifically aim to convey positive sentiments.
- 3) Interaction is content of people interacting at library events or events affiliated with the library.
- 4) Placemaking is content that promotes the library's local identity with a focus on content that captures the atmosphere of the library through its physical space and attributes.
- 5) Showcasing, content that displays products or items owned by the library, such as library merchandise; exhibiting the work of students or staff; promoting specific library services or promoting upcoming events, such as posters for events to be held by the library.
- 6) Information gathering (crowdsourcing), which is content aimed at generating feedback, interaction, and engagement with followers.

The survey was conducted based on the calculation of the number of *likes*, *comments*, and *views of Reels* content. The research then focused solely on one specific object (the Instagram account @unjlibrary), which was analyzed contextually and comprehensively.

3. RESULTS AND DISCUSSION

The presence of information and communication technology is beneficial for professional librarians today. The evolution of the internet and the World Wide Web has brought about new ways of communication. In response to these developments, libraries have advanced to be more user-centered by implementing social networking tools to disseminate library information (Vyas & Trivedi, 2014). Effective dissemination includes aspects of speed, affordability, relevance, and attractiveness of information. Therefore, the selection of dissemination media is a crucial aspect. The ease of accessing information depends on how the information is disseminated, shared, and circulated, in what format the

information is disseminated, and how quickly the information can be accessed by library users.

UNJ Library has adapted to developments in communication technology in disseminating information using several channels such as websites, YouTube, and Instagram. Instagram is one of the most widely used platforms today, in line with the opinion of Miawani & Irawati (2024) that Instagram is the most popular social media platform currently in use. In line with this opinion, Helianthusonfri in Syafirah & Hariyanti (2023) also revealed that the Instagram channel is the platform most often used by libraries in disseminating information. Instagram itself is a very popular social media platform, especially among the younger generation today (Syafirah & Hariyanti, 2023). It is noted that the UNJ Library has joined Instagram since September 2017 with the account name @unjlibrary and has 4,858 followers as of September 21, 2025. According to Stuart et al. (2017), the number of followers on an Instagram account can indicate how successful the account is (Stuart et al., 2017). Based on interviews with the UNJ Library's social media development team, the number of followers on Instagram has increased significantly over the past three years.

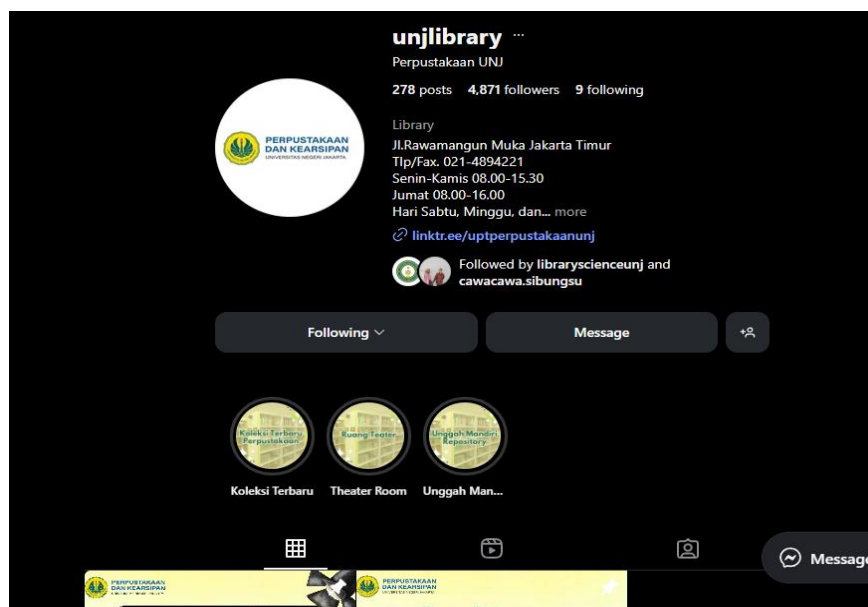


Figure 1. UNJ Library Instagram Page

Source: UNJ Library Instagram @unjlibrary

The library's Instagram page contains general information about the library, such as the library's address, service days and hours, and links to several services that can be accessed online, including the website, repository, library guide, collection suggestions, E-Library UNJ application, remote access registration, self-upload account registration, submission of student final assignments (soft copy), registration for scientific work CD services, theater room registration, podcast room registration, meeting room registration, and literature search services.

Information Dissemination Strategy of the UNJ Library via Instagram

Wulandari in Asaniyah & Utomo (2023) explain that information dissemination is the process of spreading information intended for a wider audience and originating from specific sources, such as the government, educational institutions, or non-profit organizations (Asaniyah & Utomo, 2023). It is often carried out by agencies and institutions to raise public awareness about issues or to facilitate decision-making. Information dissemination is considered a deliberate social process with the aim of

communicating new materials, products, and ideas, and has a view of communication theory that involves senders and receivers of information through the exchange of thoughts, messages, or information in the form of speech, gestures, writing, or behavior (Vyas & Trivedi, 2014). Then, in the context of the UNJ Library, information dissemination includes the delivery of information on library collections, services provided by libraries, activities organized by libraries, and education on the use of libraries to library users. Ahmad's research in Asaniyah & Utomo (2023), it is explained that university libraries have a role in disseminating information to library users, because this dissemination activity can be beneficial to library users who need information (Asaniyah & Utomo, 2023). Then Chatterjee & Samanta (2021) argue that the effectiveness of information dissemination greatly depends on how the information is shared and accessed (Chatterjee & Samanta, 2021).

In-depth interview was conducted with the UNJ Library UPT social media management team, which was formed based on the instructions of the Head of the Library with a team of five librarians, including one librarian as the team coordinator. The social media development team also consists of librarians who hold concurrent positions in other divisions. This team was formed to develop Instagram and other social media channels to disseminate information related to library services. The instructions and strategic directions for developing the @unjlibrary Instagram account were initiated directly by the Head of the Library. Stuart et al. (2017) explain that it is very important for leaders or heads of marketing at universities or other units to realize the important role of social media in communicating with staff and users and in building images (Stuart et al., 2017).

Content planning is carried out monthly by the team, targeting 2 to 3 posts per week. The team then creates a list of content ideas to be developed, seeking inspiration from current trends or sometimes using spontaneous ideas from team members, followed by brainstorming to select content ideas. Systematic planning is an important element in managing social media effectively (Syarif et al., 2025). In the process, content ideas must be approved by the team coordinator before being published on Instagram. The Head of the Library also actively assesses and targets a minimum number of posts each month.

Through the @unjlibrary account, information related to services, collections, and activities is conveyed through content posted on Instagram. The content themes are also tailored to important national days, special commemorative days, and information packaged with current trends that are still relevant to the library. The priority content type is educational content that provides information to help library users understand library services, such as tutorials on borrowing collections using the Self-Service Circulation Machine. Fun, trendy, and light-hearted content is also created because this type of content receives the most positive responses, such as likes, comments, and shares, even though it is not always informative. Social media has become an important means of disseminating information to the public in various fields (Miawani & Irawati, 2024). In line with these changes in communication, libraries use social media as a means of disseminating information. Booker and Bandyopadhyay, in an article by Anwar & TangZhiwei (2020), argue that social media can influence libraries to promote their services efficiently and effectively (Anwar & TangZhiwei, 2020). The use of social media by libraries ranges from providing library services to promoting libraries and building user communities (Doney et al., 2020).

The library applies visual branding to its Instagram account by using a pastel yellow and green color palette adapted from the distinctive colors of the Jakarta State University, making it easily recognizable and consistent in identity. The appropriate application of visual branding on Instagram can more easily build an image and create positive associations in the minds of followers or the younger generation (Lamriama Valintina Chrystina Siregar et al., 2024). Salomon's (2013) research explains that Instagram users tend to be much younger than Facebook users, especially new college students who

want to learn about campus identity as they adjust to campus life (Salomon's, 2013). Instagram also has a high index among African Americans and Latinos and is very popular among urban residents. If a library targets an audience demographic that is relatively young, diverse, and urban, the library will be more effective with Instagram than other social media platforms. UNJ Library patrons are dominated by the younger generation who are currently active in using social media such as Instagram. In line with Dimock's explanation in Ningrum (2022), university libraries are currently dominated by post-millennials with an average age of 18-35 years (Ningrum, 2022).

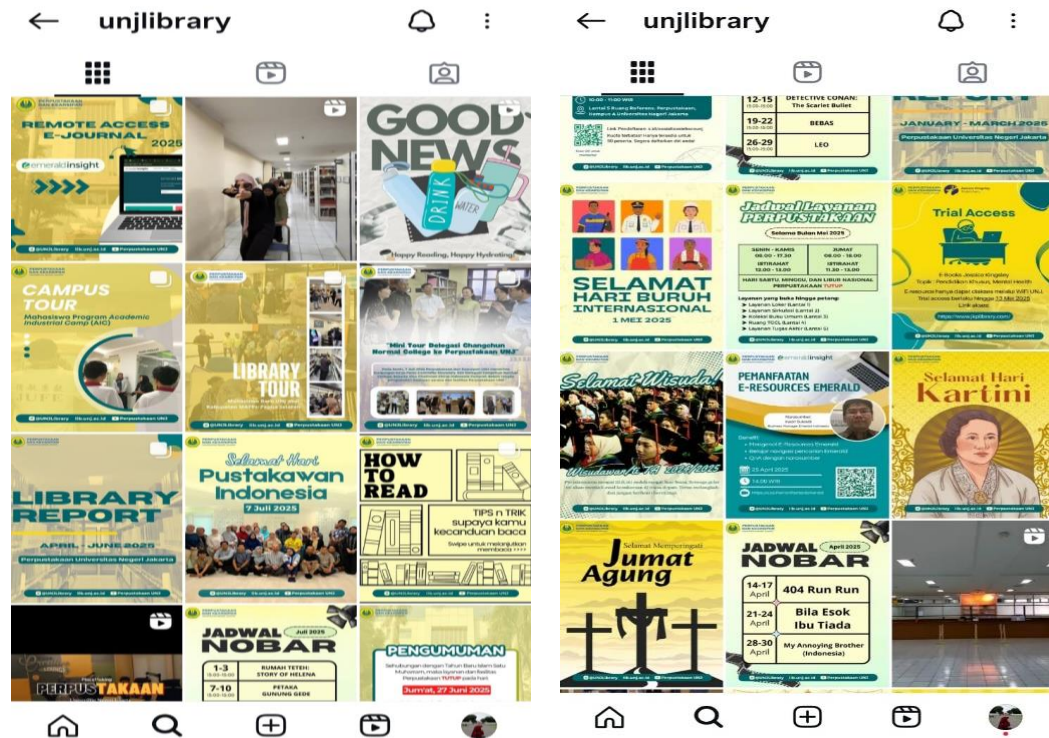


Figure 2. Instagram Feed @unjlibrary
Source: UNJ Library Instagram @unjlibrary

The team also conducted informal evaluations by monitoring Instagram account analytics, such as the growth in the number of followers, likes, and comments, and comparing the performance of the @unjlibrary account with other library Instagram accounts as a benchmark and source of inspiration in developing the library's Instagram account. The number of posts on @unjlibrary is sometimes fluctuating or even fails to meet the target according to the plan, which is influenced by the workload of librarians as members of the social media management team.

Instagram Content Categories in Information Dissemination

Instagram provides various services for sharing content in the form of images and videos in disseminating library information, where libraries can share content about services, collections, facilities, and activities in the library. According to Chan et al. (2020), there are four categories of Instagram content related to libraries. *First*, content about the dissemination of library information in the form of service hours, staff recruitment, and the library community. *Second*, library promotions in the form of information about collections, activities, facilities, and services available at the library. *Third*, content sharing information or knowledge, including information from outside the library, such as information on external activities and national and international special days. And *fourth*,

obtaining information or input from library users in the form of requests for criticism and suggestions from library users to improve library services (Chan et al., 2020). Based on the results of a survey conducted on the @unjlibrary Instagram account, there were 111 posts from May 1, 2024, to September 15, 2025. The posts consisted of 93 photos and 18 videos in the form of Reels, as described below.

Table 1. Number of Instagram Posts for the @unjlibrary Account

Instagram Content Types	Number of Post
Library information dissemination	25
Library promotion	45
Information sharing content or information originating from outside the library	39
Information acquisition or feedback from library users (criticism & suggestions)	2
Total Posts	111

The most posts were related to library promotion by providing information about collections, library activities, facilities, and services available at the UNJ Library, with a total of 45 posts. These comprised information on film screening schedules, posted monthly, user education programs, socialization of electronic journal usage, announcements of new library collections, reviews of popular books held by the library, guidelines for the use of library services and facilities, and literacy activities at the UNJ Library. It is important for libraries to promote their services, information sources, and knowledge to optimize library utilization (Nadhifah & Akhda, 2024). Posting content aimed at promoting the library on Instagram will further expand the dissemination of information about the UNJ Library to students.

There were 39 posts containing information derived from external sources, which provided knowledge or news not originating from within the UNJ Library. Examples of such content included reading encouragements and motivational messages to foster reading interest, commemorations of national days and special occasions (such as Librarian Day or Teacher's Day), religious holidays, and announcements of seminars held by external stakeholders with relevance to the library field. Although sourced externally, these posts remained pertinent to the library's role as an information center. Social media can help in disseminating the latest news about library developments, informing users about new books and new information (Anwar & TangZhiwei, 2020).

Posts relating to the dissemination of library information totaled 25. This content included information about the library's opening hours, staff recruitment, and updates relevant to the library community. The UNJ Library's Instagram account demonstrates notable activity in publishing information such as service opening and closing hours during specific periods or public holidays, Ramadan schedules, circulation services, usage guidelines, and access instructions for digital collections such as e-libraries, e-journals, and e-books. Furthermore, informational posts in this category included quarterly user statistics reports. The aim of such content is to ensure that library users are well-informed about how to utilize the services and facilities provided by the UNJ Library.

Lastly, the posts aimed at soliciting feedback from followers to improve library services accounted for only 2 posts over the past year; this category is relatively underrepresented compared to

other types of content. The objective of these posts is to obtain feedback from users—whether in the form of criticism or suggestions—to enhance UNJ Library services. Blessing in Anwar & TangZhiwei (2020) notes that the benefits of social media in libraries can help libraries increase user ratios, create two-way communication between librarians and their followers, help promote library services and resources, reduce budget allocations, increase capacity, and save user’s time (Anwar & TangZhiwei, 2020).

User Engagement with Library Instagram Content

Research has shown that the use of social media by libraries, especially Instagram, often aims to increase interaction between librarians and library users by marketing library services and encouraging feedback from library users (Doney et al., 2020). meaning that libraries use Instagram not only as a medium for promotion and disseminating information, but also to encourage interaction between librarians and library users.

A survey of the content posted by @unjlibrary was conducted to determine user engagement based on the number of likes, comments, and shares. The type of content and caption or description of the content was also analyzed to determine whether the content fell into one of the six types of content that can influence user engagement, as suggested by Stuart et al. (2017) Of the 111 posts, 70 could be categorized as the type of content that can influence user engagement on Instagram (Stuart et al., 2017). Engagement is measured by the number of likes, comments, and shares on each piece of content; the higher the number, the greater the likelihood of a post receiving feedback from followers on Instagram. The results of this analysis are presented in the following table:

Table 2. Instagram Content Engagement @unjlibrary

Content Type	Number of Content	Highest Number of Likes	Highest Number of Comments	Most Shares
Orientation	2	173	5	6
Humanization	15	2,144	34	218
Interaction	4	152	1	2
Placemaking	2	177	2	11
Showcasing	45	829	24	272
Crowdsourcing	2	62	0	3
Total Content	70			

Based on the data in Table 2, it can be explained that of the total 70 pieces of content identified, the type of content that most influenced user engagement was Humanization with 15 pieces of content and 2,144 Likes, 34 Comments, and 218 Shares. This content consists of humor that depicts the library atmosphere with the characteristics of UNJ Library patrons who have different interests. Then, these patron characteristics are illustrated with cat memes that are currently viral on social media (Figure 3). In addition, humanization content is also depicted through content about the library atmosphere during certain months, such as Ramadan, encouragement for students during the final exam period and graduation, as well as announcements wrapped in humor. Humanizing content is content that humanizes people, depicting elements of warmth, humor, and entertainment, so it is not surprising that this content has become popular (Stuart et al., 2017). Humanizing content can portray the library as a place with a positive image, one that is not rigid towards library users and follows current trends in packaging and

disseminating information.

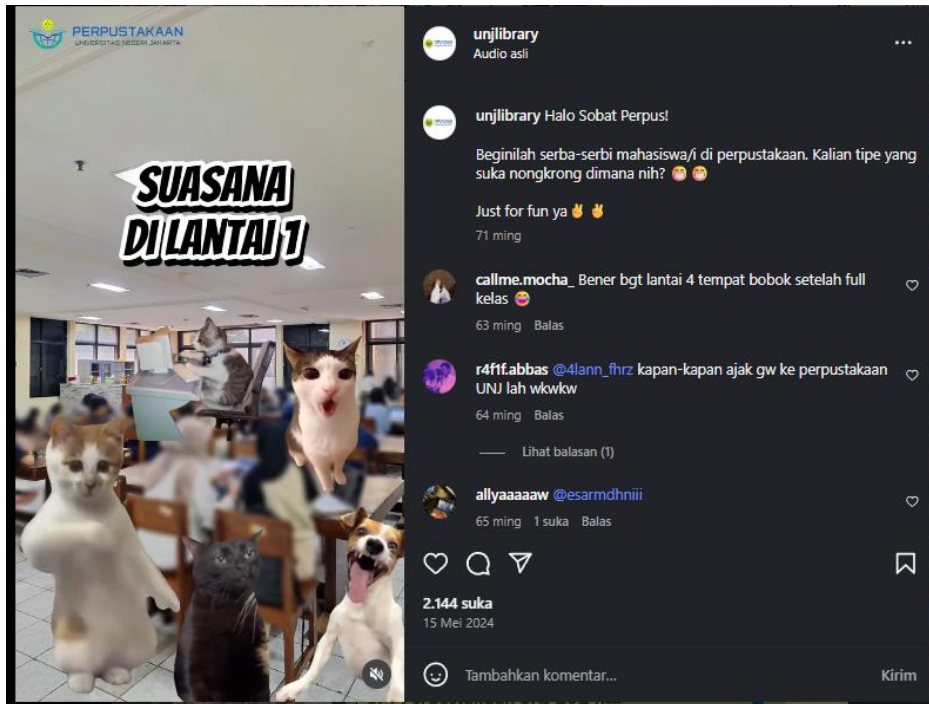


Figure 3. Humanizing Content
Source: UNJ Library Instagram @unjlibrary

Showcasing content ranks second with 829 Likes, 24 Comments, and 272 Shares. Although the number of showcasing content posts is higher than humanizing content, the engagement obtained is not as high as humanizing content. The showcasing content consists of information about the Theater Room service, which includes a movie viewing schedule (Nobar). What is interesting is that the films presented are new and still popular among movie lovers. Interaction between librarians and followers also occurs as illustrated in Figure 4. The focus of this content is to showcase or promote upcoming library activities and promote the services and facilities provided by the library. The exhibition also provides information about the interesting services and facilities provided by the UNJ library, as well as the collections owned by the library, both printed and non-printed (digital).



Figure 4. Exhibition Content (Showcasing)
Source: UNJ Library Instagram @unjlibrary

There are only two posts in the *orientation* category. This type of content focuses more on displaying the specific location of the UNJ library, as well as *landmarks* that illustrate the uniqueness and characteristics of the library in terms of its building and area. This type of content also does not generate much engagement from followers. Furthermore, the *placemaking* category is also one of the least posted contents, with only 2 posts. *Placemaking* is content that promotes or displays the local identity of the library, focusing on content that captures the atmosphere of the library through its physical space and all its attributes that support activities at the UNJ library. *The orientation* and *placemaking* categories each have a much smaller share than the previous two categories, both in terms of content volume and follower *engagement* (see Table 2).

Crowdsourced content has the lowest level of engagement. This content aims to obtain information from feedback and interactions from followers, such as content asking library users for suggestions about the services and facilities available at the UNJ library. Suggestions and input from library users are essential for improving the services and facilities of the UNJ library. Through social media such as Instagram, it will be easier for the library to evaluate the satisfaction of the services provided in a more practical way.

According to Stuart et al. (2017), counting the number of positive comments and likes received by a post is one way to estimate the success of a post on Instagram (Stuart et al., 2017). The number of likes, comments, and shares a post receives can reflect the popularity of a post. The data shows that the more posts in the humanization and exhibition categories, the higher the level of reader engagement, especially in the form of likes and shares. On the other hand, crowdsourcing content is still limited and generates little feedback. This proves that the selection of content types and how information is packaged in the form of content greatly influences engagement and the effectiveness of library information dissemination through Instagram.

The popularity of social media today can encourage the formation of networks or communities. The engagement of the library user community in the social media environment will encourage more visitors to come to the library and thus engage in more face-to-face meetings at the library (Doney et al., 2020). Instagram is a medium that provides a space for virtual interaction between library users and librarians. In his research, Salomon (2013) wrote that several academic libraries interact with their users by liking and reposting their photos of the library and quiz-type content (Salomon, 2013).

4. CONCLUSION

The strategy of disseminating information through the @unjlibrary Instagram account, which is implemented in a planned manner by the UNJ Library UPT librarian team, involves monthly content planning that includes various types of content such as service promotions, dissemination of information on collections and facilities, sharing literacy initiatives, and education on the use of digital library services. The analysis results show that the most effective types of content in increasing user engagement are humanizing content, which presents warmth, humor, and a friendly image of the library, and showcasing content, which promotes the library's collections, services, and activities. These two categories received the highest number of likes, comments, and shares, indicating the high level of participation and interest of library users in this type of content. Libraries are advised to increase the proportion of interactive content such as polls, Q&A, or discussion invitations so that library users are more active in providing feedback, suggestions, and participation. This can strengthen two-way communication and accelerate the identification of library users' needs and expectations regarding library services. UNJ Library can

collaborate with other libraries, study programs, or literacy communities to expand its network and share experiences in improving the effectiveness of using Instagram as an information distribution channel.

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