



THE DISSEMINATION MODEL OF CULTURAL INFORMATION USING INSTAGRAM

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ABSTRAK: Instagram merupakan salah satu media sosial yang digunakan secara masif untuk mendiseminasi informasi, utamanya informasi kebudayaan. Makalah ini mendeskripsikan model diseminasi informasi kebudayaan menggunakan media sosial Instagram. Penelitian dilakukan di Paniradya Kaistimewan Daerah Istimewa Yogyakarta. Data dikumpulkan melalui tiga teknik, yaitu observasi partisipasi, wawancara, dan studi pustaka. Observasi partisipasi dilakukan oleh penulis pertama melalui kegiatan Praktik Kerja Lapangan selama tiga bulan dan berpartisipasi aktif dalam kegiatan pengelolaan dokumen sekaligus mendiseminasi hasil pengelolaan berupa informasi melalui Instagram. Hasil dari penelitian ini adalah model diseminasi informasi kebudayaan yang digunakan oleh Paniradya Kaistimewan Daerah Istimewa Yogyakarta dengan model formula komunikasi transmisional. Kesimpulan dari penelitian, yaitu diseminasi melalui instagram Paniradya Kaistimewan DIY dapat meningkatkan brand trust lembaga Paniradya Kaistimewan DIY. Hal tersebut terbukti dengan opini publik bahwa Paniradya Kaistimewan DIY sebagai sumber referensi publik terhadap nilai-nilai keistimewaan DIY.

Kata kunci: diseminasi informasi; instagram

ABSTRACT: Instagram is one of the social media that is used massively to disseminate information, particularly regarding cultural information. This paper describes a model for disseminating cultural information using social media Instagram. The research was conducted at the Paniradya Kaistimewan of DIY. The data were collected through three techniques, namely participatory observation, interviews, and literature study. Participation observations were carried out by the first author through internship program for three months in 2020 and actively participated in document management activities as well as disseminating management results in the form of information through Instagram. The result of this research is the cultural information dissemination model used by Paniradya Kaistimewan Yogyakarta of DIY with transmissional communication formula model. The conclusion of the research is that dissemination through Paniradya Kaistimewan of DIY's Instagram can increase the brand trust of Paniradya Kaistimewan DIY. This is proven by public opinion that Paniradya Kaistimewan of DIY is a source of public reference for the privileged values of DIY.

Keywords: Information dissemination; instagram

1. INTRODUCTION

Information needs can't be separated from people's lives in today's era. This has become an absolute necessity because the right to obtain information is a human right for everyone. In addition, information can influence institutions or organizations in taking decisions. This is because the information has a role as a consideration in the decision-making process (Amsyah, 2005). Concerning decision-making to run effectively and efficiently, quality information is needed as the main reference. The community can obtain information needs from various

sources, one of which is also called information sources. Sources of information are collected information which then forms a collection of information that becomes a single unit (Shobirin et al, 2020). The information created can be recorded and stored through print and non-print media (Rodin, 2021).

Ati et al (in Shobirin et al, 2020) explained that printed sources of information are documents that can be seen and touched directly, such as documents and books. Meanwhile, non-printed information sources are information that cannot be physically touched and seen, but its contents can be read through electronic media, such as electronic books and other electronic sources. The source of information that is often found and used by the public to obtain quality information is printed information in the form of documents.

The International Standard Organization ISO 15489-1: 2016 Information and Documentation – Record Management defines records (documents) as information created, received, and managed as evidence or information used by organizations or individuals to fulfill legal obligations or business transactions. According to that, the information contained in the document can serve as a means of proof and complement the information to obtain quality information. Documents have 3 different categories; 1) Based on their physical appearance, consist of library documents, corporatist documents, and private or archival documents; 2) Based on its function, it is divided into dynamic and static; and 3) Based on the importance, consists of personal, commercial, historical, and government documents (Wardana, 2020).

The document is distinguished because it aims to classify documented or recorded activities as information, evidence, or knowledge. As Federation International d'Information et de Documentation (Nugrohadhi, 2015), explained that the stages of documentation include preparation, storage, retrieval, dissemination and evaluation of information, and utilization in various fields of science. While the results of the documentation can be in the form of research report books, photos, reference books (research results), legislation, and scientific magazines. The results of the documentation are created from various documented activities, including in the field of culture.

The documentation process can be created in various types due to the result of cultural diversity and the system in its documentation. This is in line with Paniradya Kaistimewan DIY's view which considers that documentation products, especially in the field of culture, are archives. Cultural documentation products are properly called archives, and documentation of cultural activities deserves to be called cultural archiving (Indrasweri et al, 2019).

Information on documentation work is processed or compiled so that it can be utilized and disseminated according to the needs of the community. According to Law Number 14 the Year 2008 Article 2 paragraph (1) concerning Openness of Public Information, it states that "every public information is open and accessible for the public". The statement is relevant to the current situation where it is necessary to realize the utilization or utilization of documentation results. The realization can be in the form of a public program embodiment in the form of document dissemination.

According to the Regulation of the Minister of Communication and Information Technology Number 17/PER/M.KOMINFO/03/2009 article 8 paragraph (1) concerning the National Information Dissemination, stated that the organization of dissemination can utilize communication media, such as "mass media such as radio, new media or online media (online) such as social media, traditional media such as folk performances, interpersonal media such as workshops, and outdoor media such as leaflets and billboards." These kinds of media have influenced many aspects of life today.

Activities that can be carried out by utilizing technology, especially social media, are the dissemination of information derived from documents (Hamasiyah, 2018). The government should have disseminated information as one of the innovations in providing information as the main reference for digital-based societies through social media. It has been realized by

Paniradya Kaistimewaan DIY, as a provincial government organization that prioritizes the dissemination of information to raise public awareness regarding the privileges of the Special Region of Yogyakarta. Dissemination of this information can be found through documentation work related to all the features of Daerah Istimewa Yogyakarta such as social, cultural, economic, educational, and political aspects. The results of the documentation were obtained by Paniradya Kaistimewan DIY from DIY local government organizations such as DIY Tourism Office, DIY Culture Office, DIY Cultural Heritage Preservation Center, and DIY Cultural Values Preservation Center.

The DIY Regional government organization as the creator of the documentation product has the duty and authority to carry out documentation activities according to Governor's Regulation DIY Number 54 the Year 2015 article 3 paragraph (1) regarding the Details of Duties and Functions of the Culture Service related to efforts to strengthen the character and identity of DIY community. In the process, Paniradya Kaistimewaan continued to contribute to the series of documentation because it is the main duties and functions described in the Monitoring and Evaluation Results Document of the Privilege Implementing Institution (Paniradya Kaistimewan, 2019) that Governor's Regulation of Daerah Istimewa Yogyakarta Number 51 the Year 2018 article 4 concerning the Position, Organizational Structure, Duties, Functions, and Work Procedures of the Paniradya Kaistimewan. Paniradya Kaistimewan has the task of assisting and being responsible to the Governor through the Regional Secretary in the formulation of policies regarding privileges, planning, and controlling privilege affairs, and coordinating the administration of privilege affairs.

Coordinating the administration of privileges is one of the functions of Paniradya Kaistimewan in the form of establishing relations between local governments and the community. Paniradya Kaistimewan DIY builds public trust regarding privileges by disseminating documentation products as public communication using social media, specifically Instagram. According to the Document Report on the Results of Monitoring and Evaluation of Privilege Implementing Institutions (Paniradya Kaistimewan, 2019), Instagram was chosen as a means of communication because it can reach wider users. It is considered the right step to build brand trust towards Paniradya Kaistimewan based on the personal experience of the Head of Paniradya Kaistimewan DIY regarding the dissemination method using Instagram, and it can effectively support the implementation Paniradya Kaistimewaan program directly. However, several challenges in disseminating information using this media also exist.

This paper will answer what is the procedure in disseminating cultural documents through Paniradya Kaistimewan DIY's Instagram? what are the obstacles faced? and how it impacts? The results of this study are expected to be generally used as a reference for other related studies in the dissemination of cultural information area.

2. PREVIOUS FINDINGS

Paniradya Kaistimewan DIY became the locus of several studies in various fields, including management and accountability of privileged funds (Ali, 2020), the practice of holding privileges (Rahmayani, 2020), and privileged fund budget policies (Mutiarin & Sakir, 2015). The theme of information dissemination is the latest study in the archives field. Information dissemination also applies to archive management activities, including archives in special forms such as art documents. Septian (2018) observed the dissemination of art archives through several programs such as the creation of e-newsletters, archive exhibitions, and book publishing. This research focuses on the technical process of disseminating cultural information through Instagram social media.

In the realm of cultural heritage archive management policy, dissemination of cultural information is included in cultural archiving. Indrasweri, et al (2019) discusses the dissemination of cultural documentation products that have been collected by the Cultural Documentation Center through the Tower of Science Portal, namely in the form of a website related to the need for information on cultural dissemination products in archival science studies. This research is different from Indrasweri, et al (2019) namely the dissemination within

the scope of government organizations that have the main tasks and functions in the preparation, coordination, facilitation of privilege affairs.

3. RESEARCH METHODOLOGY

This qualitative study describes a model of information dissemination related to culture. The dissemination was carried out by Paniradya Kaistimewan DIY through Instagram. The primary data were gathered through interview transcriptions, interview recordings, field notes, and photos of activities. The secondary data consists of books, final projects, laws and regulations, and journals. The data was collected through participatory observation techniques carried out by the first author, namely by observing the dissemination and management of cultural documents carried out in the Inter-Institutional Relations Sub-Section Paniradya Kaistimewan DIY; interview technique, namely using open interviews because the informants provide unlimited answers; and literature study through reading, recording, and processing library materials in the form of social media, journals, books, Final Projects, Thesis, and regulations that support the object of research. The data were analyzed by the triangulation technique, which is sorting the data based on the collection technique. To analyze these data, the authors did not use any specific software. Aspects of data accuracy and credibility are reviewed through a synchronization process between observation data, interviews, and literature (Wahyuni & Rakhmawati, 2020). The data is then organized and given meaning, and a descriptive narrative framework is made. The final stage is data interpretation to produce accountable conclusions (Wahyuni & Rakhmawati, 2020).

4. RESULTS AND FINDINGS ANALYSIS

The management of cultural documents in the Special Committee of DIY is organized by the Inter-Institutional Relations Subdivision. It was obtained from the Yogyakarta Palace, the Sonobudoyo Museum, as well as various Regional Apparatus Organizations (OPDs) within the DIY Regional Government such as the DIY Culture Office, DIY Tourism Office, DIY Cultural Heritage Preservation Center (BPCB), DIY Cultural Value Preservation Center (BPNB), and other institutions related to the culture of the Special Region of Yogyakarta. The Committee prefers to use documents from these agencies because they are considered credible and can be justified scientifically, and materially in conducting research and studies for document writing. The cultural documents are then managed and utilized by the Special Committee of DIY, one of which is in the form of disseminating cultural documents on social media. This is also an act of cooperation to realize the concept of a new civilization in the world of bureaucracy by implementing the functions of coordination, facilitation, and cooperation between agencies in the administration of special affairs. The functions of coordination, facilitation, and cooperation between agencies in the administration of special affairs are contained in the Governor of DIY Regulation Number 20 the Year 2020 Article 10 concerning Amendments to the Regulation of the Governor of the Special Region of Yogyakarta Number 51 the Year 2018 concerning the Position, Organizational Structure, Duties, Functions, and Work Procedures.

The types of cultural documents that exist in Special Paniradya DIY include:

1. Report books related to culture or reports related to culture in the form of books, such as the Yogyakarta Government History report book by the DIY Secretariat Administration Bureau, and the book *Hacking the Road to Good Governance: Quo Vadis DIY Bureaucratic Reform* by Bappeda DIY. The report book was obtained from agencies in the DIY Regional Government in the form of volumes in the form of books. Each report consists of several chapters in sequence. The purpose of converting cultural documents into books is to make cultural documents attractive and interesting reading material for people who want to learn about the culture of the Special Region of Yogyakarta. In addition, cultural documents packaged in the form of books also make it easier to manage so that they are more effective and efficient.

2. Scientific research books related to culture are a collection of scientific research in the form of books. Examples of research books are the book of *Daya Pangaribawane Keistimewaan: Esei Budaya Ngayogyan* by Parampara Praja DIY and the book *Study of Manuscripts of the Kasultanan Jogja, Serat Babad Ngayogyakarta HB IX* by the DIY Culture Office.
3. Scientific magazines related to culture contain periodical publications about culture, for example, the scientific magazine *Sempulur* and *Cultural Eyes* by the DIY Culture Office.
4. Proceedings contain publications on culture from academic seminars, such as the proceedings of the national seminar on *Knitting 55 Diversity, Building Indonesia: Historical and Cultural Perspectives* by BPNB DIY.
5. Clipping culture, which is a collection of articles related to culture from several newspapers and magazines.

The total volume of all cultural documents in Paniradya Kaistimewaan Yogyakarta consists of 198 documents which are 110 report books, 62 scientific research books, 17 scientific magazines, 3 proceedings, and 6 cultural clippings. In general, the physical condition and information on cultural documents in the Special Region of Yogyakarta can be said to be good. Physical cultural documents are neatly arranged on the wine and information on cultural documents can still be read very clearly.

In carrying out the management of cultural documents of the Inter-Institutional Relations Sub-section of Paniradya Kaistimewaan DIY, utilizing the *Pojok Maos* (Maos's corner) facility belonging to the general Sub-section of Paniradya Kaistimewaan DIY. The facilities and infrastructure owned by the inter-institutional relations subdivision are very limited. Thus, cultural documents are kept together with documents belonging to the general subsection of the Special Region of Yogyakarta Special Region. The documents were arranged on wooden shelves, glass cabinets, and filing cabinets belonging to the general subsection of the DIY Paniradya Kaistimewaan. The documents that are arranged on the shelves are numbered sequentially in which the documents enter the corner. The numbering of cultural documents with documents belonging to the general subsection is mixed into one. This is because there is no ownership separation between the two documents when entering the Maos corner. The Special Committee of DIY only performs sorting of incoming document numbers and physical arrangement of documents. Arrangement and grouping of documents sorted from the smallest number to the largest number. The order in which the documents are organized is from left to right.

Paniradya Kaistimewan carries out efforts to produce and disseminate information to the general public as a manifestation of the concept of communication between the government and the community. The concept of communication is the process of the audience or recipient in finding, using, and consuming the information presented by Paniradya Kaistimewan (Paniradya Kaistimewan DIY, 2019). The way to communicate is influenced by technological developments that present an innovation in communication, for example, social media such as Instagram. Instagram is used by Paniradya Kaistimewan as a means of realizing a cultural information dissemination program. (Marta & William, 2016) said that Instagram is one of the new media or new media that has the definition of an online mobile video-sharing, photo-sharing, and social networking service for its users.

Paniradya Kaistimewan began to use social media on June 10th, 2019, by presenting the official Paniradya Kaistimewan DIY account on Instagram (Interview with Alexius Widhi Nur Pambudi, Head of Inter-Institutional Relations Subdivision of the DIY PaniradyaKaistimewan, January 8, 2021 at the Inter-Institutional Relations Subdivision of the DIY Paniradya Kaistimewan, Yogyakarta). The community gave a positive response to the innovations made by Paniradya Kaistimewan DIY. This can be seen from the progress of PaniradyaKaistimewa's official account on Instagram which continues to increase both in terms of followers, likes, and viewers (Paniradya Kaistimewan DIY, 2019). The development of Instagram social media accounts is considered to be the right social media to convey privileged values because Instagram has several characteristics. These characteristics are related to photo attractiveness, completeness of information, frequency of messages, and clarity of information.

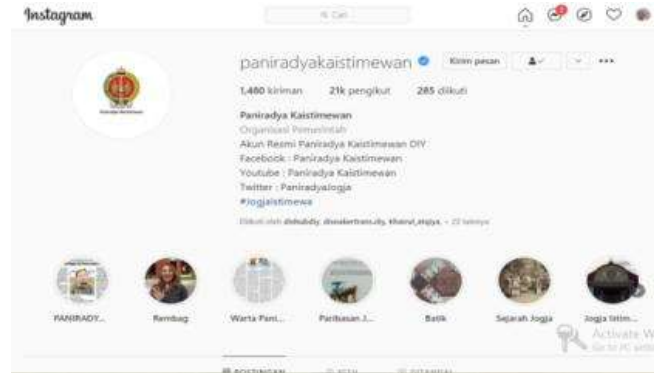


Figure 1. Screenshot of the official account display Paniradya Kaistimewan DIY on instagram
(Source: Personal Documentation)

The message conveyed by Paniradya Kaistimewan through information dissemination is about the values of local wisdom and culture of Yogyakarta. The messages conveyed are multidimensional in various fields, including morals and society, religion, education and knowledge, customs and traditions, language, arts, government and leadership, as well as nationalism and struggle (Paniradya Kaistimewan DIY, 2019). The message or information is sourced from textual cultural documents such as scientific research books, report books, clippings, proceedings, and magazines that contain the values of Yogyakarta's local wisdom and culture. Dissemination of information is in line with the message to be conveyed by Paniradya Kaistimewan DIY and DIY Regional Regulation (Peraturan Daerah DIY Nomor 4 Tahun 2011) concerning Yogyakarta Cultural Values.



Figure 2. One of the cultural documents, namely the proceedings in the form of a book published by BPNB DIY: Weaving Diversity, Building Indonesia: Historical and Cultural Perspective
(Source: Personal Documentation)

The information dissemination process carried out by Paniradya Kaistimewan DIY applies one of the communication formulas in the mass communication strategy through Instagram social media, namely the transmission formula (Paniradya Kaistimewan DIY, 2019). Syas (2012, p. 58) explained that the transmission formula is a communication process by observing the components contained in it and the series of activities that occur. The message that is likened to flowing from the source through the constituent components to the receiver is an example of the application of the communication formula. Morissan (Paniradya Kaistimewan DIY, 2019) explained that De Fleur designed a mass communication flow chart with a transmission formula approach as follows:

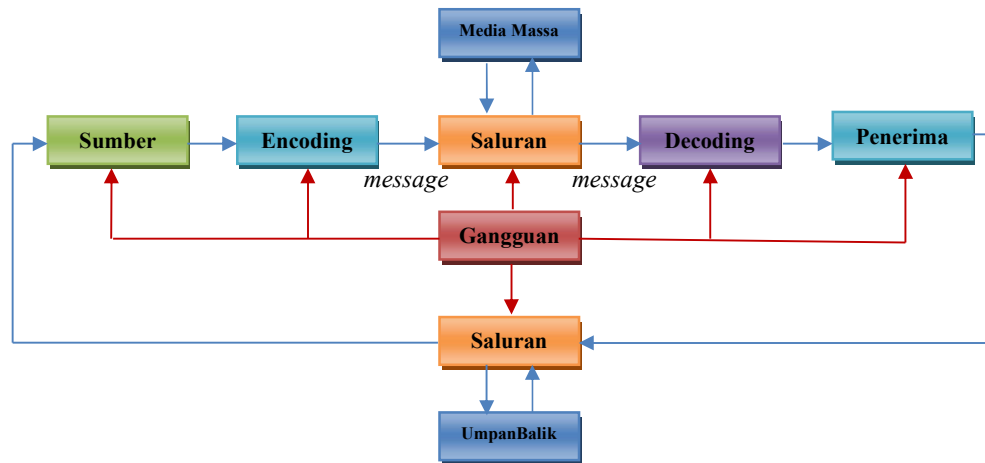


Chart 1. Transmission Communication Formula. The flow of mass communication through a transmission approach consists of 9 interconnected components. Blue arrows indicate the direction of mass communication. While the red arrows indicate the direction of disturbance that can enter several components. This can cause problems during mass communication. (Source: Paniradya Kaistimewan DIY)

Nine components of the transmission formula in the stages of information dissemination activities are explained below:

- 1) *Source (sumber)*. Paniradya Kaistimewan as the source or sender of information messages to be conveyed to the public or recipients of messages. Paniradya Kaistimewan as the source of information dissemination needs to prepare ideas sourced from cultural documents to be used as material for dissemination. The selection of documents as dissemination material is aligned with the actual themes that will be raised to suit the current issues. The themes include science, customs and traditions, language, cultural heritage, proverbs, history, and cultural heritage.
- 2) *Encoding*. It compiles and interprets information dissemination materials from cultural documents into images, narration, video, audio, and text. Encoding is defined as an activity carried out by the source to translate its ideas in the form of material into a form that can be accepted by the senses of the recipient (Paniradya Kaistimewan DIY, 2019). It translated the material in the form of captions and graphic designs as elements of content dissemination through Instagram. Paniradya Kaistimewan also re-examines and corrects the layout, delivery style, and writing of the captions and graphic designs of the content to be disseminated.



Figure 3. The encoding stage for the dissemination of cultural documents at Paniradya Kaistimewan DIY via Instagram.
(Source: Personal Documentation)

The Figure above describes the encoding stage for information dissemination from the book *Goresan Peradaban #3: Kumpulan Ragam Warisan Budaya Tak Benda* by DIY Culture Office. The book contains several Intangible Cultural Heritage in the Special Region of Yogyakarta, one of which is the art of *Gejog Lesung*. Information dissemination materials sourced from documents related to *Gejog Lesung* are translated into graphic designs and captions. The graphic design contains pictures and a brief explanation of the art of *Gejog Lesung* and contains several components of the Paniradya Kaistimewan DIY graphic design template. These components include post titles, post themes, the logo of Paniradya Kaistimewan DIY, and social media for Paniradya Kaistimewan DIY, such as Instagram, Facebook, YouTube, and Twitter.



Figure 4. Component explanation screenshot contained in the graphic design of document dissemination content Paniradya Kaistimewan DIY.
(Source: Personal Documentation)

The caption for the content of Paniradya Kaistimewan DIY is presented in a relaxed language with a few jokes, but still within limits. This is done so that the message or information conveyed is easily understood by the public (Interview with Yohannes Supramono, Inter-Institutional Relations Subdivision Staff of the DIY Paniradya Kaistimewan, February 25th, 2021 at the Inter-Institutional Relations Subdivision of the DIY Paniradya Kaistimewan, Yogyakarta). Paniradya Kaistimewan's information dissemination content is also accompanied by several hashtags according to the content theme and certain hashtags that are always listed in the post.



Figure 5. Screenshot of the caption for the dissemination content cultural document of Paniradya Kaistimewan DIY. The content is also equipped with several hashtags related to culture and hashtags always listed on each Paniradya Kaistimewan DIY dissemination post. (Source: Personal Documentation)

The hashtag *#PaniradyaKaistimewan* is one of the hashtags that is always listed in dissemination posts as a marker that Paniradya Kaistimewan is an organization that uploads posts. In addition, the hashtag *#JogjaIstimewa* indicates the origin of the uploading organization. Meanwhile, the hashtags *#GuyubSosmedJogja* and *#AdminPlatAB* are hashtags that are agreed upon by every OPD within the DIY local government so that the public knows that the uploading organization is an organization from the DIY local government. (Interview with Ari Proklamasi, Staff of Inter-Institutional Relations Subdivision of the DIY Paniradya Kaistimewan, January 15th, 2021 at the Inter-Institutional Relations Subdivision of the DIY Paniradya Kaistimewan, Yogyakarta). The hashtags *#WarisanBudayaTakBenda*, *#BudayaIndonesia*, and *#WBTB* indicate the chosen theme. The theme marker hashtags can change at any time according to the theme to be delivered.

- 3) Message. Paniradya Kaistimewan conveyed messages related to the values of the Privilege of Yogyakarta derived from cultural documents with a simple delivery, supportive graphic design, and easy to understand. The dissemination content is distributed through Instagram and presented in an actual manner so that it is relevant to people's lives, especially the people of Yogyakarta. Paniradya Kaistimewan stipulates uploading content on Instagram between 2-4 posts per day at certain primetime times with various themes. However, the target setting could not be implemented due to the lack of human resources to carry out information dissemination.

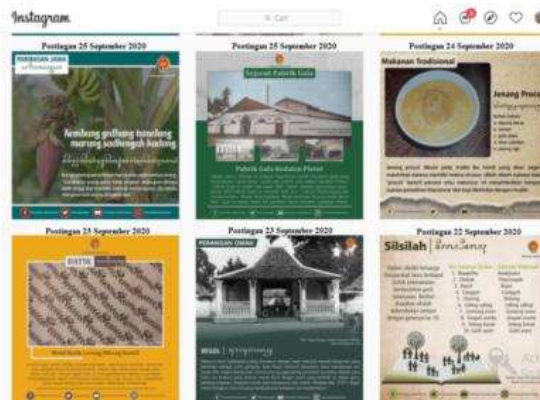


Figure 6. Screenshot of Paniradya Kaistimewan DIY's Instagram post regarding the dissemination of documents with different themes. The themes include Silsilah (bottom right corner), WaranOmah (bottom center), Batik (bottom left corner), Traditional Food (top right corner), History (top center), and ParibasanJawa (top left corner).
(Source: Personal Documentation)

- 4) Channel (*Saluran*). The channel is the path that the message takes to get to the recipient (Paniradya Kaistimewan DIY, 2019). Paniradya Kaistimewan considers the internet network as a channel for information dissemination. It utilizes the internet network in the form of public WiFi, namely *WiFi Jogja Istimewa* which is spread over 112 points in the Special Region of Yogyakarta to operate Instagram as a means of dissemination (DIY Communications and Information Office, 2021). Paniradya Kaistimewan DIY uses WiFi Jogja Istimewa which is located in the *Kepatihan Danurejan* Complex. Based on observations, the *Jogja Istimewa WiFi* has a strong signal so that dissemination can run smoothly. An information dissemination program through Instagram will not be carried out without an internet network because it cannot reach the recipient of the message.
- 5) Decoding. The activity of translating and delivering messages after reaching the public as the recipient of the message is called decoding (Hasibuan, 2019). Recipients in the information dissemination program see, read, hear, recite, and remember information on the Privileges of DIY at the decoding stage. Profiles or views of local wisdom and cultural values of Yogyakarta will be formed as a result of message translation activities by recipients of information dissemination. A method of massively internalizing the values of the Privileges of Yogyakarta to the recipients to be able to change the personality and character of the community according to the privileged values (Paniradya Kaistimewan DIY, 2019). This is expected to be applied by the community in everyday life such as helping each other or helping each other and making the people of Yogyakarta aware of the importance of preserving Yogyakarta culture.
- 6) Recipient (*Penerima*). Catur Sagatra 4-K (*Kraton, Kaprajan, Kampus, and Kampung*) – including the social media community that participates in disseminating information about the Yogyakarta area is target of dissemination carried out by Paniradya Kaistimewan (Paniradya Kaistimewan DIY, 2019). Catur Sagatra 4-K is a special car synergy model (DIY Local Government, 2015). The synergy model is a representation of the Kraton (Kasultanan and Duchy), DIY Regional Government (Governor and OPD), Regency/City Government (Regent/Mayor and OPD), and the community (Paniradya Kaistimewan DIY, 2019).

Communication between Paniradya Kaistimewan DIY and Catur Sagatra 4-K institution on Instagram is done by actively greeting by commenting, liking, and sharing posts related to the Privileges of Yogyakarta. The official accounts of Catur Sagatra 4-K on Instagram social media include: 1) Kraton consisting of @kratonjogja and @kadipatenpakualaman; 2) Kaprajan (official account of DIY Local Government OPD), consist of @humasjogja, @kominfodiy, @humasdpddiy,

and several other official accounts of the regional officials of DIY; 3) Campus, for example, @ugm.yogyakarta, @unyofficial, @uiiyogyakarta, @uinsk, and others; 4) Kampung, consisting of private accounts or Instagram netizens and communities that participate in disseminating information related to Yogyakarta such as @jogjaku, @wonderfuljogja, @jogjaistimewa, @infojogja, and others.



Figure 7. Screenshots of related reposts carried out by the recipient of the message, namely CaturSagatra 4-K (Source: Paniradya Kaistimewan DIY)

- 7) Feedback. Paniradya Kaistimewan provides feedback such as the formation of enthusiasm and the application of the privileged values of Yogyakarta in daily life. Paniradya Kaistimewan DIY (2019) also hopes that the feedback can answer various interests regarding the strengthening of DIY culture, which contains 4 major themes, including:
 - (1) “Efforts to protect, preserve and promote Yogyakarta's culture;
 - (2) Strengthening the Privileges of Yogyakarta as a potential strategy as well as a means to achieve people's welfare in various development sectors;
 - (3) Strengthening institutions and coordination between government organizations in the implementation of privileges;
 - (4) Strengthening the institutions of 2 cultural institutions, namely the Sultanate and the Duchy”
- 8) Disturbance (*Gangguan*). Paniradya Kaistimewan DIY received several technical issues (communication support tools) and human resources. In addition, some non-technical disorders were also encountered, such as differences in language and environmental understanding (Paniradya Kaistimewan, 2019). The disturbance occurred beyond the control of Paniradya Kaistimewan as the source party and netizens as the receiving party.
- 9) Social Media. Communication can run without being hindered by distance, space, and time because of the presence of social media in the community. Social media such as Instagram, YouTube channel, Twitter, and Facebook are used by Paniradya Kaistimewan DIY as a means of communication. In this study, researchers focused on Instagram as a means of disseminating cultural information by Paniradya Kaistimewan DIY.

The transmission formula produces a flow chart of communication at the stages of dissemination of cultural information carried out by Paniradya Kaistimewan DIY as follows:

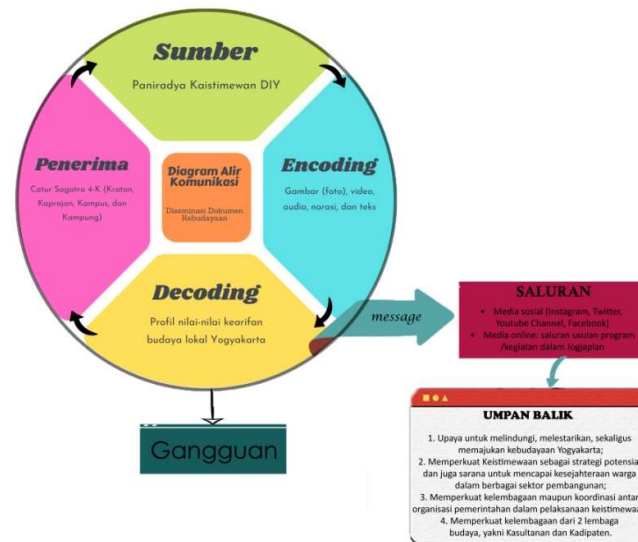


Chart 2. Flowchart of communication in the dissemination of cultural documents in Paniradya Kaistimewan DIY via Instagram. The flow of communication consists of several stages. The stages of dissemination activities consist of 9 components, including source, encoding, message, channel, decoding, receiver, feedback, interference, and social media, specifically Instagram. These disturbances can cause problems during the dissemination of cultural documents at Paniradya Kaistimewan DIY.

5. CONCLUSION

Paniradya Kaistimewan DIY as a Regional Apparatus Organization at the provincial level has the task of designing policies on privilege matters and coordinating administrative affairs on privileges. The main tasks are organizing information dissemination programs and managing cultural documents. Cultural documents can be created in various forms and media obtained from various cultural institutions and figures, schools of thought from interviews, and scientific disciplines. Paniradya Kaistimewan DIY obtained cultural documents from various organizations at the provincial level within the DIY Local Government.

The management of cultural documents is carried out by implementing the functions of facilitation, coordination, and cooperation between agencies as the embodiment of the concept of a new civilization in the bureaucratic world according to the Regulation of Governor's Regulation of DIY Number 51 the Year 2018 concerning the Position, Organizational Structure, Duties, Functions, and Work Procedures of the Special Committee. The regulation was then followed by Paniradya Kaistimewan as dissemination material through Paniradya Kaistimewan DIY's Instagram. The characteristics of Instagram which have complete information, photo attractiveness, message frequency, and clarity of information are the main reasons why they choose Instagram social media. Information disseminated through Instagram is packaged in the form of graphic designs so that people are attracted.

The impact of the dissemination of cultural information through Instagram is the increasing brand trust of the DIY Paniradya Kaistimewan institution as a source of public reference for the values of the Privileges of Yogyakarta. In addition, the embodiment of Law Number 13 the Year 2012 Article 5 Paragraph (1) letter concerning the Privileges of DIY carried out by Paniradya Kaistimewan DIY for participating in maintaining and developing the culture of Yogyakarta. On the other hand, Paniradya Kaistimewan also encountered several obstacles in

carrying out the dissemination of cultural information through Instagram, including the existence of multiple positions on the staff who carried out the dissemination, the lack of staff who were responsible for the program dissemination, and the absence of facilities to store cultural documents in Paniradya Kaistimewan DIY.

There are some limitations to this study. First, its locus was only in one public organization. For future research, the authors suggest broadening the locus of research so there will be a comparison model of the information dissemination model. Second, this study did not include citizens' perspectives. Hence, the citizen perspective should be included to understand the effectiveness of information dissemination. Third, the authors did not specify the cultural documents that were used to disseminate the cultural information. Further research, the specific documents must be clearly stated to understand which information will be the most interesting and attractive for the public.

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