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Instagram as an Information Dissemination Medium for the Gerakan Pangan Murah Program: A Study of @bdg.pangan

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The development of social media has transformed government public communication from one-way communication into a more interactive and participatory digital communication. This study aimed to analyze the utilization of the Instagram account @bdg.pangan as an information dissemination medium for the Gerakan Pangan Murah Program managed by the Department of Food Security and Agriculture of Bandung City. The study employed Denis McQuail's New Media Theory, which includes digitalization, convergence, interactivity, virtuality, and hypertextuality. A qualitative descriptive method was used, with data collected through observation, in-depth interviews, and documentation. Informants consisted of the administrators of the @bdg.pangan Instagram account and members of the public as information users. Data validity was ensured through source, technique, and time triangulation. The findings showed that @bdg.pangan had been optimally utilized as an information dissemination medium for the Gerakan Pangan Murah Program. Digitalization was implemented through digital posters, infographics, video reels, and informative captions. Media convergence was reflected in the integration of various content formats within a single platform. Interactivity was demonstrated through two-way communication via comments, direct messages, likes, and shares. Virtuality enabled people to access information without limitations of time and place, while hypertextuality was implemented through collaboration posts, hashtags, mentions, and location tags to expand information reach. Supporting factors included the use of Canva, CapCut, ChatGPT, and Instagram features, while inhibiting factors included limited organic reach due to social media algorithms and the absence of Instagram Ads utilization. The study concluded that the utilization of @bdg.pangan fulfilled the characteristics of new media and contributed to the effectiveness of government public communication.

Keywords: Instagram, information dissemination, Gerakan Pangan Murah, new media, public communication

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1. INTRODUCTION

The development of information and communication technology has brought significant changes to the way information is delivered to the public. The internet allows information to spread quickly without the constraints of space and time, giving rise to various social media platforms used in a wide range of

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communication activities. Digital technology has also created more open, interactive, and participatory communication patterns, so that social media no longer serve merely as a means of entertainment but also as a medium for disseminating public information (Widya, 2021).

These changes in communication patterns have encouraged government agencies to use social media as a public communication medium. Various digital platforms are used to deliver information on programs, policies, and public services to citizens more quickly and efficiently. Beyond accelerating the distribution of information, social media also enable two-way communication between the government and the public, thereby increasing transparency and public participation (Maulvi et al., 2023; Susanti et al., 2023).

One social media platform widely used in public communication is Instagram. The platform has attractive visual characteristics through features such as feed, stories, reels, captions, hashtags, mentions, and collaboration posts, which support more effective information delivery. The large number of Instagram users in Indonesia also makes the platform a potential medium for supporting information dissemination by government institutions (Nunung Nurhasanah, 2024; Kemp, 2025).

The Department of Food Security and Agriculture of Bandung City (*Dinas Ketahanan Pangan dan Pertanian*, DKPP) uses the Instagram account @bdg.pangan to disseminate information on various food security programs, one of which is the Gerakan Pangan Murah (Affordable Food Movement, GPM) Program. The program is a government effort to maintain food price stability and to improve public access to food at affordable prices. For the program to achieve its objectives optimally, the public needs information on the schedule, location, and implementation mechanism of its activities, delivered quickly, accurately, and accessibly (DKPP, 2026; Jabar, 2026).

Although @bdg.pangan actively publishes content on the Gerakan Pangan Murah Program, preliminary observation showed that audience engagement with several posts remained relatively low compared with the number of followers. This indicates that the success of information dissemination is influenced not only by the intensity of content publication but also by how the characteristics of new media are used to expand information reach, interaction, and public participation in the digital communication space (Abdul Kohar et al., 2025).

Previous studies have examined the use of Instagram in the contexts of risk communication, promotion, and public communication. However, research that specifically analyzes Instagram as a medium for disseminating information on the Gerakan Pangan Murah Program from the perspective of Denis McQuail's New Media Theory remains very limited. Most earlier studies focused on promotional effectiveness or social media management and therefore did not describe how the characteristics of new media are applied in government public communication. This study seeks to fill that research gap.

This study draws on Denis McQuail's New Media Theory, which holds that new media have five main characteristics: digitalization, convergence, interactivity, virtuality, and hypertextuality (McQuail, 2011). These five indicators were used to analyze how the @bdg.pangan Instagram account is used as a medium for disseminating information on the Gerakan Pangan Murah Program and to identify the factors that support and hinder the dissemination of information to the public.

Accordingly, this study aims to analyze the use of the @bdg.pangan Instagram account as a medium for disseminating information on the Gerakan Pangan Murah Program based on the characteristics of new media, and to identify the supporting and inhibiting factors in the dissemination process. The findings are expected to contribute to the development of digital communication studies, particularly on the use of social media for public communication, and to provide input for government agencies in developing more effective digital communication strategies.

1.1 New Media Theory

Advances in communication technology have given rise to the concept of new media, an evolution of media that is digitally based and relies on the internet for the production, distribution, and exchange of information. Unlike conventional mass media, which are one-directional, new media enable interactive and flexible communication and give users the opportunity to participate actively in the communication process (McQuail, 2011).

In this study, Denis McQuail's New Media Theory serves as the analytical foundation for understanding the use of Instagram as a medium for disseminating information on the Gerakan Pangan Murah Program. McQuail (2011) explains that new media have five main characteristics: digitalization, convergence, interactivity, virtuality, and hypertextuality.

Digitalization is the process of converting information into digital form so that it can be produced, stored, and distributed more quickly via the internet. On Instagram, digitalization takes the form of digital posters, infographics, photos, videos, and captions that allow the public to obtain information quickly and attractively (McQuail, 2011).

Convergence refers to the ability of digital media to integrate various forms of communication into a single platform. Instagram combines text, images, audio, video, reels, stories, hashtags, and collaboration posts, allowing information to be conveyed more effectively and understood more easily by the public (McQuail, 2011).

Interactivity is the characteristic that enables two-way communication between information providers and media users. Through comments, likes, direct messages, and shares, the public can respond directly to published information, creating more participatory communication (McQuail, 2011).

Virtuality describes the ability of digital media to create a communication space unconstrained by space and time. Through Instagram, the public can access information on the Gerakan Pangan Murah Program anytime and anywhere as long as they are connected to the internet. This characteristic supports wider dissemination of public information than conventional media allow (McQuail, 2011).

Hypertextuality refers to the ability of digital media to link pieces of information through hashtags, mentions, location tags, and other digital links. This characteristic broadens the reach of information and makes it easier for users to find information related to a government program (McQuail, 2011).

1.2 Social Media and Instagram as Information Dissemination Media

Social media are digital communication platforms that enable individuals and organizations to produce, distribute, and exchange information quickly via the internet. In public communication, social media have become strategic tools used by governments to increase transparency, build relationships with citizens, and expand the reach of public information (Widya, 2021; Susanti et al., 2023).

Instagram is one of the social media platforms most widely used by government agencies because of its attractive visual character and its range of digital communication features. Features such as feed, stories, reels, captions, hashtags, and collaboration posts allow information to be delivered more creatively, informatively, and interactively. The large number of Instagram users in Indonesia also makes the platform a promising medium for supporting government public communication (Nunung Nurhasanah, 2024; Kemp, 2025).

1.3 Information Dissemination in Public Communication

Information dissemination is the planned spreading of information to target groups so that the information is not only received but also understood and used by the public. In governance, information dissemination plays an important role because the success of a program depends not only on its implementation but also on the government's ability to communicate information effectively to the public (Maulvi et al., 2023).

In the Gerakan Pangan Murah Program, information dissemination covers the schedule of activities, locations, types of food commodities, prices, and the implementation mechanism of the program. Using Instagram as a public communication medium is expected to expand the reach of information, encourage public participation, and strengthen the relationship between the government and the public through more open and interactive digital communication (Abdul Kohar et al., 2025).

On this basis, the study adopts Denis McQuail's New Media Theory as its main analytical framework to explain how the characteristics of new media are applied in the use of the @bdg.pangan Instagram account by the Department of Food Security and Agriculture of Bandung City to disseminate information on the Gerakan Pangan Murah Program.

2. MATERIALS AND METHODS

This study employed a constructivist paradigm with a qualitative approach and a descriptive method. The constructivist paradigm was chosen because the study sought to understand the use of social media through the experiences, views, and interpretations of informants regarding the @bdg.pangan Instagram account as a medium for disseminating information on the Gerakan Pangan Murah Program. The qualitative approach allowed the researcher to gain an in-depth understanding of the digital communication processes involved in disseminating public information.

The object of the study was the use of the @bdg.pangan Instagram account, managed by the Department of Food Security and Agriculture of Bandung City, as a medium for disseminating information on the Gerakan Pangan Murah Program. The research focus was analyzed according to the five characteristics of new media proposed by Denis McQuail: digitalization, convergence, interactivity, virtuality, and hypertextuality (McQuail, 2011).

Research subjects were selected through purposive sampling, that is, by choosing informants considered to have knowledge and experience of managing or using the @bdg.pangan Instagram account. The informants consisted of the administrators of the department's Instagram account and members of the public who follow @bdg.pangan and had obtained information on the Gerakan Pangan Murah Program through the account.

Data were collected through observation, in-depth interviews, and documentation. Observation covered the content of the @bdg.pangan account, including feed posts, reels, captions, comments, and the various features used to deliver information on the Gerakan Pangan Murah Program. In-depth interviews were conducted with the account administrators and with members of the public as information users to obtain data on the dissemination process, forms of interaction, and the effectiveness of Instagram as a public communication medium. Documentation involved collecting documents, screenshots of Instagram content, and other supporting materials relevant to the study.

Data were analyzed interactively through data reduction, data display, and conclusion drawing. Data reduction involved selecting, grouping, and simplifying the observation, interview, and documentation data according to the research focus. The data were then presented as descriptive narratives to facilitate interpretation based on the new media indicators. Finally, conclusions were drawn from the relationships among the findings, the theory, and the research objectives to obtain a picture of how Instagram is used to disseminate information on the Gerakan Pangan Murah Program.

Data validity was tested through source, technique, and time triangulation. Source triangulation compared information obtained from different informants; technique triangulation compared the results of observation, interviews, and documentation; and time triangulation involved collecting data at different times to ensure the consistency of the information obtained. These procedures were intended to enhance the credibility and validity of the findings so that they can be scientifically accounted for.

3. RESULTS AND DISCUSSION

This section presents the findings on the use of the @bdg.pangan Instagram account, managed by the Department of Food Security and Agriculture of Bandung City, as a medium for disseminating information on the Gerakan Pangan Murah Program. The findings were obtained through observation, in-depth interviews, and documentation and were analyzed using Denis McQuail's New Media Theory. The analysis focuses on the five characteristics of new media, namely digitalization, convergence, interactivity, virtuality, and hypertextuality, to determine how Instagram is used as a public communication medium for disseminating information to the public.

The discussion of each indicator not only describes the findings but also relates them to theoretical concepts and relevant previous studies. In this way, the discussion is expected to provide a comprehensive picture of how the characteristics of new media support the effectiveness of information dissemination on the Gerakan Pangan Murah Program through the @bdg.pangan account.

3.1 Digitalization

Digitalization is one of the main characteristics of new media proposed by McQuail (2011). It explains that all forms of information can be converted into digital formats, facilitating the production, storage, distribution, and accessing of information through internet-based media. In this study, digitalization was analyzed through the use of the @bdg.pangan account, managed by the Department of Food Security and Agriculture of Bandung City, as a medium for disseminating information on the Gerakan Pangan Murah Program.

The findings show that the use of Instagram for information dissemination reflects the characteristic of digitalization through the presentation of information as digital content, such as informative posters, infographics, activity photos, video reels, and captions containing information on the schedule, location, time, and commodities available in the Gerakan Pangan Murah Program. Presenting information in digital formats makes it easy for the public to obtain information quickly through internet-connected devices.

The use of these various forms of digital content shows that information dissemination no longer depends on conventional media such as brochures or direct announcements. Information can be published in real time, so that the public receives the latest updates on the implementation of the program. In addition, content stored on the Instagram account allows the public to revisit previously published information when needed.

The findings indicate that digitalization makes it easier for the department to deliver information to the public more effectively. Through digital media, dissemination becomes more efficient because it

can reach the public within a relatively short time regardless of geographical location. This is consistent with McQuail (2011), who states that digitalization allows information to be produced, stored, modified, and distributed rapidly through digital technology.

Nevertheless, the findings also show that the success of digitalization depends not only on the use of digital media but also on the quality of the published content. Information needs to be clear, complete, timely, and visually attractive so that the public can understand it easily. Digitalization therefore functions not merely as the conversion of information into digital formats but also as a communication strategy that supports the effectiveness of information dissemination.

It can be concluded that the characteristic of digitalization has been applied on the @bdg.pangan account through the use of various digital content formats to disseminate information on the Gerakan Pangan Murah Program. This supports faster, more accessible, and more efficient information delivery, helping the public obtain information about the program's implementation. The finding reinforces McQuail's (2011) New Media Theory that digitalization is one of the main characteristics of new media that enhances communication effectiveness in the digital era.

3.2 Convergence

Convergence is a characteristic of new media that describes the ability of digital media to integrate various forms of communication into a single platform. According to McQuail (2011), convergence enables the combination of various media formats, such as text, images, audio, video, and internet networks, making information delivery more effective, attractive, and easier for audiences to understand. In this study, convergence was analyzed through the use of various Instagram features by @bdg.pangan in disseminating information on the Gerakan Pangan Murah Program.

The findings show that @bdg.pangan has applied the characteristic of convergence by using the various features available on Instagram. Information on the program is delivered not only as text but also combined with digital posters, activity photos, video reels, captions, hashtags, and information on activity locations. This combination of formats is intended to make the information clearer, more attractive, and easier for the public to understand.

The use of various Instagram features shows that information dissemination no longer relies on a single form of media. The integration of visual and textual elements makes it easier for the public to obtain information on the schedule, location, time, and food commodities provided in the Gerakan Pangan Murah Program. Besides making the information more attractive, the use of multiple content formats also supports more communicative message delivery that can reach a wider audience.

The findings indicate that convergence contributes to the effectiveness of the department's public communication. Through the use of various Instagram features, information delivery becomes more flexible and better suited to social media users, who tend to prefer visual information over long texts. This is consistent with McQuail (2011), who argues that media convergence allows various forms of communication to be integrated into a single digital platform, thereby increasing the effectiveness of information delivery.

However, the findings also show that optimizing convergence depends not only on the number of features used but also on the ability of the social media administrators to combine each feature strategically. The choice of content format, visual design, caption writing, and consistency of publication are factors that influence the success of information delivery. All Instagram features therefore need to be used in an integrated manner so that messages are more informative, attractive, and easily understood by the audience.

It can be concluded that the characteristic of convergence has been applied in managing the @bdg.pangan account through the integration of various media formats and digital features in delivering information on the Gerakan Pangan Murah Program. This supports more effective and communicative information dissemination that meets the needs of the public in the digital era, while reinforcing the concept of new media proposed by McQuail (2011).

3.3 Interactivity

Interactivity is one of the main characteristics of new media, emphasizing two-way communication between information providers and media users. According to McQuail (2011), new media not only serve as a means of delivering information but also give users room to participate, respond, and communicate directly through the available features. In this study, interactivity was analyzed based on the use of Instagram features that enable communication between the department and the public as recipients of information on the Gerakan Pangan Murah Program.

The findings show that @bdg.pangan has used various interactive features, such as the comment section, likes, direct messages (DMs), stories, and sharing, to support information dissemination. Through these features, the public does not merely receive information but also has the opportunity to respond, ask questions, and obtain additional information about the implementation of the program.

The findings indicate that interaction through social media contributes to the effectiveness of public communication. Two-way communication allows the account administrators to obtain feedback, understand the public's information needs, and provide clarification when there are questions about the schedule, location, or implementation mechanism of the program. Instagram is thus used not only as a publication medium but also as a means of building closer communication between the government and the public.

This finding is in line with McQuail (2011), who states that interactivity is an important characteristic of new media because it allows users to participate actively in the communication process. Unlike conventional media, which tend to be one-directional, social media give audiences the opportunity to take part in the information delivery process through the various forms of response available on digital platforms.

Nevertheless, the findings also show that the level of interactivity is influenced by how responsive the account administrators are to questions and comments from the public. The faster and more accurately they respond, the greater the public's trust in the information delivered. Conversely, when responses are less than optimal, the risk of miscommunication and the spread of inaccurate information increases. Two-way communication therefore needs to be managed consistently so that social media can function as an effective public communication medium.

It can be concluded that the characteristic of interactivity has been applied on the @bdg.pangan account through the use of communication features that enable interaction between the account administrators and the public. This supports more participatory, transparent, and responsive public communication, strengthening the function of Instagram as a medium for disseminating information on the Gerakan Pangan Murah Program in line with McQuail's (2011) concept of new media.

3.4 Virtuality

Virtuality is a characteristic of new media that describes the ability of digital media to create a virtual communication space in which information can be delivered and received without the constraints of space and time. According to McQuail (2011), new media create an internet-based communication environment in which individuals and organizations can interact flexibly through digital platforms. In this study, virtuality was analyzed through the use of the @bdg.pangan account as a medium for disseminating information on the Gerakan Pangan Murah Program that the public can access anytime and anywhere.

The findings show that @bdg.pangan has used the virtual space as a means of disseminating information on the program. Information published through feed posts, stories, and reels can be accessed by the public without having to visit the department's office in person. This convenience allows the public to obtain information on the schedule, location, time, and other supporting details simply through an internet-connected device.

The findings indicate that the use of the virtual space makes it easier for the public to obtain information quickly and efficiently. The public no longer depends on conventional communication media because information can be accessed whenever needed. Besides expanding the reach of information, the virtual space also supports equitable access to information, so that people in different areas can receive the same information simultaneously.

This finding is consistent with McQuail (2011), who states that virtuality is a characteristic of new media that creates a digital communication space without geographical or temporal limits. Social media give government agencies the opportunity to reach the public more widely and to improve the effectiveness of public communication through digital technology.

Nevertheless, the findings also show that the effectiveness of virtuality depends on the public's ability to access digital media and on the quality of the information published. Information must be kept up to date, easy to understand, and relevant to the public's needs for the virtual space to function optimally as a dissemination medium. In addition, consistent management of the social media account is important for maintaining public trust in the information published.

It can be concluded that the characteristic of virtuality has been applied through the use of the @bdg.pangan account as a digital communication space for disseminating information on the Gerakan Pangan Murah Program. The virtual space allows information to be delivered more widely, quickly, and accessibly, without the constraints of space and time. This finding reinforces McQuail's (2011) concept

of new media, in which virtuality is one of the main characteristics supporting effective public communication in the digital era.

3.5 Hypertextuality

Hypertextuality is a characteristic of new media that describes the ability of digital media to connect pieces of information through hyperlinks and integrated digital features. According to McQuail (2011), this characteristic allows users to obtain broader and deeper information through the interconnection of content on a digital platform. In this study, hypertextuality was analyzed based on the use of Instagram features that support the interconnection of information on the @bdg.pangan account as a medium for disseminating information on the Gerakan Pangan Murah Program.

The findings show that @bdg.pangan has applied hypertextuality through the use of hashtags, mentions, location tags, and captions containing supporting information on the program. These features make it easier for the public to find information related to the program's implementation, either through keyword searches or through links to other relevant accounts and information.

The findings indicate that hypertextual features make it easier for the public to trace information more systematically. Published information does not stand alone as a single post but is linked to other related information, allowing the public to gain a more complete understanding of the schedule, location, implementation, and activities of the Gerakan Pangan Murah Program. This shows that the digital features of Instagram can increase the accessibility of information while extending its reach to the public.

This finding is in line with McQuail (2011), who explains that hypertextuality allows users to move from one piece of information to another through various forms of digital connection. In public communication, this characteristic makes it easier for government agencies to present information in a more structured, interconnected, and accessible way. Information dissemination thus focuses not only on delivering messages but also on making it easy for the public to obtain relevant additional information.

Nevertheless, the findings show that the effectiveness of hypertextuality depends on how precisely the account administrators make use of Instagram features. Relevant hashtags, mentions of related accounts, the addition of activity locations, and informative captions are important factors in increasing the interconnection of information. These features therefore need to be managed consistently so that the public can more easily find the information they need about the program.

It can be concluded that the characteristic of hypertextuality has been applied on the @bdg.pangan account through the use of digital features that link one piece of information to another. This supports information dissemination that is more structured, traceable, and accessible to the public. The finding reinforces McQuail's (2011) concept of new media, in which hypertextuality is an important characteristic that enhances the effectiveness of public communication through the interconnection of information in the digital space.

3.6 Supporting and Inhibiting Factors in the Use of Instagram for Disseminating Information on the Gerakan Pangan Murah Program

In addition to analyzing the use of Instagram based on the characteristics of new media, this study identified the factors that influence the effectiveness of the @bdg.pangan account as a medium for disseminating information on the Gerakan Pangan Murah Program. These consist of supporting factors that strengthen the dissemination process and inhibiting factors that remain challenges for public communication through social media.

3.6.1 Supporting Factors

The findings reveal several factors that support the use of @bdg.pangan as an information dissemination medium. The first is the availability of Instagram features that support visual information delivery, such as feed, stories, reels, hashtags, captions, and location tags. These features make it easier for the account administrators to present information in an attractive, informative, and easily understood manner.

The next supporting factor is the high use of social media, particularly Instagram, among the public. This gives the department an opportunity to reach the public more widely and quickly than through conventional communication media. Easy access to digital media also allows the public to obtain information on the schedule, location, and implementation of the program in real time.

In addition, human resource support in social media management and consistent publication of information also contribute to effective information dissemination. Sustained content management helps maintain continuous communication between the government agency and the public. This shows that the

use of digital technology, supported by sound social media management, can increase the effectiveness of public communication, as argued by McQuail (2011).

3.6.2 Inhibiting Factors

Alongside the supporting factors, this study also found several factors that hinder the use of Instagram for information dissemination. One obstacle is the uneven reach of information across all segments of society. Not everyone uses Instagram as a main source of information, so some groups have not yet obtained information on the Gerakan Pangan Murah Program through social media.

Another inhibiting factor is that public interaction has not yet been optimal. Although information is published regularly, not all posts achieve high engagement. This shows that the success of information dissemination depends not only on the frequency of publication but also on the attractiveness of the content, the timing of publication, and the public's information needs.

Furthermore, the effectiveness of information dissemination is also affected by limited resources for social media management, including the need for continuous content innovation, consistent information updates, and prompt responses to questions and feedback from the public. If these aspects are not managed optimally, the effectiveness of public communication through social media may decline.

Supporting and inhibiting factors are thus two mutually influencing aspects of using Instagram to disseminate information on the Gerakan Pangan Murah Program. Social media management therefore needs to be optimized by improving content quality, making full use of Instagram features, and strengthening two-way communication with the public so that public information can be disseminated more effectively, efficiently, and accurately to its intended audience.

3.7 Data Triangulation

The validity of the data was tested using triangulation to ensure that the data obtained had a high level of credibility. Triangulation was carried out by comparing information obtained from different sources, techniques, and times of data collection so that the findings can be scientifically accounted for (Sugiyono, 2022).

3.7.1 Source Triangulation

Source triangulation was carried out by comparing information obtained from different informants, namely the administrators of the @bdg.pangan account, who are responsible for the department's social media, and members of the public as users of information on the Gerakan Pangan Murah Program. The comparison showed agreement between the two groups regarding the use of Instagram as an information dissemination medium, particularly in conveying information on the schedule, location, and implementation of the program. Differences in views among informants were used as material for analysis to gain a more comprehensive understanding of the phenomenon studied.

3.7.2 Technique Triangulation

Technique triangulation was carried out by comparing data obtained through observation, in-depth interviews, and documentation. Observation of the @bdg.pangan account showed the use of various Instagram features, such as feed, stories, reels, captions, hashtags, and location tags, in delivering information on the program. These findings were then confirmed through interviews with informants and reinforced by documentation in the form of screenshots of Instagram posts and other supporting documents. The consistency of data across the three techniques indicates that the information obtained has good validity.

3.7.3 Time Triangulation

Time triangulation was carried out by collecting data at different times during the research process. The activity of the @bdg.pangan account was observed periodically to assess the consistency of information delivery on the program. In addition, interviews with informants were conducted at different times to ensure the consistency of their answers. The results of time triangulation show that the information obtained was relatively consistent, so the data used in this study can be considered credible and reflective of actual conditions.

Based on source, technique, and time triangulation, it can be concluded that the data obtained in this study meet the criterion of credibility. The consistency of information obtained from different sources

and data collection techniques strengthens the findings on the use of the @bdg.pangan account as a medium for disseminating information on the Gerakan Pangan Murah Program.

4. CONCLUSION

Based on the findings regarding the use of the @bdg.pangan Instagram account by the Department of Food Security and Agriculture of Bandung City to disseminate information on the Gerakan Pangan Murah Program, it can be concluded that Instagram has been used as a public communication medium that supports the dissemination of information to the public. This use of social media was analyzed using Denis McQuail's New Media Theory, which comprises five main characteristics: digitalization, convergence, interactivity, virtuality, and hypertextuality.

In terms of digitalization, @bdg.pangan has used various forms of digital content, such as posters, infographics, photos, videos, and captions, to convey information on the program. Presenting information in digital formats makes it quick, practical, and easy for the public to obtain information through internet-connected devices.

In terms of convergence, @bdg.pangan has integrated various forms of media, such as text, images, video, and Instagram features, into a single communication platform. This integration makes information delivery more attractive and informative and increases the effectiveness of public communication.

In terms of interactivity, Instagram is used not only to publish information but also as a medium for two-way communication between the government agency and the public. Through comments, direct messages, likes, and shares, the public can respond and obtain additional information on the program, creating more participatory communication.

In terms of virtuality, @bdg.pangan has created a digital communication space that allows the public to access information without the constraints of space and time. Social media make it easier for the public to obtain information on the implementation of the program more flexibly and efficiently.

In terms of hypertextuality, the use of hashtags, mentions, location tags, and captions supports the interconnection of information, making it easier for the public to trace information related to the program. This characteristic strengthens the function of Instagram as a dissemination medium capable of connecting various pieces of information within a single digital ecosystem.

This study also identified supporting and inhibiting factors in the use of Instagram for information dissemination. Supporting factors include the availability of various Instagram features, the high use of social media among the public, and the consistent management of the account by the department. Inhibiting factors include the uneven use of Instagram across all segments of society, suboptimal user engagement, and the need for content innovation and greater responsiveness in social media management. Overall, the use of Instagram to disseminate information on the Gerakan Pangan Murah Program has worked well and supports more effective dissemination of public information in line with the characteristics of new media proposed by McQuail (2011).

4.1 Research Implications

This study has both theoretical and practical implications. Theoretically, the findings reinforce the application of Denis McQuail's New Media Theory in the context of public communication, particularly the use of social media by government agencies for information dissemination. The findings show that digitalization, convergence, interactivity, virtuality, and hypertextuality can serve as an analytical framework for assessing the effectiveness of social media in delivering information to the public.

Practically, the findings are expected to serve as evaluation material for the Department of Food Security and Agriculture of Bandung City in developing more effective digital communication strategies. Optimizing the use of Instagram features, improving content quality, and strengthening two-way communication with the public are expected to increase the reach of information and public participation in the Gerakan Pangan Murah Program.

4.2 Research Limitations

This study has several limitations. First, it focused only on the @bdg.pangan Instagram account, so the findings cannot describe the effectiveness of other social media used by government agencies. Second, the study used a qualitative approach that emphasizes in-depth understanding of the phenomenon and is not intended to generalize to all government agencies. Third, the study examined social media use only from the perspective of Denis McQuail's New Media Theory, leaving room for other

communication theories or approaches that may offer different perspectives on digital public communication.

5. SUGGESTION FOR FUTURE RESEARCH

Based on the findings, the following suggestions are offered.

The Department of Food Security and Agriculture of Bandung City is encouraged to continue improving the management of the @bdg.pangan account by presenting content that is more creative, informative, and suited to the public's needs.

The social media administrators are encouraged to make fuller use of Instagram features, such as Reels, Stories, Instagram Live, carousel posts, and other interactive features, to increase the reach of information and public engagement.

The agency is encouraged to be more responsive to comments and messages from the public so that two-way communication runs more effectively and increases public trust in the information delivered.

Future research is recommended to examine digital public communication on other social media platforms or to combine qualitative and quantitative approaches (mixed methods) in order to obtain more comprehensive findings on the effectiveness of social media as a medium for disseminating public information.

6. CO-AUTHOR CONTRIBUTION

[To be completed by the authors: a conflict-of-interest statement and the contribution of each author. Example: The authors declare no conflict of interest in this article. Author 1 conducted the fieldwork and prepared the manuscript; Authors 2 and 3 supervised the methodology and reviewed the manuscript.]

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