

ABSTRACT

Depiction of Micro, Small and Medium Enterprises Messages on the Instagram account @ukmindonesiaid Indonesia (Qualitative Content Analysis for the period August 2023 – August 2024)

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Micro, small and medium businesses themselves are one of the factors in the rise of the economy in Indonesia. With the increasing popularity of micro, small and medium businesses, more and more people want to start micro, small and medium businesses. In this modern era, social media is very popular with people in Indonesia, especially Instagram. With advances in technology, people have become more active on social networks, so at this time micro, small and medium businesses have become a hotly searched topic on Instagram social media, related to the content contained therein, one of the Instagram accounts for micro, small and medium businesses is @ukmindonesiaid. This research uses qualitative content analysis by trying to see the depiction using indicators in terms of quantity, theme, function, form and response. Data analysis was carried out thematically. The findings include the highest quantity of uploads falling in June 2024 compared to other months, the most themes also fall on the economy, as well as the function falling on informative, the form is more images than video, and the responses are more crowded if they lead to culture and uniqueness. The results of this study depict the MSME content that is in demand by the public is the type of Economic uploads with an information function, and in the form of images. The function of the most MSME content is Informative As for audience responses, judging from the number of likes, shares and comments, then in order the number of the most is in likes with a total of 71,379 thousand, followed by the number of shares 20,549 and comments which is 3,331.

Keywords: Social Media, Instagram, UMKM Content.

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