

ABSTRACT

Presentation of Infographics on Instagram @Tirto.Id (Quantitative Content Analysis as a Form of Information Packaging for the Period January-September 2024)

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The use of infographics as a form of information packaging in the era of online journalism, one of which is carried out by Tirto media through the Instagram account @tirto.id. The high consistency in the production and publication of infographics carried out by Tirto media since 2016 until now is the background to the importance of this research. The purpose of the study is to describe the packaging of infographics on Instagram @tirto.id for the period January-September 2024. For this reason, this study will use a quantitative content analysis method with an infographic type indicator from Mayank Yuvaraj. Furthermore, infographic packaging is described through the categories of quantity, theme, and type of infographics as well as reader responses. A number of concepts are used to analyze the findings including online journalism, infographics, messages, Instagram, reader responses. The research findings show that in terms of quantity, infographics during the research period were high with the number of uploads between 39-57/month for 6 months. The news theme that was most packaged in the form of infographics was entertainment (42%) compared to 11 other themes. Meanwhile, the type of infographic that was most produced was the informational type (95%). Meanwhile, for reader responses seen from the number of likes, shares and comments, the average is low. However, among the three forms of reader responses, in order of the largest number are likes, shares and comments.

Keywords : Infographics, Instagram, Online journalism, Tirto.id

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