

ABSTRACT

INFOGRAPHIC CONTENT PACKAGING ON GOVERNMENT ACCOUNTS (Quantitative Content Analysis on @Indonesiabaik.id Accounts for the Period January 2024 – January 2025)

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This study discusses the presentation of infographics as a form of information packaging carried out by the official government Instagram account @indonesiabaik.id during the period from January 2024 to January 2025. In the current fast-paced and visually driven digital era, infographics have become a highly relevant and effective medium for communicating complex information in a simpler, more attractive, and easily digestible format. The purpose of this research is to analyze how the account structures its content through infographics and to measure its effectiveness based on audience responses. This study employs a quantitative content analysis method, with 657 infographic posts tagged with #infografis as the unit of analysis. The analysis focuses on three main aspects: posting frequency, infographic themes (such as government policies, national development, and public services), and the types of infographics used (statistical, process-based, timeline, and location-based). Additionally, audience responses are measured through the number of likes, comments, and shares, which serve as indicators of audience engagement with the content. The research findings indicate that @indonesiabaik.id consistently utilizes infographics as a visual communication strategy that is informative, educational, and effective in reaching a broad segment of the public. This study is expected to serve as a valuable reference for digital communication practitioners and government institutions in designing visual content that enhances media literacy and public engagement on national issues.

Keywords: Infographics, Instagram, Indonesiabaik.id

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