ABSTRACT

Packaging of Public Service Information Through Instagram (Qualitative Content Analysis of Message Information on Instagram @Kemenkumhamri Period 17 January 2022 – 17 January 2023)

Muhamad Farhan Wahyudi[1], Suci Marini Novianty[2]

[1] *Student of Communication Science Department, Universitas Pembangunan Jaya*

[2] *Lecturer of Communication Science Department, Universitas Pembangunan Jaya*

Packaging information messages is important at this time information has become a special need for the community. With the existence of public services related to legal administration and human rights information through online made by government agencies, this can provide various kinds of opinions that are formed in society. The presence of the RI Kemenkumham Instagram account as a medium for the dissemination of public services. This can make it easier for the public to obtain information and knowledge related to public services. The purpose of this study was to look at the message packaging strategies used in packaging public service information on Instagram @kemenkumhamri during the period January 17 2022 – January 17 2023 using qualitative research methods with content analysis techniques. This depiction is reviewed based on the message content, message structure, and message format of the message packaging used in Instagram Kemenkumham RI. The results of this study indicate that the packaging of public service information on Instagram of the Ministry of Law and Human Rights of the Republic of Indonesia uses more immigration service indicators, with more negative responses in some public service content, and uses more content reels in conveying public service information messages on Instagram of the Ministry of Law and Human Rights of the Republic of Indonesia.

Keywords: *Public Service, Message Packaging Strategy, Ministry of Law and Human Rights of the Republic of Indonesia, Instagram.*

Libraries   : 34
Publication Years : 2013 – 2023