

INSTAGRAM AS A MEDIA FOR SYMBOLIC AND DIALOGICAL INTERACTION FOR VILLAGE DEVELOPMENT

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Abstract

Background - In the digital era, social media is a medium for socializing and interacting, Instagram has become an effective platform for communicating the potential of natural resources, culture and the local economic sector. The urgency of this research arises from the need for Tenjolaya Village to maximize the use of social media, especially Instagram, in an effort to attract tourist attention, increase community involvement, and support inclusive and sustainable village development programs. The aim of this research is to analyze how Instagram is used by Tenjolaya Village as a development promotion and communication tool. This research also aims to identify the role of Instagram in increasing local community involvement, as well as evaluating the impact of using Instagram on the development of the economic, social and cultural sectors in the village. Apart from that, this research seeks to find the obstacles faced in using social media. This research uses a qualitative approach with a case study method. Data collection was carried out through in-depth interviews with village stakeholders, observation of village Instagram accounts, and documentation of uploaded content. Thematic analysis techniques are used to understand Instagram usage patterns and their impact on development. The targeted output of this research is the availability of guidelines or recommendations for the model of "effective communication strategies for villages in using Instagram for promotion and development" Journal of Communication Sinta 3 Universitas Djuanda. It is hoped that the results of the research will provide insight to the village government, community and local business actors regarding how to utilize social media to encourage sustainable economic and social growth in the village.

Purpose - aims to identify the promotional strategies used by Tenjolaya Village on Instagram and how the published content can illustrate the village's potential, both in the fields of tourism, culture and the local economy. This research will examine the extent to which Instagram is used to encourage local residents' participation in various development programs and how effective this media is as a communication tool to increase interaction between residents and the village government.

methodology - Research process and stages; Survey and make preliminary research through literature studies, in this process the researcher conducted a field survey to identify the Tanjolaya village. The aim at this stage is to get to the root of the problem which is closely related to the Tanjolaya village development phenomenon through the media with the Instagram application to tap the grass roots. from the community and its implementation in managing Instagram.

Findings - Instagram can be a powerful tool in supporting village development, especially for tourism promotion, economic empowerment, and preserving local culture. However, its effectiveness depends on good management strategies and adequate technological support. Obstacles Lack of technical training in managing social media, limited internet infrastructure, and lack of public understanding of the benefits of digital media. Recommendations for the need for regular training, collaboration with influencers, and investment in technological infrastructure to increase promotional effectiveness and community engagement.

Originality - This research is the original result of in-depth interviews with several trusted sources or key informants according to their field

Keywords: Social media, Instagram, Village Development, Digital promotion, Community involvement.
