

Instagram Reels as A New Media in Disseminating Information

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Abstract: *In the recent massive digital era transition, the role of Public Relations Practitioners needs to follow existing developments to evolve the duties and functions of Public Relations from using conventional media to digital media. Okezone.com seeks to manage social media effectively by utilizing Instagram Reels as a new medium to spread the news and provide facilities for interaction. This study aims to discover the use of social media Instagram Okezone.com through the Reels feature as a new media in spreading information using the theory of social media characteristics from Rulli Nasrullah with seven dimensions namely, Network, Information, Archive, Interactivity, Simulations of Society, User Generated Content, and Sharing. A research methodology is a qualitative approach with descriptive methods and data collection techniques using interviews with three informants. The results show that by utilizing Instagram Reels, Okezone.com has attracted users to interact and participate in disseminating content, and this can be a factor in gaining brand awareness, maintaining brand image, getting lots of portal visits from users who come from social media and also seek revenue from information content that has been presented.*

Keywords: *Information, Instagram, New Media, social media*

Introduction

New media or also called new media is a new technology in media whose contents can be in the form of text, photos, videos, and sound that can be disseminated in digital format. The development of new media is currently very influential and has major changes to the efficiency of communication. The reason is, that the new media is designed to increase the reach, speed, and effectiveness of humans in communicating. Social media is classified as new media, social media presents such deep pressure on today's communication processes, social media has more of an impact than other media such as television and radio, the use of social media in parts of the world is growing since the emergence of social media Facebook. Social media is a medium that is present thanks to the development of digitalization of communication where everything works online and is connected via a satellite network. In this case, social media is capable of being a medium for conducting long-distance communication activities where users can participate, interact, share, collaborate, create content, build discussion spaces, and can also form virtual social bonds without being limited by distance and time.

Public Relations (PR) is an important profession in a company because it acts as an intermediary between an institution or organization and its public so it can be said that PR plays a role in determining the survival of the institution. PR serves to foster good relations with stakeholders (target audiences concerned). Frank Jeffkins (1992) states that public relations are

something that summarizes the overall planned communication, both internally and externally, between an organization and its audiences to achieve specific goals based on mutual understanding. Through these activities, it is hoped that a positive impact of the change will emerge (Syarifuddin, 2016:9). In conveying messages to the public, PR practitioners must have the ability to communicate both orally and in writing. The ability to communicate orally and in writing is a requirement that cannot be ignored in carrying out the Public Relations function so that messages and ideas can be accepted by the public following company and organizational goals. In the recent massive digital era transition, the role of PR practitioners needs to keep up with existing developments as an effort to evolve the duties and functions of PR from using conventional media to digital media. One example is the use of social media. Using social media can certainly facilitate the work of a PR practitioner because information is easily and quickly obtained and disseminated.

The use of social media as a medium for disseminating information or news is certainly no stranger to this time. Easy access to receive and get the latest information through social media is one of the main points in helping PR Practitioners to stay abreast of the latest developments. Apart from that, a PR practitioner uses social media as a communication medium with the aim of facilitating interaction with the public, accommodating public aspirations, as a forum for promoting and disseminating information, news, or programs, as well as company or government policies, and can be a medium for conduct and provide clarification on the crisis experienced.

As mentioned earlier, social media also always makes innovations to attract users to use social media, in this case, Instagram. Instagram is one of the social media that function as a publication media by giving access to its users to disseminate photos and videos. Through the features offered, starting from the camera feature, editing feature, caption feature, tag and hashtag feature, highlight feature, Instagram shopping feature, direct message feature, Instagram live feature, Instagram story feature, Instagram TV feature, and the latest Instagram reels, Instagram managed to get at least 106 million users in Indonesia as of July 2022 from the data accessed on the Napoleon Cat page.

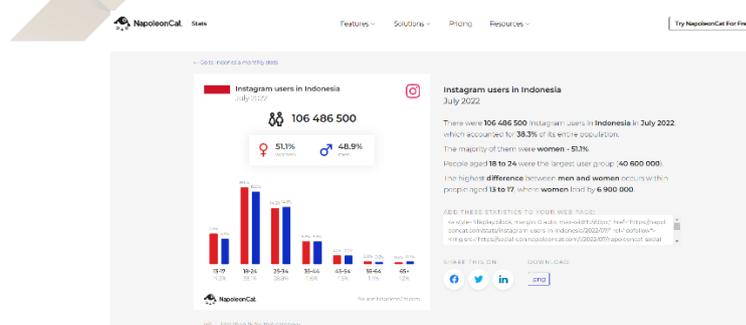


Image 1. Instagram User Data in Indonesia by July 2022

With its function that can be used for any activity, Instagram can be a medium for spreading news through the interesting features that have been provided, namely Instagram Reels. Instagram Reels is one of the many features that exist on Instagram social media, and this feature has become a hot topic of discussion because the Reels feature provides a new experience for sharing videos with a duration of 60 seconds, as well as various background music, effects, and stickers that can be used as elements. addition to making the video more interesting.

Okezone.com is an online news and entertainment portal or site that focuses on Indonesian readers both in Indonesia and abroad. Okezone.com has a variety of content such as

general news, politics, events, international, economy, lifestyle, celebrity, sports, football, automotive, technology, Travel, Food, Hajj, and Muslims.

Okezone.com was officially launched (Commercial Launch) as a news portal on March 1, 2007. The birth of Okezone.com became the forerunner of online business The first is owned by PT Media Nusantara Citra Tbk (MNC), the largest integrated media company in Indonesia and Southeast Asia. (Okayzone.com, 2022)

#	WEBSITE	TIME PER DAY	PAGES PER DAY	#	WEBSITE	TIME PER DAY	PAGES PER DAY
01	GOOGLE.COM	174 265	18.49	11	KUMPARAN.COM	03M 295	2.94
02	YOUTUBE.COM	19M 225	10.53	12	SUARA.COM	03M 345	2.17
03	OKEZONE.COM	04M 005	4.06	13	TOKOPEDIA.COM	12M 255	7.84
04	RKIBAN-Rakyat.com	04M 045	2.24	14	SHOPEE.CO.ID	13M 055	7.65
05	TRIBUNNEWS.COM	03M 315	1.94	15	MERDEKA.COM	03M 015	1.69
06	KOMPAS.COM	03M 235	1.84	16	GOOGLE.CO.ID	05M 205	5.16
07	DEPK.COM	06M 315	4.21	17	RCTIPUR.COM	03M 375	2.66
08	SINDONews.com	03M 415	2.53	18	INDTIMES.COM	06M 295	6.68
09	UPUTANS.COM	04M 395	2.33	19	JAWABOS.COM	08M 395	3.18
10	GEO.ID	04M 045	1.97	20	YAHOO.COM	05M 165	4.88

Image 2. Most-Visited Websites: Alexa Ranking in Indonesia by February 2022

Seeing the development of Okezone.com, which was ranked third as the most visited website in Indonesia as of February 2022, which is seen from the number of readers in one day makes researchers interested in knowing what factors are behind Okezone.com's success in reaching a large number of readers. In this case, researchers find out through Okezone.com social media, namely Instagram @okezonecom.

After making brief observations through the Okezone.com Instagram social media page, the researcher got content containing news that was packaged briefly, densely, clearly, and completely by attaching events to video. And the feature provided by Instagram is called Instagram Reels.

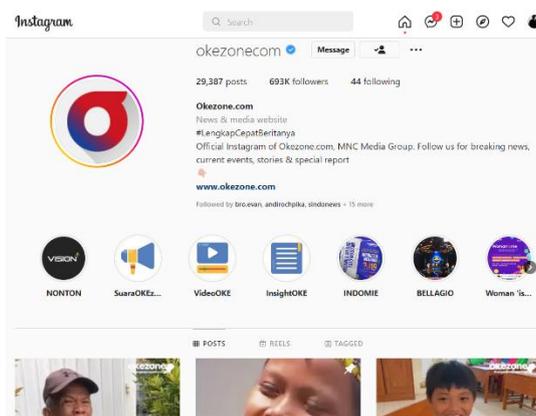


Image 3. @okezonecom Instagram Account

The use of Instagram Reels @okezonecom as a new medium for disseminating information has been implemented by Okezone.com. The use of social media is carried out by creating Instagram Reels and disseminating content on the Instagram @okezonecom social media account. The content shared is quite diverse, ranging from the latest news, sports news, celebrity news, educational news, and other interesting news.

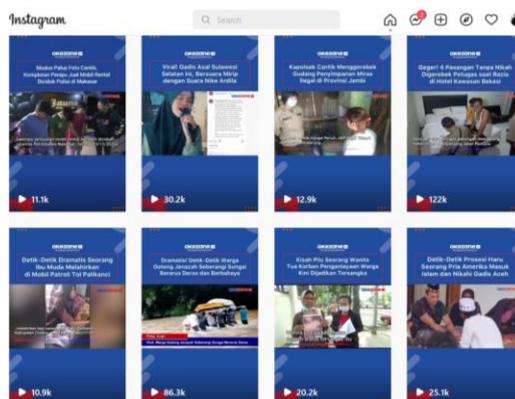


Image 4. @okezonecom Instagram Reels Content

If it is considered in terms of the delivery and dissemination of information, the communication made by Okezone.com on the @okezonecom Instagram account is informative, that is, it only provides information to the public. In delivering informative messages, there are goals to be achieved from informative communication activities, including providing information and motivation. After the researchers searched for information about the use of Instagram Reels by Okezone.com, it could be said that it was a form of spreading news or information. Therefore, researchers are interested in examining how the use of Instagram Reels as a new medium for disseminating information is carried out by Okezone.com.

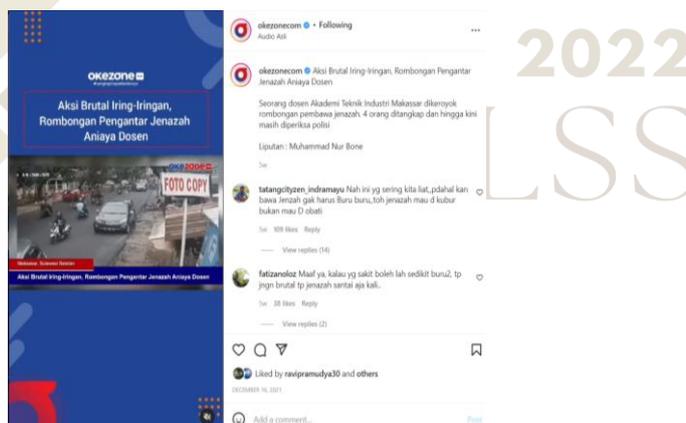


Image 5. @okezonecom Instagram Reels Content

A Public Relations Practitioner needs to be able to take advantage of social media because currently, public relations media has switched from conventional media to digital media. So that by utilizing social media, it can be convenient for a PR in carrying out his duties and functions. Therefore, the researcher conducted a study under the title "Instagram Reels as A New Media in Disseminating Information".

Literature Review

Concerning the use made by Okezone.com with Instagram social media using the Reels feature, this study uses the theory of social media characteristics proposed by Dr. Rulli Nasrullah, M.Si in his book entitled "Social Media (Perspective of Communication, Culture, and Sociotechnology)" which includes Network, Information, Archive, Interactivity, Simulation of Society, User Generated Content, and Sharing.

1. Network
Social Media is built from the social structure formed in the network or the internet.
2. Information
Information becomes an important entity because social media users can create representations of their identities, reproduce content and interact based on information. Information is produced, exchanged, and consumed which makes it a valuable commodity.
3. Archives
Archives become characters that explain that information has been stored and can be accessed anytime and through any device. Any uploaded information will not just disappear at the turn of the day.
4. Interactivity
Mainly, the character of social media is the formation of a network between users, in addition to expanding the range of friendships, but needs to be built with the interaction between users. Like commenting on each other or giving a like sign.
5. Simulation of society
Social media has a character, namely as a medium for society (society) in the virtual world. It can be likened to a country, in social media, some rules and ethics bind its users.
6. User-generated content
Social media is wholly owned and based on contributions from users or account owners.
7. Sharing
Spreading is another character that not only results in content that is created and consumed by users but is also distributed as well as developed.

A previous study entitled "Utilizing Instagram TV as a New Media in Disseminating News" was compiled by Asih Salima Nurrahman from UIN Sunan Gunung Djati in 2018. This study aims to find out how the Tribun Jabar conventional mass media utilizes new media, namely Instagram social media, especially the IG feature. The TV is a medium for disseminating news whether it is for media promotion and or maintaining the image of the company in the eyes of the people of West Java. In this study, the theory used is the theory of new media and social media. This research uses a descriptive study that explains or describes events which then analyzes each variable from the research results and is carried out by interviewing online managers and observations on the Tribun Jabar Instagram account, especially the Instagram Tv feature.

Based on the results of the research of the Tribun Jabar General Daily using social media as a medium for disseminating news, the media convergence that is currently happening is a race for the West Java Tribune to combine mass media (conventional) with technology, especially the internet. The use of the Instagram TV feature as a new medium for disseminating news, news in the form of videos with a duration of more than one minute is an advantage for Tribun Jabar to broadcast news in full. Then when the reader sees the upload and the reader feels that the information provided is not enough and then the Instagram account includes a link to enter the official website of the Tribun Jabar General Daily, that's where the utilization process is successful. When the two media are interconnected and make the Tribun Jabar General Daily mass media get a lot of attention from the audience, so the image of the company is maintained. (Nurrahman et al., 2018)

Methodology

The research method used in this research is the descriptive method. Qualitative descriptive research is a method used to describe the findings of variables in the field that do not require a hypothetical scale. So, its nature only describes and describes findings in the field (Heri & Ati, 2012). According to Moleong (2010) using the descriptive method, it means that the researcher analyzes the data collected in the form of words, pictures, and not numbers. The data may come from interview scripts, field notes, photos, video tapes, personal documents, notes or memos, and other official documents.

Based on the explanation above, the researcher argues that the descriptive research method is an appropriate method to be used in research on the Utilization of Instagram Reels @okezonecom as a New Media in Disseminating Information because it is considered capable of describing a phenomenon that occurs in the field, then described through a systematic elaboration. This research was conducted from May 2022 - July 2022. The research was conducted in the Social Media Division of MNC Portal Indonesia which oversees the online and offline news portal Okezone.com, and research data will be obtained from interviews with research informants. Research subjects are informants, which means people in the research setting who are used to providing information about the situation and condition of the research setting (Moloeng, 2010). Qualitative research will always relate to the subject. Relationships require personal qualities, especially at the time of the interview, so researchers must have several qualities including being tolerant, patient, showing empathy, a good listener, being human, showing an open attitude, honest, objective, having an attractive appearance, loving interview work, easy going, sociable, happy to talk, and others (Anggito & Setiawan, 2018).

A key informant is someone who is considered by the researcher to be able to provide information related to research. In this study, researchers used key informants who were directly involved in the use of social media Instagram reels @okezonecom conducted by the Okezone.com Social Media Division. Based on this, the key informant in this study is the Instagram social media admin @okezonecom, namely Rona Amirah. An informant is someone who knows very well a particular problem or problem and has factual information and is reliable in the form of statements of information or data that can assist in understanding the problem or problem. The first informant is Rizki Gunawan the Head of the Social Media Division of PT. MNC Portal Indonesia or the group that houses Okezone.com at this time. Rizki was chosen as the first informant because he was someone who gave direct orders to Rona Amirah. The second informant is Iqlima Malati Putri as an active follower of the @okezonecom Instagram account who saw how the use of Instagram Reels as a new media in spreading the news carried out by Okezone.com.

In this study, the researcher used source triangulation, in which the researcher compared the information obtained from one source to another. According to Sugiyono (2012), data collection techniques are the most strategic steps in research, because the main purpose of research is to collect data. Data collection techniques in qualitative research are by conducting observations, interviews, and documentation studies. In this research, The technique used to collect data is interviews. Researchers can obtain data to support their research by utilizing existing sources and data because, in research, data collection techniques are an important step. The data sources used are primary and secondary. Primary data sources are data obtained by researchers through questions and answers in interview sessions and supported by questions that are following the research focus. In this study, the primary data source is the admin of the Instagram @okezonecom social media account. Secondary data sources are data obtained by researchers indirectly through documentation, data, and archives that have a relationship with the use of Instagram Reels @okezonecom as a new medium for disseminating information.

Basrowi & Suwandi (2008) say data analysis is a process that details efforts formally, to find themes and formulate hypotheses as suggested by the data and as an attempt to assist with the theme.

The Results of Study

In the results of the study, the researcher presented the data that the researcher had obtained from the informants. This research was conducted by interview method. This interview was conducted using observation methods and online interviews.

PR practitioners need to take advantage of social media so that companies can more easily reach audiences, and facilitate interaction with the public, as a forum for promoting and disseminating products and programs, to lift the company's image or brand image. Public relations must also be observant in identifying what social media is most appropriate to use as a medium for disseminating information. Therefore, the use of social media must be accompanied by knowledge related to social media as well as capacity building in terms of interaction between users, content management, and message delivery.

Instagram Reels as a new medium has attracted users to use this feature or just enjoy the content available from other users. Easily access and share content which very quickly makes it easy for users to get the latest information and causes many interactions so that it becomes viral and the content can be reused in content production by other users in this case including companies and even government agencies. Through social media, it is easier for companies or government agencies to disseminate information. The function of Public Relations has also changed a lot from conventional media to digital media, one of which is through social media Instagram. In the results of the interview, Okezone.com explained how the use of social media was carried out in the communication process with the audience through Instagram social media. After getting data on the use of Instagram Reels by Okezone.com as a medium for disseminating news, the researchers tried to classify these uses into the seven characteristics of social media proposed by Dr. Rulli Nasrullah.

1. Network

Researchers found that networks or connections on social media can be formed based on the similarity factor of the content of interest. In the @okezonecom Instagram account, networks are formed through similarities such as regional origin, hobbies, and gender. Okezone.com leverages the network between users to create Reels content by matching followers' similarities. The group consisting of the @okezonecom Instagram account are millennials around 20-40 years old. Instagram @okezonecom takes advantage of the network to get smooth use, such as uploading news content through the Instagram Reels feature.

Key Informants added how to form a network between users on the @okezonecom Instagram account as follows:

“Through content selection, previously we found out what the Okezone followers or audiences are interested in. Anyway, in choosing content, and curating news content, we have to look at factors such as hobbies, gender, region, and others to shape our brand image as well.” (Excerpt from an interview with Key Informant, June 2022)

Informant 1 added an explanation of the segmentation contained in the @okezonecom Instagram account as follows:

"Because we are a general news portal that leads to lifestyle, of course, millennials are 20-40 years old who are now mostly using social media." (Excerpt from an interview with Informant 1, June 2022)

2. Information

Regarding information, the researcher obtained data that the information contained in social media must come from a trusted source of information. Okezone.com obtains and disseminates news based on trusted sources of information through direct monitoring and or through media and official government accounts and related agencies. As a media or news portal that presents the latest information that is general and can be accepted by everyone. The information is in the form of news or current events throughout Indonesia. And Instagram Reels social media has advantages or advantages as a media or channel in spreading news because news can be spread easily and get more attention because the content presented is interesting. The @okezonecom Instagram account also utilizes information transmission as a form of news dissemination by making the information spread across other Instagram @okezonecom features such as through Feeds and Stories. It is hoped that by spreading it widely through other Instagram features, it can increase traffic or portal visits and increase engagement to get revenue for the company.

According to Informant 1 the sources of information used in creating news content on Instagram reels as follows:

"Because we are an official online media registered with the press council, it means that what we report must have credibility. So our friends in the field or reporters must know the sources or directly watch the press conference or also direct observation at the location of the incident and that is more real/. Or it could be because now is the era of online media, we can also get news from social media such as firefighter accounts that provide information on fires, so we just quote from the word account and it can be news. If we can only get news information from social media, prioritize those accounts that are official and trustworthy. The news presented must be following journalistic rules." (Excerpt from an interview with Informant 1, June 2022)

Then further explained by Key Informants regarding the specific criteria in finding news for Instagram Reels @okezonecom content as follows:

"The criteria, in particular, are even though there is a lot of lifestyle news, now we can see from the title and content of the news whether it relates or not. For example, in the case of oil, we must raise news about oil because it relates to our daily lives, to residents, and to what we experience. Well, that's one of the news content that everyone can relate to. Keep going viral, that's one of the characteristics that we will increase. We continue to increase new news, such as the new type of covid, because of one rare thing. there are a lot of things that we pay attention to. For example, we also see, we see there is google analytics, now we usually see from google analytics what content is more crowded, now we can increase it sometimes too much, so we keep mirroring everything, we see on this busy Facebook, Instagram already exists, but it hasn't been raised, if not, we can add it to Instagram or

*vice versa. Look at each other's social media, monitor everything."
(Excerpt from an interview with Key Informant, June 2022)*

According to Key Informants, Instagram Reels @okezonecom content is also distributed in other Instagram features as follows:

"Yes, we also share Instagram Reels news content on other Instagram features such as Feed and Stories." (Excerpt from an interview with Key Informant, June 2022)

3. Archives

Based on the research results that have been obtained, Okezone.com archives the @okezonecom Instagram account as a form of storage through uploaded content. Key Informant as the admin of the @okezonecom Instagram account said that there are advantages in doing archives on social media because the uploaded content can be viewed again to find out the engagement obtained. As news content that is easily accessible and widely spread, Reels Okezone.com has become a promotional tool for several clients to introduce their products. Therefore, engagement is always seen in the @okezonecom account archive.

Key Informants stated that the information contained in Instagram Reels content can be accessed again as follows:

"Oh, that's for sure, if we always check it, because when we add content it doesn't mean we create content and then we upload it, we just forget it. Still, we have to cross-check the content again. For example, starting from the video, whether the editing is correct or not, then the news and caption make sense or not. Then to see the insight, usually every week we will review the results of our work again. It can also be an evaluation, meaning that in the future we can curate news like this to get high insight because the audience likes news like that." (Excerpt from interview with Key Informant, June 2022)

Informant 1 also added his opinion regarding the advantages of doing archives or storage in Instagram Reels as follows:

"Because uploaded content has the potential to be read and seen, so we get high engagement benefits and get new followers." (Excerpt from an interview with Informant 1, June 2022)

4. Interactivity

In the results of the study through the Interaction dimension, researchers found that Instagram Reels @okezonecom content can be a place for followers to interact with each other or provide interaction and this can expand friendships and increase followers on social media. And interaction is not only in the form of likes, shares, and comments but redistributing it or reposting it also includes interacting with information content. The utilization of interaction on the Instagram @okezonecom account is a fairly effective way to spread news content products because by presenting informative content, it can create interactions that can foster relationships between the company and the public or followers which can then enhance and maintain a positive brand image.

Information or news contained in Instagram Reels @okezonecom content becomes the basis for users to interact with each other as stated by Key Informants:

"They interact with each other because now Reels wants to be made like a TikTok model, right? People can edit themselves, they can follow or use the sound or the template. So that's actually what a lot of people like. In Okezone itself, several times the Reels that we raise are reposted by people or the sound we use, other people use it like and there must be interaction there. The interaction is not just a comment, the reposting of his story is a form of interaction. Then like he commented, one form of interaction, he gave a like, a form of interaction, right? There are a lot of interactions there, it can be seen from the engagement, right."
(Excerpt from interview with Key Informant, June 2022)

Informant 1 also provided feedback regarding the information contained in Reels @okezonecom's Instagram content as a basis for users to interact:

"Definitely yes, because Reels is coincidentally one of the newest features of Instagram like TikTok, if we compare it, it turns out that the distribution of Instagram's system on Reels is higher than Instagram Feed. So if the content is really good, the impressions might reach millions. In Instagram Feed, there are not that many, so if the impressions and reach are that many, surely people will interact a lot and talk about it." (Excerpt from interview with Informant 1, June 2022)

In disseminating Instagram Reels content, Key Informants also provide reciprocal interactions with followers of the @okezonecom Instagram account as follows:

"Sometimes yes, for example, the comments relate to the news that we report, we report, and we share. Well, we usually reply to that or even for example someone asks about news, we like to reply too." (Excerpt from an interview with Key Informant, June 2022)

Informant 2 also interacted with the content on the @okezonecom Instagram account as follows: *"Yes, I sometimes interact with @okezonecom's Instagram content, such as liking posts and commenting on those posts."* (Excerpt from an interview with Informant 2, June 2022)

5. Simulations of Society

In using social media, some rules and ethics bind users. All users of social media accounts must have their own rules and ethics, this also applies to the @okezonecom Instagram account. Based on the results of research that has been obtained through the Social Simulation dimension, Okezone.com on the @okezonecom Instagram account uses social media as a medium for spreading the news by applying rules and ethics that bind followers and users. The rules and ethics in the @okezonecom Instagram account are carried out at the time of content creation before uploading. These rules follow journalistic rules and reliable sources so that Reels @okezonecom's Instagram news content follows the applicable rules and ethics. In using social media if there are no rules and ethics, there will certainly be abuse and inappropriate actions commendable from social media users. The rules and ethics applied to followers or users in the @okezonecom Instagram account are in the form of ethics in providing comments. Comments relating to SARA and other hate speech that can offend other individuals or groups are not allowed. These ethics are enforced to maintain and improve the image of Okezone.com.

Key Informants explained the ethics used in creating Instagram Reels content as follows:

"The ethics and rules should not contain SARA, violence, pornography, just general rules that the Communication and Information Technology has proposed. There's a lot of criminal news, but what kind of crime was in the past, we won't share the issue of murder, because that's the same as persuading people to do bad things" (Excerpt from an interview with Key Informant, June 2022)

Informant 1 added his opinion regarding the rules and ethics used in creating content as follows:

"We just follow journalistic rules and follow the rules of the platform, namely Instagram. Must be actual news, quality. We also avoid words that are too vulgar, because we have to maintain our brand image because we are the official media." (Excerpt from an interview with Informant 1, June 2022)

Key Informant explained that there are no written rules for the audience to interact in the form of comments on the @okezonecom Instagram account as follows:

"We don't use any rules for the rules, because people are free to comment on us. Let's just leave comments on Instagram, at least if it's bad we delete the comments. As long as the comments are within reasonable limits, we do not take any action." (Excerpt from an interview with Key Informant, June 2022)

6. User Generated Content

In using social media, users have full rights to the content produced or consumed. This content by users is a sign that audiences on social media can not only produce content but can also consume content produced by other users. Based on the research results that have been obtained, Okezone.com produces and consumes content on the @okezonecom Instagram account. Content is produced based on needs and certain moments by going through the video editing process from news sources that have been curated and approved by the leadership such as the latest and exclusive news called breaking news.

Content produced on the Instagram account @okezonecom regarding the latest news and some content containing promotions from collaboration with clients and also from news portal content that is sheltered by PT. MNC Portal Indonesia such as SINDOnews, iNews.id, celebrities.id, IDX Channel, and Sportstars.id.

By carrying out the process of producing interesting news content in Reels content, the Instagram @okezonecom social media gets the attention of its followers but without reducing the value of the message or information contained in the content so that the use of social media for news dissemination can be carried out properly. Then consume content from other users who are being discussed a lot to get brand awareness because it produces high engagement. The content is in the form of things that users like and attracts users to discuss and also recreate the content, as well as background sounds that are often used in the content.

As explained by Key Informant how the process of producing Instagram Reels @okezonecom content is as follows:

"The process is more about video editing, yes, first we choose the news first or curate what the characteristics of the news are like, then after getting news from real sources, then we separate the text that must be included in the content and which ones are not necessary, look for

pictures or videos with real sources as well, then we enter the editing process, we choose the sound that is going viral or the sound that matches the content after it is finished, the reels are shared, we usually repost it to the story.” (Excerpt from an interview with Key Informant, June 2022)

In addition to how to select content, Key Informants added comments regarding the use of content by users in the content creation process on the @okezonecom Instagram account:

“The content produced on our Instagram also takes advantage of content by other users, for example, the content is viral and we will usually apply the back sound contained in the content to make it easier for readers to accept. (Excerpt from an interview with Key Informant, June 2022)

Informant 1 also added his opinion regarding the use of content by other users:

“Yes, for sure, for example, there is news that is being discussed by users, I give directions to the admin to create the content and upload it to Instagram reels” (Excerpt from an interview with Informant 1, June 2022)

7. Sharing

In distributing content, users are not only limited to one device but can easily share it simultaneously through other devices, content can also be distributed through the content itself. Through research on the Dissemination dimension, Okezone.com disseminates through devices such as distributing Instagram Reels news content to other social media, namely Facebook.

Then Okezone.com also distributes content through content, namely Instagram @okezonecom content, especially Reels content, which is disseminated or exchanged again by its followers, such as reposting to its followers' personal Instagram accounts through the content Story feature of the Instagram Reels content it uploads. This is done so that the spread of news can be reached more widely by readers. Utilizing content that has been spread through other devices also makes the content re-exchangeable by readers.

In utilizing Instagram Reels, Key Informants disseminate news content via devices to other social media:

“For now, it's connected to Facebook, so when we add reels content, usually on Facebook it will also go up in stories, so it's automatic. We mirror the system, so there is no need to upload Facebook and upload Instagram at different times, so one click can connect to the two platforms. So it's easier.” (Excerpt from an interview with Key Informant, June 2022)

Key Informants also explain what kind of content is shared through other social media tools:

“If the content is the same, for example, I want to raise news about defamation. On Facebook, it is usually easier to get a reaction from the audience than on Instagram. Because on average, almost all content must get a high response on Facebook, so when there is the same news content, it is raised simultaneously to Facebook.” (Excerpt from an interview with Key Informant, June 2022)

Conclusion

Based on the results of research that researchers have done on Instagram Reels Okezone.com regarding the use of Instagram Reels @okezonecom as a new media in spreading news, it can be concluded that in utilizing the Reels feature on the Instagram @okezonecom account, it can be proven through the seven characteristics of social media which include Network, Information, Archives, Interaction, Simulation of Society, User Generated Content, and Sharing. Okezone.com as an online media disseminates news based on the needs of its readers and continues to follow the development of existing news to gain brand awareness, maintain brand image, get lots of portal visits by users, and also revenue. By looking at several dimensions that exist in the characteristics of social media, Instagram Okezone.com has utilized the Reels feature as a new medium in spreading its news, such as the dimension I described, Interaction.

In the Interaction dimension, Okezone.com has Instagram Reels content which is the basis for users or their followers to interact with each other by commenting, liking, and sharing. Apart from that, followers also interact by participating in spreading Okezone.com content through other social media and their personal Instagram accounts. Furthermore, seen in the Content By User dimension, Okezone.com produces Instagram Reels content by utilizing content that has been uploaded by other users. In this case, Okezone.com takes advantage of content that has received a lot of positive responses or is being discussed a lot, this is a factor for Okezone.com to get brand awareness from its followers. In this characteristic, Instagram Reels @okezonecom produces content according to actual and trusted sources of information, similarity factors such as regional origin and hobbies can also be used as content to get high engagement. Okezone.com also produces content by consuming content from other users. Like utilizing content by using a viral soundtrack.

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