



Instagram Content Analysis of the Women's Empowerment Service, Child Protection and Population Control, Yogyakarta Province on Gender Mainstreaming Issues

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Abstract

Yogyakarta is a province with very good gender development when viewed from the Gender Empowerment Index and Gender Development Index. However, gender mainstreaming and performance content produced from the official Instagram @dp3ap2diy is still so minimal that it needs to be examined and analyzed. This research uses descriptive research with a qualitative approach. The data found was analyzed through the process of data collection, data reduction, data presentation, and drawing conclusions. The research results showed that there was 61 content with the theme of gender mainstreaming during the period August 2022-July 2023. The majority of the content, namely 32 uploads were in the form of documentation. The lowest performance was in September with 26 likes, while December was the highest with 1,579 likes. In August, September, January, March, and June no comments were obtained. The message entitled gender mainstreaming shows inconsistencies and there is still content that tends to be masculine or supports excessive burdens on women. Further analysis using the NPower Northwest approach shows that financial aspects can have a broad impact, but there are still shortcomings in conducting research and setting goals. The use of resources is less than optimal and causes organizations to use more reactive communication practices.

Keyword: Descriptive Analysis; Gender Mainstreaming; DP3AP2; Instagram.

Introduction

Gender is a social structure that regulates the characteristics and behavior of women and men. The meaning is different from gender/sex which is human biological anatomy. Reconstruction of society based on gender perpetuates patriarchal culture so that women are only assigned to care work. Meanwhile, managerial roles in government and organizations are carried out by men because they are considered a masculine profession. One of these conditions can be seen in the number of female DPR RI members in 2009, 2014 and 2019. Each number was only 17.86%; 17.32%; and 20.87% of the total (Kusnandar, 2022).

Women's representation is not only about representation, but the power of producing messages (Lavenia, 2021). This research explains that in Indonesia, women only make up 11% of





news content. The media is a worrying place because it often depicts women as problematic figures, such as disobedient wives because they do not submit to their husband's orders. The picture of an ideal woman in behavior is shaped a lot by this kind of information. The government as a policy maker should fill this gap in message production in order to create an inclusive and democratic digital space.

Gender issues have actually been included in the 2020-2024 National Medium Term Development Plan (RPJMN) as one of four areas of mainstreaming. The RPJMN interprets mainstreaming as a development catalyst for achieving a just and prosperous society. Gender mainstreaming means a strategy for integrating gender perspectives into development efforts (Attachment to Presidential Regulation of the Republic of Indonesia Number 18, 2020). Its efforts focus on reducing the gap between women and men in obtaining development benefits, accessing resources, and decision making throughout the development process.

One region that has very good gender development conditions is Yogyakarta. This province has the highest Gender Development Index (IPG) in Indonesia in 2021, reaching 94.88 (Kemen PPPA, 2022). IPG measures the achievement of basic capabilities in the education, economic and health sectors by considering equality between women and men. Yogyakarta is also one of four provinces that has a Gender Empowerment Index (IDG) figure above the national average in 2021, namely 76.26. Yogyakarta managed to get a score of 76.57 from the indicators of employment income contribution, percentage of parliament, and percentage of professional staff.

The Yogyakarta Provincial government institution responsible for gender issues is the Women's Empowerment Service, Child Protection and Population Control (DP3AP2). One of its main tasks is to synchronize policies with local governments regarding gender mainstreaming through the Gender Equality and Women's Empowerment Sector (DP3AP2, 2019). There are three aspects that are indicators of work, namely the average age of women's first marriage, the prevalence of violence against women, and the percentage of family legality in terms of birth and marriage.

In terms of conveying information to the public, DP3AP2 is assisted by the Information and Documentation Management Officer (PPID). This sector carries out the function of disclosing information to the public. One of the main goals is that ideas, thoughts and values regarding gender can be widely accepted. People who want to request information are also not confused because of the one-stop service.

There are various channels used by PPID Yogyakarta (Public Information Services Annual Report, 2021). Starting from email, website, YouTube, Instagram, Twitter, Line, and WhatsApp. However, if a performance comparison is carried out, the channel with the most potential is Instagram. As of Tuesday (22/3/2023), the DP3AP2 DIY YouTube account only had 1.09 thousand subscribers, while this institution's Instagram had 2,959 followers. There were only 858





visitors to the website <https://dp3ap2.jogjaprov.go.id/> until 11.05 WIB, while one of the Instagram reels @dp3ap2diy had reached 6,696 viewers. The DP3AP2 Facebook account has 4.4 thousand followers, but the uploads tend to be inconsistent. Twitter is actually worse because the number of followers is small and the content is just upload notifications from Instagram.

The problem is that the amount of content that brings up gender issues is very minimal. In February 2023 alone, there will only be two pieces of educational content entitled, "Feel like your potential is stuck there?" and "Mother's Dilemma, Leaving Children to Work?" The number of likes and comments is also low. For example, uploading a poster entitled "Webinar: Protection Efforts for Women with Disabilities" on Tuesday (14/3/2023), until Thursday (30/3/2023) at 10.41 WIB only received 16 likes and without a single person giving comment. The use of captions in uploads is also unattractive. For example, one of the podcast content on (14/3/2023) was only given the explanation "Podcast Family Talks". The caption is very short and does not provide a complete explanation. On the other hand, uploads are dominated by documentation of holiday activities and greetings. These findings are an indication that PPID does not have a long-term plan for creating content.

Management of Instagram @dp3ap2diy content that is not yet optimal certainly needs to be checked and analyzed in order to obtain a clear picture of the efforts that have and have not been carried out. Social media when activated very well will affect government's performance positively in tracking the opinions and mood of the public, and instead of using traditional ways of collecting responses from the public, governments can utilize such information for more effective decision making (A.Mishaal & Abu-Shana , 2015).

There are two main things that are the focus of this analysis, namely output and outcome. The output is the product of the planned project, namely Instagram content. Meanwhile, the outcome is a benchmark for the content produced.

This research aims to determine the performance and analysis of Instagram @dp3ap2diy in uploading gender mainstreaming content. This process is the first step to provide data in the form of problems and recommendations so that Yogyakarta Province can improve communication on Instagram in order to support good gender development conditions.

Literature review

This Instagram analysis uses an approach from NPower Northwest. Much of the framework is an outgrowth of the Communications Consortium Media Center that Julia Coffman uses to assess traditional communications. Northwest bases its approach on evaluative values that show the organization's position and formative values as an indication of areas where social media performance can be improved (NPower Northwest, 2010).





Northwest divides social media analysis into five stages. First, understand and criticize social media communication practices. At this stage there are four assessment categories, namely strategy, implementation, integration and support. In each category, quality standards are provided as a checklist. The second stage is to identify the level of communication practice through a measuring tool called the practice maturity scale. The scale consists of five levels that represent organizational commitment in social media communications. The third stage is to assess current performance and capacity. Fourth is identifying areas for improvement. Fifth, improve practices and repeat processes as needed.

Mistakes in packaging gender issues are mainly caused by a lack of gender awareness in the newsroom which is manifested in the information produced. Limited abilities give rise to a gender-biased and very masculine perspective (P & Ispandriarno, 2014). Therefore, this research uses several parameters to assess gender nuanced messages. The first is account optimization which is assessed by using a business profile, choosing a username, quality of profile photos, bio used, and adding highlights. Second is visual communication which consists of five factors, namely layout and simplicity, typography, proportion and space, color, and mood board (Purosto, 2020). The third is writing interesting captions by considering the target, tone of voice, use of hashtags, and sentence length. Instagram is also a less noisy platform. Your goal is to grab the user's attention as they are scrolling through similar images (Shemke, 2021).

Similar research was conducted on the Instagram account @kemenparekraf.ri. Research discussing social media communication audits during the Covid-19 crisis uses the Npower Northwest approach (Saputri et al., 2021). The data source is interviews with Instagram managers combined with observations of Instagram accounts, while this research only focuses on Instagram content @dp3ap2diy.

Method

This analysis uses descriptive research because it can collect detailed actual information in accordance with the initial objectives. The approach used is qualitative or often called a postpositivistic method (Sugiyono, 2016). This research does not emphasize generalization because what is prioritized is the depth of information. The data collected is in the form of images or words rather than numbers. Here the researcher becomes the research instrument so that broad understanding is the key to successful analysis. The object of this research is the upload of @dp3ap2diy, especially the one entitled gender mainstreaming in the period August 2022-July 2023.

The primary data source for this research comes from Instagram posts @dp3ap2diy, while the secondary data source is obtained from the PPID Annual Report. Studies that focus on this





document have freedom of interpretation with authentic data sources. Research problems can be resolved through this kind of text research.

Validation of research data uses a credibility test through triangulation. Testing the validity of this data is not to find the truth about the phenomenon, but to increase the researcher's understanding of the data found. Data validation only uses source triangulation so that the data is tested by checking several sources, namely between uploads on Instagram and the PPID Annual Report. The data is described and then categorized based on similarities, differences and specifications.

This research data analysis technique uses the Miles and Huberman model which consists of three stages. First, data reduction as a process to summarize and focus research on important data so that data that is not used is removed. Second, data presentation which functions to organize and sequence data in a pattern so that it is easy to understand. Third is drawing conclusions in the form of a description and description of the research object.

Results and Discussion

There are four targets for the Yogyakarta Province DP3AP2 strategic planning for the 2022-2027 period, namely improving the quality of life of women and children, increasing women's participation in decision making, maintaining the average age at first marriage for women, and improving family quality. The motto of this institution is SETARA. Acronym for Spirit, Resilience, and Prosperity.

One of the implementing units of DP3AP2 is the Information and Documentation Management Officer (PPID). This agency functions to provide information quickly, accurately and simply. Both in requests for public information, documentation, resolving public information disputes, and carrying out consequences tests for excluded information. With one-stop service, public access to information can be made easier.

There are six information channels managed by PPID. Starting from Email: dp3ap2@jogjaprov.go.id, Line: TeSAGa DIY, WhatsApp: 0877-1929-2111, Twitter and Instagram: @dp3ap2diy, Facebook and Youtube: DP3AP2 DIY, to the website: <http://www.dp3ap2.jogjaprov.go.id>. There are four types of information provided by PPID through these channels. Starting from information that is announced immediately, information that must be provided periodically, information that is excluded, and information that must be available at all times.

The availability of these various channels also has an impact on the intensity of requests for public information. In 2022, of the 618 requests, 477 of them came from social media. There are various types of information requested, such as budgets, policies, publications, consultations, and certain other data. In the accountability report, it is also stated that the PPID budget in 2022 is IDR





228,525,000 and is used mostly for capital expenditure on personal computers. This amount decreased compared to the previous year of IDR 287,325,000 and most of it was used for expenditure on archive personnel services.

PPID is experiencing exactly the same problems from 2019 to 2022. There are four main problems, namely limited competency and quantity of human resources, changes in the structure of government institutions which cause less effective information acquisition, weak coordination between the main PPID and supporting PPIDs, and lack of integration of management. public information services. PPID itself has provided recommendations and follow-up plans that must be carried out, such as increasing organizational commitment, improving facilities and infrastructure, procuring integrated systems, improving coordination with work units, as well as preparing internal operational procedures.

1. Instagram performance @dp3ap2diy when uploading gender mainstreaming content

As of Friday (17/9/2023), Instagram @dp3ap2diy had 3,185 followers, 449 uploads and 106 followed accounts. This account received a verification mark in March 2022 and has been registered since August 2018.

PPID has actually made various efforts to optimize the content created. Starting from switching to a business profile, choosing a user name that is easy to search for, using a good quality profile photo, creating highlights, and writing a bio. The problem can be seen from visual communication, simplicity of design and layout. For example, inconsistent typography choices, messy proportions, or unclear mood boards or distinctive colors.

In August 2022-July 2023, the @dp3ap2diy account has 124 content so the average per month is 10 uploads. The least content was in September with 2 uploads and the most content was in November with 15 uploads.

A total of 124 pieces of content were categorized so that only content with the theme of gender mainstreaming was selected. Content discussing population control, children or other issues is excluded. Categorization is seen from the message to be conveyed, whether from the use of captions, image selection, or design.

Of all the uploads, content with gender mainstreaming nuances dominates. The total amount reaches 61 contents or 49.19% of the total. The highest number was in February with 10 contents and the lowest was in September with 1 content. A detailed comparison can be seen in figure 4.1 below.





Figure 4.1 Comparison results between all uploads and uploads on gender issues on Instagram @dp3ap2diy
Source: researcher analysis

Further analysis was carried out by collecting data on 15/8/2023. The performance of gender mainstreaming content is seen based on the acquisition of likes and comments. The most likes were obtained in December with 1,579 and the fewest in September with 26. In that one year period, the @dp3ap2diy account received 2,782 likes. However, the comments received were very minimal. No comments were obtained in August, September, January, March, and June. The best performance was only in December with 51 comments. In this one year period, the @dp3ap2diy account received 63 comments. Detailed numbers between the two can be seen in figure 4.2 below.



Figure 4.2 Comparison results between the number of likes and comments on Instagram @dp3ap2diy
Source: researcher analysis





The next analysis is the form of content which is divided into two, namely photos and videos. The highest number of uploads in the form of photos was in February, while the lowest were in September, January and April with 1 photo. The highest number of videos was in July with 4 videos, while the lowest was in September with no video content at all. In total there are 36 photos and 35 videos. Detailed numbers between the two can be seen in figure 4.3 below.

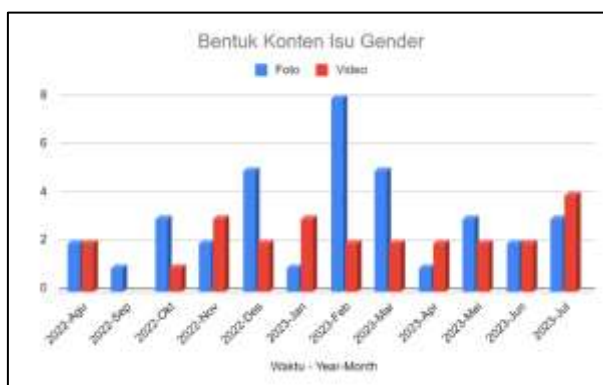


Figure 4.3 Forms of gender-themed content on Instagram @dp3ap2diy

Source: researcher analysis

The types of content uploaded to the Instagram account @dp3ap2diy can also be divided into five simple categories, namely documentation, education, events, entertainment and speech. Documentation was the largest type of content with 32 uploads, followed by events with 13 uploads, education with 6 uploads, speech with 6 uploads, and entertainment with 4 uploads. The detailed number of distributions can be seen in Figure 4.4 below.

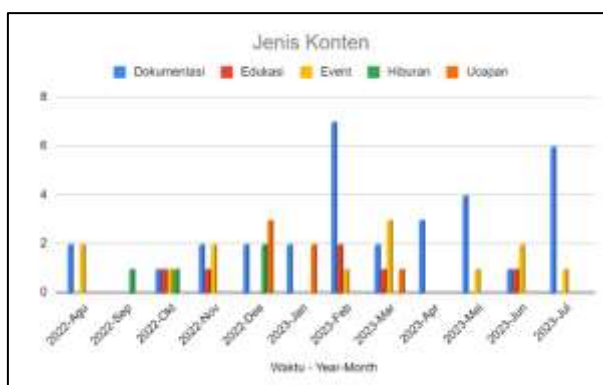


Figure 4.4 Types of gender-themed content on Instagram @dp3ap2diy

Source: researcher analysis





Another thing that can be analyzed is content creators because @dp3ap2diy often collaborates or uploads content from other accounts, such as @tesaga_diy, @humasjogja, @poldajogja, @puspaga.diy, @desaprimadiy, and @diskopukm.diy. Overall, there is 12 collaboration content, 9 re-upload content, and 40 independent content. The detailed distribution can be seen in figure 4.5 below.

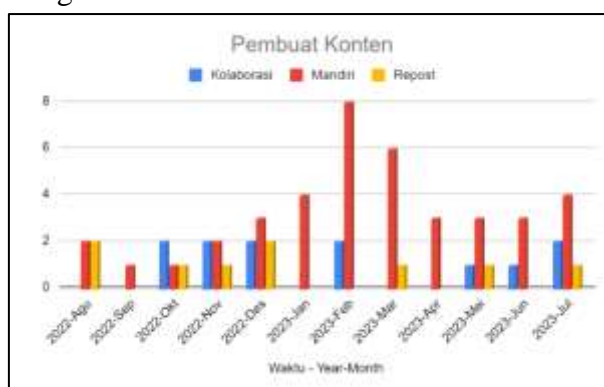


Figure 4.5 Gender-themed content creator on Instagram @dp3ap2diy

Source: researcher analysis

2. Gender mainstreaming message in Instagram content @dp3ap2diy

Authorship analysis is carried out on each uploaded caption. The analysis results show that there is an inconsistency in the tone of voice from @dp3ap2diy. Sometimes they use serious language, while other times they try to be funny. The image formed becomes less clear. PPID has also tried to develop its own hashtag, namely #DP3AP2DIY. The number of uploads using this hashtag has reached 704 content. The strategy of asking questions or giving instructions through captions has also been used, such as "What if the perpetrator is someone the victim loves?" or "Let's voice yourself through poetry." However, the strategy is inconsistent and still needs improvement in the use of emojis, account tagging, and contest settings.

Content that carries messages of equality and inclusivity is not constant because the majority of captions are written as a mere formality. Generally it only explains activities, even though gender messages can be inserted into it. Related hashtags, such as #equalize, #greatmother, #workingmother, #careerwomen, and #empoweredwomen can also be more intensively used so that @dp3ap2diy content can be present alongside similar content.

What is unfortunate is the presence of captions that tend to be masculine. An example is entertainment content in the form of poetry which was uploaded on 09/20/2022. The caption that was written was, "A tough woman will remain patient even though she is burdened." This





sentence actually glorifies the excessive burden on women, even though DP3AP2 should make efforts to improve this condition as part of the policy makers.

Another problematic content is footage from a film entitled Aja Dumeh which was uploaded on 12/22/2022 on the occasion of Mother's Day. The film tells the story of a female character named Herlina, but the narrative that is presented actually reads, "Thanks to her husband's support, in the end Herlina was able to become a strong leader full of achievements." It is as if the achievements obtained by women are a gift from their husbands.

Frequent technical writing errors also interfere with users' comfort in enjoying Instagram content @dp3ap2diy. Starting from the use of words that are not spelled correctly, typos, incorrect application of punctuation, to writing long-winded sentences.

The next analysis is about images, design and audio. Several uploads show efforts to remove stigma from women and men, such as Javanese culture-based parenting assistance video content on 2/8/2022. There, men were also presented as a sign of the importance of the role of fathers in children's growth and development.

Unfortunately, there is still problematic use of illustrations, as shown in the 8/2/2023 upload. The content regarding tips for overcoming the difficulty of dividing focus between work and family responsibilities uses an image of a mother holding her child in front of a laptop. There are circular lines to add to the complicated impression as if caring work is a woman's responsibility, even though men can help or if necessary can hire domestic workers. The post is even more disturbing because there is text encouraging women not to hesitate to refuse friends' invitations to spend time together. Women and men should have the right to rest and enjoy a pleasant life.

Another issue is the competence of the sources used in the content, such as in the upload 6/3/2023. This excerpt from the podcast entitled "Parenting Children by Considering Their Character and Ethics" invites Erlina Hidayati Sumardi as Head of DP3AP2 DIY and Tustiyani as Member of DPRD DIY Commission D. In the dialogue between the two, Tustiyani gives an opinion that actually perpetuates stigma against women through stories about how to educate girls. , he said, "I entrusted the second child to the boarding house mother and via live CCTV, yes to my friends, but without her knowledge. "Girls are like pearls, educating girls is more difficult than boys." Education that is strict and carried out in secret is a form of restraint on women, even though the speaker should be able to invite the public to practice education by opening a safe and comfortable dialogue.

There are still many technical problems with images, design and audio. The first is the absence of a distinctive color from DP3AP2 as an organizational identification mark. Using green, red, blue or other colors alternately shows inconsistency. Organizations can actually use color play as an identity for each issue they raise, namely women, children and population





control so that it is easier for the public to find information. The second is a monotonous design because the majority only take illustrations/images on the internet and then paste them in an amateurish format. PPID as a manager should understand that design has a crucial influence so that visual processing in a unique and serious manner must be carried out. Other technical problems include choosing a typeface that is not clearly legible, choosing blurry images, inappropriate video transition duration so that the text in the video is unreadable, or taking pictures that are not proportional so that the subject being photographed is not ready to pose. Audio is also a problem because the source's voice often clashes with the background songs used. In addition, information sources as content references should be reviewed because much of it comes from unvalidated sources. Technical improvements must be made immediately so that the public is interested in the content created so that the message in it can be internalized.

3. Analyze social media Instagram @dp3ap2diy

This content analysis on the theme of gender mainstreaming uses five stages from NPower Northwest. Data obtained from social media and documents are combined as a basis for conducting analysis.

a. Understand and critique social media practices

- Identify communication strategies

At the core of communication planning and strategy development are seven dimensions of assessment. The first is the presence of a social media vision that is in line with the organization, but with a different mission. PPID itself was formed to provide precise, simple and fast services through the development of information services. Meanwhile, DP3AP2 in terms of gender carries out the ideals of realizing gender equality in society. An active Instagram is actually an indicator that PPID has participated in realizing the DP3AP2 vision. Primarily in terms of documenting activities which dominates the content, reaching 52.46% of the total.

Second is identifying goals with the Specific, Measurable, Achievable, Realistic, Timely (SMART) principle. This measurable micro indicator is not carried out when looking at Instagram's inconsistent performance, such as in September which only had two pieces of content. Measurable targets, such as a minimum number of uploads in one month or a target for increasing followers in one management period, should be created and can be used as a reference.

The third dimension is choosing a target audience which includes influencers and stakeholders. There is no special character to carry a gender message. From the content created, you can only see the selection of figures from DP3AP2 itself and it was done randomly. In terms of stakeholders, PPID has attempted to collaborate with





stakeholders by creating content on the theme of gender mainstreaming on a massive scale compared to other issues, the amount reaching 49.19% of the total.

Fourth is the selection of platforms identified based on their ability to achieve goals. The use of various channels, such as Line, Twitter, YouTube, Instagram, email, websites, and WhatsApp is actually very good because these various channels are widely used by Indonesian people.

The fifth dimension is the application of policies and procedures to clarify processes and determine appropriate implementation. If you look at the accountability report, clear procedures only exist in the case of requests for public information and complaint reports. For Instagram communications, a simple policy can be seen from content creators. This is divided into three categories, namely independent, collaboration, and repost. When content is created independently, PPID makes autonomous efforts, both in terms of determining captions, topics, and even design so that the originality value is high. The number reaches 40 contents of the total. For repost content, PPID simply re-uploads content from another account and simply adds the sentence "Reposted from." This type of content reaches 9 of the total. When there is content on several accounts at once, it is classified as a form of collaboration because there is cooperation between parties in its creation. The total number of collaboration contents is 12.

The sixth dimension is conducting research on the efforts of other organizations and analyzing community conversation topics. Comparisons with other organizations are made using the Humas Jogja account because collaboration posts with @humasjogja are always striking. The design, coloring and captions are done very well so that the resulting performance is also high. In terms of analyzing topics of public conversation, the @dp3ap2diy account never participates in discussing issues that are being hotly discussed. Whether it is in the form of clarification or reactive policy making. The @dp3ap2diy account participates in discussing current issues which can only be seen from the content in the form of greetings, generally on certain celebration days. The amount of this kind of content reached 9.84% of the total.

The final step is to evaluate assets so that supporting tools and knowledge need to be inventoried and then used as added value. Assets themselves are divided into two categories, namely physical and non-physical assets. Physical assets can be seen from the accountability report. DP3AP2 has one computer unit connected to the internet network, one telephone, PPID service room, printer, a set of tables, officers' chairs and guest chairs. For non-physical assets in the form of authority or what is often called executive rights to develop policies in gender aspects. This is done through the





dissemination of information with educational nuances, although the amount is still minimal, namely 9.84% of the total.

- Analyze implementation

This process consisting of five elements assesses organizational communication practices in carrying out active communication. The first is platform selection based on organizational capabilities and audience accessibility. Instagram itself is used more dominantly than other platforms in terms of the quantity of content created, so its popularity is also the highest.

Second is the development of an online community which includes three groups, namely Telephone Friends of Children and Families (TeSAGa) as a forum for voicing issues regarding women, family, parenting, psychology and child development; children's forum as a bridge for government communication with children in Yogyakarta Province; and the Indonesian Advanced Mandiri Women's Village (PRIMA) as a medium for increasing women's productivity and empowerment. Development efforts can be seen through content that reports on the activities of these communities, such as a post on 16/02/2023 which explains that the National Amil Zakat Agency for the Special Region of Yogyakarta provided grants to three PRIMA Villages in Gunungkidul and Bantul Regencies.

The third dimension is trained organizational representation which is practiced through training to organizational members. However, DP3AP2 sends more representatives of organizations as facilitators in the regions, as in the post on 10/20/2022 which explains gender responsive budget planning assistance activities in five sub-districts. Judging from the Instagram content, internal assistance is actually carried out through tourist activities to the Ullen Sentalu Museum which can be seen in the upload 02/25/2023.

The fourth dimension is building valuable partnerships with internal and external stakeholders. This is practiced through collaborative content which reaches 19.67% of the total. There are various accounts that have been collaborators, such as @humasjogja, @puspaga.diy, @diskopukm.diy, @poldajogja, @tesaga_diy, to @desaprimadiy. Apart from that, it can be seen in the implementation of joint activities, such as in the selection of resource persons and the composition of committees. An example is when PRIMA DIY Village and DP3AP2 held an inspiring dialogue regarding women entrepreneurs which invited Retno Redwindsock as Founder of Kebun Kita Home Brewing, Noor Lisnani Pamella as Founder of Pamella Supermarket, as well as the Head of DP3AP2 himself. These activities can be seen in the upload 08/08/2022.





Lastly is monitoring and evaluation as an effort to achieve accountability and improve performance. The evaluation process is implemented by preparing an accountability report once a year. This includes the budget used, service operations, organizational structure, infrastructure, and requests for information provided. Unfortunately, reports regarding social media uploads are not included. The monitoring process is also less active due to the lack of replies from Instagram admins to comments given by the public on uploaded content so that interaction is very low.

- Assess integration practices between elements

Integration is the collaboration of social media with other communication channels so that a mutually supportive relationship occurs. In it there are six elements. First is the integration of social media with the website. The collaboration between the @dp3ap2diy account and the site <http://www.dp3ap2.jogjaprov.go.id> occurred when Instagram became the transmitter of information, such as the content of 02/21/2023. When DP3AP2 was holding a search event for women initiators, complete information regarding the provisions and mechanisms was on the website and then information was forwarded via Instagram so that more and more people knew about the agenda. This good effort can be enhanced with distinctive content packaging between Instagram and websites considering the disparity in media characteristics.

The second element is the engagement of social media with blogs. DP3AP2 has its own blog for TeSAGa services, namely via <https://tesagadiy.blogspot.com/> as a space to share stories. However, this platform does not operate consistently due to infrequent writing uploads.

Third is the strategic relationship between social media and email. Both are quite difficult to examine if only through observing social media. The only information regarding email can be obtained through the contact menu on the website, whereas on Instagram it is not attached. PPID can actually use an application to combine links from various sites so that all important information can be included in the Instagram profile.

The fourth element is integration with other social media platforms. Almost all of the integration that is built is the forwarding of one piece of information to all social media. For example, on Facebook, the uploads are exactly the same as Instagram. Likewise with Twitter because the content is just notifications for Instagram uploads. For YouTube itself, it is better because on several occasions it uploads the full version of the video, the footage of which is uploaded to Instagram. This kind of integration between YouTube and Instagram should be maximized.





Fifth is cross promotion between social media and printed materials. Analysis of social media content does not indicate the creation of print publications, nor does the information in accountability reports. The only printing only refers to the output of public information requests.

The final element is offline activities. DP3AP2 often holds offline activities by opening up public participation. This kind of information is included in event content, which amounts to 21.31% of the total. One example is Javanese culture-based parenting assistance activities which can be seen in the upload 11/15/2022.

The analysis shows that PPID has not made maximum efforts because integration is only present at the concept level and formal aspects so its implementation is still very lacking. In other words, the various information channels available still exist individually.

- Assess supporting aspects

This fourth step is an analysis of non-communication practices that are considered capable of contributing to making the communication function successful. In it there are three elements. The first is support from leadership so that social media is considered as part of the organization's overall communication strategy. The support from Erlina Hidayati Sumardi as Head of DP3AP2 is quite good, seen from her presence in various content. One of them was when he was a resource person in a podcast entitled "Family Talk-Creating a Resilient Generation Through Character Education" which can be seen in the upload dated 06/22/2023.

The second element is the allocation of sufficient resources including finances and special employees dedicated to managing social media. In terms of personnel, PPID consists of a general sub-section and a program sub-section which oversees public information services assisted by two auxiliary staff and two civil servants. The employee allocation can actually be further divided according to content needs, such as media analysis, content creators, information sources, and data centers. In terms of budget, the amount is quite large, namely IDR 228,525,000. Unfortunately, much is still spent on human resource services and supporting assets.

Third is the involvement of staff at all levels so that social media is not considered an isolated function. At least the majority of staff must participate or have knowledge in social media communication practices. Staff from DP3AP2 themselves are seen participating in content creation. For example, in the SAPA 129 Yogyakarta Special Region Choreography Competition as an introduction to reporting violent incidents which can be seen in the upload 11/12/2022.





b. Identify levels of communication practice

Each element in the previous stages was measured using NPower Northwest's practice maturity scale. In it there are five levels that show organizational commitment.

Table 4.1 Analysis Results Based on the Social Media Audit Matrix

Matriks Audit Media Sosial																						
5. Dioptimalkan																						
4. Dievaluasi																						
3. Dilembagakan																						
2. Direncanakan																						
1. Pembentukan divisi/pengurus																						
0. Tidak dilakukan																						
	V i s i	T u j u a n	A u d i e n s e	P l a t f o r m	K e b i j a k a n	R i s e t	A s e t	A l i a s	K o m u n i t a s	P e l i t i k a n	K e m i t r a a n	M o n i t o r	W e b s i t e	B l o g	E m a i l	L a i n y a	P e r c e t a k a n	L u r i n g	D u k u n g a n	S u m b e r	S t a t	
	Strategi				Implementasi				Integrasi				Pendukung									
Legenda																						
Tingkat aktivitas hari ini																						
Kesenjangan peluang																						

Source: researcher analysis

There are seven elements in the strategy aspect. The vision is at an institutionalized level because it has been realized in gender content on Instagram media. For the objective aspect, there is still a gap in opportunities because the mission is still general and does not meet SMART principles. The third element, namely the audience, is still at the planned level because there is no special figure to be able to convey gender mainstreaming messages. The fourth element, namely the platform is at the evaluation level because performance measures and capabilities of various platforms have been collected and a priority scale has been prepared for delivering information. Fifth is a policy that is at level three or institutionalized because the procedural approach to creating original content, collaboration, or repost has become part of the organization's daily performance. Sixth is research at level one or simply the formation of management because the practice of studying strategies carried out by other organizations is inefficient. Finally, assets are at level five or optimized because resources are considered a crucial factor in the organization so they are given a large portion.

Analysis in the strategy area shows that DP3AP2 has a strong understanding of the performance requirements and platforms required. However, deficiencies in setting goals and conducting research result in limited commitment to activities and the use of resources as a mere formality.

In the field of implementation, there are five dimensions that need to be assessed. The first is a tool that is at the evaluation level because Instagram has become a social media





that is highly considered in disseminating information. Second, the existing community is at the evaluated level because the communication between DP3AP2 and Prima Village as the community under its care is quite good, judging from the content of the collaboration between the two. The third dimension is training which is at level one because the process for obtaining trained organizational representatives is uncoordinated and inefficient. In this case there is no standardization in maintaining the quality of organizational members from time to time. The fourth dimension is partnerships that are at an institutionalized level due to the routine use of collaborative content with various parties. The amount also reaches 1/5 of all content. The last dimension is the monitor which is at level two or planned. Accountability reports are made regularly, but social media performance reports are still not included.

Analysis in the field of implementation shows that DP3AP2 has quite good performance. A higher value than the planning aspect indicates a strategy that is carried out reactively. The value in the implementation sector is also the highest when compared to other fields. This is influenced by supporting assets so that disseminating information with more strategic efforts needs to be the next focus.

In the field of integration there are six elements. First, the existing website is at an institutionalized level because the modification of the long information from the website on Instagram is simpler. Even though this is done routinely, the inclusion of website links can be added so that complete information can be more easily accessed. Second are blogs that experience an opportunity gap or are at level 0. This is because there is no separate blog provided by DP3AP2 to discuss gender mainstreaming issues. The third element is email which is at level one or uncoordinated because there is no relationship with Instagram. People who want to get email contacts via Instagram have to go through a long process that is inefficient. Integration with other social media platforms which is the fourth analysis element is at level one. The same posts on all social media platforms indicate poor inter-media relations. The fifth dimension is print products on the issue of gender mainstreaming which are at level 0 or there is a gap in opportunities because it is not implemented. The final dimension is offline activities which are at the maximum level because they are continuously carried out and reflected on. The program that can be seen in the upload entitled documentation shows that offline activities are considered an important effort for the sustainability of the organization.

The integration area analysis shows that the organization has a good understanding of the website. DP3AP2 itself also decided to postpone the creation of print products and blogs specifically on the theme of gender mainstreaming. Both can be done when the





organization has strategic communications that can be developed and demonstrated more ideally.

The final field is support which consists of three elements. The first is support at the leadership level which is at level one or uncoordinated. This condition can be seen from the inconsistency of senior officials in Instagram content so that the process becomes inefficient and only relies on the efforts of one or two heroic individuals. Second are resources that are at level four or evaluated because financial aspects and human resources have been dedicated to supporting the dissemination of information via Instagram. The final dimension is the involvement of staff at all levels that are at level one or uncoordinated. From the content produced, it can be seen that only a few staff are involved and there are no specific standards so that the quality of the content is not aligned.

Analysis of elements in the supporting areas shows that organizational leaders are aware of the need for social media. Financial aspects and large resources also contribute greatly to the development of the organization. However, the allocation of staff to be involved in the public communication process still tends to be slow.

a. Identify areas for improvement

Organizations do not have to achieve all areas at the maximum level because what needs to be done is optimization by considering resources and capabilities realistically. It is also very possible to develop sustainability so that recommendations are adjusted to the dimensions of each area of analysis.

The first step is the area of strategy. There needs to be information regarding the progress of achieving goals in accordance with those set for the elements of the social media vision. Second is the use of the SMART concept in determining goals so that the mission is more detailed and not mixed up with various other problem topics. The third is to present special influencers on gender mainstreaming issues to increase the target audience. Choosing the right person who has credibility will have an extraordinary positive impact on the organization. For stakeholders, organizations need to pay more attention to the quality of the messages used so they don't just focus on increasing the quantity of content. Fourth is preventing social media from dying due to determining the priority scale in choosing a platform. Fifth is the policy and procedure dimension that requires institutional identification of content so that information is more representative, such as creating content regarding policies regarding gender mainstreaming so that it becomes an effort to build public critical reasoning. Sixth is the research needed to adapt the strategies of similar organizations, such as @humasjogja so that the low matrix scores in this area can be overcome. The next dimension is asset evaluation which can be further improved through an internal inventory process according to the institution's operational





procedures so that its suitability can be assessed. On the other hand, there needs to be more massive publication so that the public is better informed.

The next identification of improvements is in the area of implementation. Continuous reflection needs to be done on elements of platform selection as practice is good. Separate information channels in each Prima Village need to pay attention to the community development element. This is because many accounts are passive and only a few actively collaborate with the @dp3ap2diy account. The use of one Prima Village information channel can be a consideration if there are no competent resources. The third dimension is a trained organizational representative that can be improved by creating development guidelines through staff capability research and problem inventory. The resulting programs are not limited to seminars, but create projects, special mentoring, and content creation workshops. Collaboration with non-governmental organizations/media/other organizations with a focus on gender issues needs to be carried out in the dimension of building partnerships because the majority of collaboration still revolves around relations between government agencies. The final dimension is evaluation which needs to be standardized in the preparation of accountability reports so that the output does not become merely an administrative supplement.

The third improvement analysis was carried out in the area of integration between elements. The relationship between Instagram and websites can be improved by reprocessing the captions so that they are not just information cut from news uploads. The second element is integration with blogs. If DP3AP2 wants to expand in this dimension, it can start with open publications so that all levels of society can contribute. Integration with email which is the third dimension can be improved by opening a service offering content ideas and collaboration by starting with creating a simple guide. Next is integration with other social media whose value can be increased by making priorities more disciplined so that social media with the lowest performance can be removed and adding human resources so that all social media can be active and contribute to the image of DP3AP2. Print media, which is the fifth element, can begin to function through the creation of simple and concise bulletins. Gender issues can be packaged through telling stories of women's struggles, inspirational figures, and various achievements in the field of gender mainstreaming. The final element is offline activities which can be varied with more sustainable activities so that they are not limited to seminars alone.

The final component is the supporting aspect. The first element is support at the leadership level who can be presented as role models in gender sensitive content to show the government's sensitivity and concern. Apart from that, have the courage to participate in responding to gender issues that are currently being discussed by society. Resources





which are the second element need to be monitored because more than half of the budget in 2022 will only be spent on purchasing personal computers, while in 2021 will be spent on information services. Part of the budget can be allocated for creating special and quality content. The final element is that staff involvement at all levels can be increased by building member awareness to re-upload content or simply react to existing content.

The entire analysis process has revealed areas that need improvement along with several priority areas. The basic thing that is an obstacle is the lack of identification of potential values and the lack of value of social media for the organization itself. Improvements are absolutely necessary so that social media elements are not just at the level of mere formality.

DP3AP2 can prioritize areas of strategy development and sustainable evaluation development. Strategy development will enable the organization to understand the benefits that can be obtained from social media, while evaluation serves to see the various possibilities that exist. The priority scale, integration, detailed responsibilities within PPID also need further development, even demonstration. Organizations also need to create a database regarding the benefits of strategies that have been implemented and how to overcome their weaknesses as an archive for the future.

Closing

The performance of Instagram @dp3ap2diy when uploading gender mainstreaming content still needs to be improved, both in quality and quantity. The content produced is still dominated by activity documentation alone and is not entirely created independently. The majority of captions used are monotonous so that the perspective on gender mainstreaming is not visible. On the other hand, there is content that tends to support excessive burdens on women and tends to be masculine. Technical problems in selecting designs, images and audio also hinder information from reaching the public. These problems actually show that PPID's knowledge and abilities in terms of content creation and gender mainstreaming issues are still limited.

The NPower Northwest approach also shows that in the strategic dimension, DP3AP2 has a strong understanding of performance and platform requirements even though there are deficiencies in setting research goals and practices so that resource use is less than optimal. Organizations themselves carry out more reactive strategies in the implementation dimension. Organizations also have a good understanding of connecting websites with Instagram in the integration dimension. In the supporting element, organizational leaders are aware of the need to use social media, but the allocation of all





staff to be involved in the public communication process still tends to be slow. In addition, financial and resource aspects have a broad impact on this field.

After this research process, it is hoped that DP3AP2 Yogyakarta Province can implement the recommendations given so that Instagram @dp3ap2diy can become the best representation for the organization. Further research is also needed through interview methods and the addition of other theories to deepen the data. Analysis of related areas, such as communication between staff within the organization and public communication by DP3AP2 will also be very useful.

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