

Digital Communication Strategy of Community Information Groups through Instagram in Public Information Dissemination and Disinformation Prevention

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Abstract

This study aims to analyze the digital communication strategy of the Community Information Group (KIM) of Krai Village, Yosowilangun District, Lumajang Regency through Instagram in disseminating public information and preventing disinformation. The research employed a descriptive qualitative method with a case study and literature study approach. Data were collected through digital observation of the Instagram account @kimdesakrai, social media documentation, and literature related to digital communication and public administration. The findings reveal that Instagram is utilized as a medium for village public communication by disseminating information about village governance, community social activities, and local cultural preservation. The communication strategy involves the use of simple visual designs created with Canva, communicative captions, and Instagram features such as reels and stories. The presence of KIM Desa Krai also contributes to improving public information literacy and preventing the spread of disinformation through credible and easily understood information dissemination. Although facing challenges such as limited human resources and low engagement, KIM Desa Krai demonstrates that community-based digital communication has significant potential in supporting digital public administration at the village level.

Keyword: Digital Communication, KIM, Instagram, Public Administration

INTRODUCTION

In the past two decades, rapid advancements in digital technology have significantly transformed global communication patterns, including public communication practices at the local level. The emergence of the internet and social media has not only reshaped how individuals access information but has also fundamentally altered social interaction, public

participation, and governance communication systems. Social media platforms now function as new communicative spaces that enable information dissemination to occur more rapidly, openly, interactively, and participatively compared to conventional media. According to Manuel Castells (2010), contemporary society has entered the era of the network society, where social and communicative activities are interconnected through internet-based digital networks. In this context, public communication is no longer unidirectional but has evolved into a two-way interaction involving active public participation.

From a communication perspective, digital media enables simultaneous message exchange without spatial and temporal limitations. Deddy Mulyana (2017) defines communication as a process of message delivery aimed at achieving shared meaning between communicators and communicants. With technological development, communication has become increasingly dynamic through digital platforms that allow individuals not only to receive information but also to produce and distribute it. This shift demonstrates that social media has become an essential instrument in fostering more democratic and participatory public communication.

Within the field of public administration, digital transformation has encouraged governments and social institutions to utilize social media as a tool for public information services. Jan van Dijk (2020) argues that the digitalization of public administration enhances transparency, service efficiency, and citizen engagement in governance processes. Social media has thus become a crucial element of digital governance practices, as it accelerates information distribution and strengthens government–citizen relations. Consequently, digital communication is no longer merely a communicative activity but an integral component of modern public administration strategy.

In Indonesia, community-based digital communication practices have increasingly developed at the village level through the establishment of Community Information Groups (Komunitas Informasi Masyarakat/KIM). KIM is a community-based organization formed by, from, and for the community, aimed at managing information and empowering society in a creative and independent manner. This community plays a strategic role in disseminating development information, providing public education, and improving digital literacy at the village level. Moreover, KIM functions as a communication bridge between local governments and communities in supporting participatory development.

Based on data from the Lumajang Regency Government Information Portal, as of February 2023, approximately 201 Community Information Groups across villages and sub-districts in Lumajang Regency had been officially recorded by the Department of Communication and Informatics. This indicates a significant development of community-based information systems as part of regional digital communication transformation. One of the most active communities in this regard is KIM Desa Krai, located in Krai Village, Yosowilangun District, Lumajang Regency.

KIM Desa Krai began actively utilizing Instagram in 2024 as a village communication medium. The Instagram account @kimdesakrai serves as a digital space for disseminating information related to village governance activities, community events, local cultural promotion, and public education. The content is not limited to formal governmental announcements but is also creatively designed through visual storytelling, short videos, and communicative language that is closer to rural communities. Published content includes

announcements such as the establishment of Koperasi Desa Merah Putih, documentation of village government activities, and cultural preservation events such as “Tutup Tandır.”

This phenomenon indicates that social media has become a vital instrument for building community-based public communication at the village level. In classical communication theory, Harold Lasswell (1948) states that communication can be understood through the formula “who says what in which channel to whom with what effect.” This model remains relevant in the digital communication context, as social media enables message transmission through digital channels that generate broad and rapid communicative effects. Instagram, as a digital communication platform, allows communities to establish more participatory relationships with the public through direct interaction, comments, and visual information dissemination.

However, the development of digital media also presents new challenges, particularly the increasing spread of disinformation in digital spaces. Disinformation refers to false or misleading information that can distort public understanding. According to Claire Wardle and Hossein Derakhshan (2017), the spread of disinformation is driven by low digital literacy, a culture of unverified information sharing, and social media algorithms that prioritize viral content over factual accuracy. These conditions make society increasingly vulnerable to misinformation circulating rapidly across digital platforms.

In rural contexts, the challenge of disinformation is particularly significant due to varying levels of digital literacy among community members. Therefore, the existence of Community Information Groups plays a strategic role in strengthening information resilience through the dissemination of credible and educational content. Henry Jenkins (2006) emphasizes that participatory culture in digital media enables collaborative production and distribution of information among users. In this sense, social media can serve as an educational instrument to enhance public awareness regarding information verification.

Previous studies on digital communication have largely focused on urban government institutions, digital mass media, and formal technology-based organizations. Research by Rulli Nasrullah (2020), for instance, emphasizes the characteristics of social media as a space for modern digital communication. Meanwhile, studies on digital public administration mainly address e-government implementation within formal government institutions. Limited research specifically examines community-based digital communication in rural areas as part of digital public administration.

Furthermore, studies on Community Information Groups generally focus on institutional functions and community empowerment in general terms. Research addressing Instagram as a tool for village public communication and disinformation prevention remains limited, particularly in the context of rural communities in Lumajang Regency. This gap indicates a lack of studies integrating community-based digital communication with local social media practices in digital public administration. Based on this background, this study aims to analyze the digital communication strategy implemented by KIM Desa Krai through Instagram in public information dissemination and disinformation prevention in rural society. This research is important because social media has evolved beyond informal communication tools and now functions as a key instrument in digital public administration that enhances transparency and public participation.

The novelty of this study lies in its focus on Instagram as a village public communication medium managed by a local community organization rather than formal government institutions. It also positions Community Information Groups as community-based digital communication actors that play a strategic role in strengthening information literacy, enhancing societal resilience against disinformation, and supporting digital transformation in village-level public administration.

METHOD

This study employs a descriptive qualitative approach using a case study and literature review design to analyze the digital communication strategy implemented by the Community Information Group (Komunitas Informasi Masyarakat/KIM) of Krai Village through Instagram in public information dissemination and disinformation prevention. A qualitative approach is selected because this research aims to deeply understand social phenomena within the context of rural digital communication practices. According to John W. Creswell (2018), qualitative research is an approach used to explore and understand the meanings individuals or groups ascribe to social or human problems. This approach enables the researcher to examine communication behavior, social interaction, and digital practices in their natural settings.

A case study design is applied because the research focuses on a single bounded system, namely the Community Information Group of Krai Village, located in Yosowilangun District, Lumajang Regency. The case study approach is used to gain an in-depth understanding of community-based digital communication practices at the village level. Robert K. Yin (2018) defines case study research as an empirical inquiry that investigates a contemporary phenomenon within its real-life context, particularly when the boundaries between phenomenon and context are not clearly evident. In this study, the phenomenon examined is the digital communication strategy of KIM Desa Krai through Instagram as a village public communication medium.

In addition to the case study approach, this research also employs a literature review to strengthen the theoretical foundation related to digital communication, digital public administration, and disinformation in the social media era. The literature review involves analyzing scholarly journals, academic books, government documents, and relevant scientific publications. Sugiyono (2022) states that literature review is a data collection technique that involves examining various scientific references to construct a strong theoretical framework supporting the research.

The object of this study is the Instagram account @kimdesakrai, managed by the Community Information Group of Krai Village. This account serves as a digital communication medium for disseminating public information related to village governance activities, community social events, public education, and local cultural preservation. The study also observes the communication practices conducted by KIM members in interacting with the public through social media platforms. Structurally, KIM Desa Krai consists of five members; however, only two members are actively involved in managing digital communication activities. This condition represents an important aspect of the study, as it reflects the limited human resource capacity in managing village-based social media platforms. Nevertheless, this limitation does not reduce the consistency of KIM Desa Krai in disseminating public information through Instagram.

Data collection techniques in this study include digital observation, documentation, and literature review. Digital observation is conducted by analyzing the Instagram activity of @kimdesakrai, including content formats, communication patterns, posting frequency, visual design usage, and audience interaction. According to Christine Hine (2015), digital observation allows researchers to understand communication practices in virtual environments as part of contemporary social phenomena.

Documentation is carried out by collecting screenshots of Instagram posts, captions, user comments, reels, stories, and visual records of village activities published through social media. Meanwhile, the literature review involves examining academic sources related to digital communication, social media, digital public administration, and disinformation studies. These sources include scholarly books, peer-reviewed journals, and previous relevant studies, which are used to construct the conceptual framework and strengthen the analytical process.

Data analysis in this study follows the interactive model developed by Miles and Huberman (2014), which consists of three stages: data reduction, data display, and conclusion drawing/verification. Data reduction involves selecting, simplifying, and focusing on relevant data aligned with the research objectives. This stage ensures that the data are systematically organized for easier interpretation. The second stage is data display, which involves presenting the data in a structured narrative form to allow pattern identification and relationship mapping among variables. In this phase, digital communication patterns, social media content structures, and communication strategies used by KIM Desa Krai are described in detail.

The final stage is conclusion drawing and verification, where the researcher interprets the analyzed data to identify patterns, meanings, and relationships among phenomena. The conclusions are derived from empirical findings supported by relevant theoretical perspectives. To ensure data validity, this study employs source triangulation by comparing data obtained from social media observation, government documents, and academic literature. Norman K. Denzin (2017) emphasizes that triangulation enhances research credibility by integrating multiple data sources and analytical perspectives. This approach strengthens the reliability and validity of the research findings.

Through this methodological framework, the study aims to provide a comprehensive understanding of community-based digital communication practices at the village level, particularly in the context of digital public administration and disinformation prevention through Instagram.

RESULTS AND DISCUSSION

Digital Communication Strategy of Komunitas Informasi Masyarakat (KIM) Desa Krai

The findings of this study indicate that the Komunitas Informasi Masyarakat (KIM) Desa Krai, located in Krai Village, Yosowilangun District, Lumajang Regency, has utilized Instagram as a digital public communication platform at the village level. The Instagram account @kimdesakrai is actively used to disseminate information related to village government activities, community social events, local cultural preservation, and development programs. Although the organizational structure of KIM Desa Krai consists of five members,

only two members are actively involved in managing digital communication activities. This condition reflects a strong dependency on limited human resources in sustaining village-based digital media management.

The digital communication strategy implemented by KIM Desa Krai is characterized by the use of simple visual content designed through digital tools such as Canva. Despite its simplicity, the visual design approach proves effective in attracting public attention and facilitating message comprehension among rural audiences. In addition, the use of persuasive, informative, and locally contextualized captions strengthens audience engagement and enhances message clarity. This finding aligns with Jenkins (2006), who argues that digital media fosters participatory culture, where users actively contribute to the production and distribution of information.

The content published by KIM Desa Krai does not solely focus on formal government information but also highlights local identity and cultural heritage. Several posts that received public attention include announcements such as the establishment of the *Koperasi Desa Merah Putih*, documentation of village administrative activities, and cultural events such as “Tutup Tandır.” These cultural-based contents represent an effort to preserve local identity through digital communication channels.

In the context of digital communication theory, the use of Instagram by KIM Desa Krai reflects a transformation from conventional communication models to participatory digital communication systems. Castells (2010) describes this condition as a *network society*, where social interaction and communication processes are increasingly structured through digital networks. Within this framework, social media functions not only as a communication tool but also as a space for identity construction and social interaction.

The study also found a significant increase in Instagram followers, growing from approximately 100 followers at the initial stage to more than 600 followers. This growth is influenced by consistent information dissemination, visually appealing content, and a human-centered communication approach. These findings suggest that community-based digital communication strategies can enhance public engagement even with limited organizational resources.

The Role of Instagram in Village Public Administration

Instagram serves not only as an information-sharing platform but also as a digital public administration instrument at the village level. Through this medium, residents of Krai Village can access government-related information more quickly, transparently, and efficiently. This reflects the role of social media in strengthening public transparency and improving communication between local government and citizens. According to van Dijk (2020), digitalization in public administration enhances transparency, efficiency, and citizen participation in governance processes. In this study, Instagram functions as a more effective communication channel compared to conventional methods such as printed announcements or direct public notices. Furthermore, the interaction between account administrators and the public demonstrates the presence of two-way communication in digital public administration. Citizens actively engage through comments and direct messages, indicating a shift from one-way communication to participatory governance communication.

The findings also reveal increasing public attention toward KIM Desa Krai. Some external parties have initiated collaboration related to cultural content development, including *gandrung campursari*. Additionally, community members have approached KIM representatives to inquire about the historical heritage of “Danglung Kenong Telok,” a traditional art form previously known in the village but now rarely practiced. This phenomenon indicates that social media functions not only as a public information channel but also as a potential space for cultural revitalization. Through Instagram, KIM Desa Krai contributes to reconstructing collective memory and strengthening local cultural identity.

Digital Communication and Misinformation Prevention

The study shows that KIM Desa Krai plays a significant role in mitigating misinformation at the village level. The information shared through @kimdesakrai tends to be factual, verified, and directly related to community activities. As a result, the community gains access to more reliable information sources compared to unverified content circulating on other social media platforms. Wardle and Derakhshan (2017) explain that misinformation in the digital era is driven by low digital literacy and the tendency to share unverified content. In this context, community-based communication platforms such as KIM Desa Krai function as important intermediaries in providing credible local information.

The use of simple language and visual-based communication further enhances message comprehension among rural audiences. Visual content is more easily processed by social media users compared to long textual information, making Canva-based design strategies effective in increasing message accessibility. Moreover, KIM Desa Krai contributes to strengthening community information literacy by encouraging residents to rely on official village communication channels. This gradual shift reduces dependency on unverified information sources and strengthens community resilience against misinformation.

Challenges in Village-Based Social Media Management

Despite its positive impact, the study identifies several challenges in managing digital communication within KIM Desa Krai. The most significant issue is the lack of content production consistency due to limited active human resources. Although the organization has five registered members, only two are actively involved in managing the Instagram account. This creates a high dependency on a small number of individuals.

In addition, limited digital design skills and time constraints hinder the development of more diverse and innovative content. As a result, the engagement level of the Instagram account remains relatively low compared to entertainment-oriented or viral content accounts. This is primarily because KIM Desa Krai focuses on informational and educational content rather than trending social media formats.

However, low engagement does not necessarily indicate ineffective communication. In public administration contexts, content credibility and informational value are more important than popularity metrics. McLuhan (1964) emphasizes that media shapes how individuals perceive reality, meaning that even simple communication channels can have significant social impact. Overall, KIM Desa Krai demonstrates the potential of community-based digital communication in supporting village-level public administration transformation. Despite limited resources, it successfully builds participatory communication

space, strengthens public information literacy, and revitalizes local cultural awareness. This highlights that community-driven digital communication can serve as an alternative model for effective and locally grounded public communication in rural areas.

CONCLUSION

This study demonstrates that the Komunitas Informasi Masyarakat (KIM) Desa Krai, located in Krai Village, Yosowilangun District, Lumajang Regency, plays an important role in the development of community-based digital communication through Instagram. The presence of the Instagram account @kimdesakrai functions as a village-level public communication medium used to disseminate information related to local government activities, community social programs, village development initiatives, and local cultural preservation. The digital communication strategy implemented includes the use of simple visual design created through Canva, the development of communicative captions, and the utilization of Instagram features such as feeds, reels, and stories.

The findings indicate that digital communication carried out by KIM Desa Krai does not merely serve as an information dissemination tool, but also forms part of digital public administration practices at the village level. Through social media, the community gains faster, more transparent, and more accessible information regarding village governance and activities. In addition, KIM Desa Krai supports the establishment of two-way communication between citizens and information managers through comment sections and direct messages, reflecting a participatory communication model in local governance.

This study also reveals that KIM Desa Krai contributes to misinformation prevention at the village level by providing factual and verified information. Consistent publication of informative content enables the community to access more credible sources of information compared to unverified content circulating on other social media platforms. Furthermore, the presence of KIM Desa Krai has begun to attract public attention, including in relation to the revitalization of local cultural heritage such as the traditional art of *Danglung Kenong Telok*, which has recently re-emerged in public discourse, although still at the level of discussion rather than active cultural practice.

However, several challenges were identified in this study, including inconsistent content production, limited human resources, and relatively low engagement rates due to the predominantly informational rather than viral nature of the content. Despite these limitations, KIM Desa Krai maintains a strategic role as a community-based digital communication actor that strengthens public information literacy and supports the transformation of digital public administration at the village level.

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