

# The Role of Instagram “@Cidulang\_Geresik” Account in Building an Intelligent Community: Implementation and Obstacles

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**Abstract.** This study purpose to analyze the function, role, and influence of Instagram account @cidulang\_geresik in providing information to build a smart community. This study uses a qualitative approach through interviews with the admin of the Instagram account @cidulang\_geresik. The results show that the function of Instagram @cidulang\_geresik is optimal by utilizing features such as feeds, stories, highlights, and reels to disseminate information about hamlet or village activities. The Instagram account @cidulang\_geresik has a cognitive, emotional, and behavioral influence on residents. The role of the Instagram account @cidulang\_geresik effectively carries out two-way communication functions and strengthens social relationships. Implementation is carried out through regular content uploads, the use of photos and videos, the use of story and live features, and collaboration with village officials in disseminating public information. However, there are obstacles such as the limited number and availability of admins, unequal digital literacy among residents, inconsistent quality of content production, and internet network constraints that hinder access to information. Overall, the Instagram account @cidulang\_geresik shows a positive contribution as a village communication and information medium. Through optimal functions, influence, and roles, Instagram can be used to build a smart community so as to improve the quality of life.

**Keywords:** Digital Information, Instagram, Mass Communication, Smart Community, Social Media

## 1 Introduction

In today's digital age, social media, especially platforms such as Instagram, has evolved into a highly efficient communication tool for both personal and social purposes. Social media has changed the way we communicate and created new methods of building and managing relationships [1]. Social media facilitates the dissemination of information, the formation of communities, and the strengthening of relationships between various parties, including between the government and the public. Instagram, as a visual social media platform, provides an opportunity to convey messages in a more engaging and interactive way [2]. According to Andriany (2022), The use of Instagram in communication in the era of the Fourth Industrial Revolution plays an important role in building connections between companies and their audiences and is a major factor in the development of effective public relations strategies.

The role of Instagram at the hamlet or village level can be a very effective means of building an intelligent community, which is a community that utilizes technology and information to improve quality of life, social participation, and competitiveness. For example, the Cidulang hamlet in Geresik village, Ciawigebang subdistrict, uses the Instagram account @cidulang\_geresik to build better communication between hamlet officials, the village government, and residents, as well as to encourage active community participation in various village development activities [4].

This research is supported by studies that reveal the importance of social media in community empowerment and smart community development, as well as how social media can serve as a channel of communication between the government and the public. Setiawan and Kurniawan (2021) stating that proper social media management can increase community empowerment, however, Suryana (2020) believes that an intelligent society can be realized through the appropriate use of digital technology.

The Ciawigebang subdistrict consists of 24 villages, one of which is Geresik village. Each village has a mandatory program, namely an environmental cleanliness program. What distinguishes Geresik village from other

villages is that the environmental cleanliness program runs smoothly, especially the Friday clean-up (jumsih) activity. Geresik Village is divided into 10 blocks, with Cidulang Block being the most consistent in implementing the Jumsih program since 2021 until now. This is what makes Cidulang Block in Geresik Village different from the others and renowned as the most consistent and active block in implementing the Jumsih program.



**Figure 1.** Documentation of Jumsih Activities on the Instagram Account @cidulang\_geresik

As shown in the image above, the Cidulang block in Geresik village has its own uniqueness compared to other blocks due to its innovation in conveying information to the community. This initiative came from young people who sought to utilize social media as a modern means of communication. They created an Instagram account as a medium to disseminate various important information and community activities, as well as to build engagement among residents. This step is part of an effort to create a smart community, namely a community that utilizes technology to support a more effective and efficient social life. Although the Instagram account is already available, its functions, influence, and role are still not running optimally. Further development is needed so that the account can truly function optimally as a medium of information and communication for residents of the Cidulang block, thereby increasing resident participation in the Cidulang block.

Local youth are trying to use Instagram as a means of communication and information to introduce the potential of their village, social activities, and local culture, but they still face obstacles such as content consistency, technical limitations, and low audience interaction. The focus of this study is to analyze the function, influence, and role of the @cidulang\_geresik account in terms of its implementation and obstacles so that it can be more effective in attracting audience interest and meeting the communication needs of the community in order to support the realization and creation of a smart society. However, the @cidulang\_geresik Instagram account can only serve as a medium for disseminating information; it cannot help increase community motivation to participate in programs and activities carried out by the village or youth organizations. This is the basis for the importance of this research, which aims to analyze how the function, influence, and role of Instagram in the Cidulang block of Geresik village can contribute to the realization of a smart society based on active participation and the use of technology.

## 2 Literature Review

### 2.1 Mass Communication Theory

Mass Communication Theory according to Denis McQuail, explains how mass media influences individuals, groups, and society as a whole. In his book *McQuail's Mass Communication Theory* (2010), he states that mass communication involves the dissemination of information to a wide audience through various media such as television, radio, newspapers, and the internet. Lull (2000) adding that the mass media plays a role in maintaining or challenging social power structures, meanwhile, Baran and Davis (2015) emphasizes that the media not only conveys information, but also shapes social and cultural identities. This theory explains that the media is used to meet the needs of the audience and shape the public agenda by highlighting important issues [10]. McQuail also highlights the role of the media in shaping social awareness and public opinion, as well as acting as an agent that can reinforce ideology through framing and news selection [11]. In his view, audiences are no longer considered passive, but active in selecting, interpreting, and responding to media messages [8], [12].

There are three important aspects from Denis McQuail (1987) who developed theories and models in Mass Communication Theory that focus on the functions, influences, and roles of the media.

## **2.2 Functions of Media**

McQuail's theory of mass communication explains that the media has various important functions in society, such as conveying information (informational function), helping to understand issues (correlative function), maintaining cultural values (social and cultural continuity function), and providing entertainment (entertainment function). Social media such as Instagram not only provides the latest information in an attractive visual form, but also helps users understand various events through diverse perspectives [12], [13]. In addition, Instagram also strengthens social values and identity through cultural interactions that occur in posts and comments between users [14]. The entertainment function is also very strong, as features such as reels and live streaming can reduce boredom and provide enjoyment [9]. With all these functions, Instagram has become a medium that plays a major role in the social, cultural, and emotional lives of modern society.

## **2.3 Influence**

In the context of McQuail's mass communication theory, Instagram as a social media platform plays a very significant role in influencing audiences in three main aspects: cognitive, affective, and behavioral. Cognitively, Instagram not only conveys information, but also shapes the audience's knowledge and perspective on various issues through visual content such as photos, videos, and stories [12], [15]. This platform allows users to follow developments in news, social issues, and global trends, thereby broadening their horizons [16]. From an affective perspective, Instagram is able to evoke emotions through touching and inspiring content, thereby increasing audience engagement and empathy towards an issue [17]. Meanwhile, from a behavioral perspective, Instagram can influence user actions, such as adopting certain lifestyles, purchasing products, or participating in social movements disseminated through the platform [14]. Thus, Instagram is not merely a medium of entertainment, but also a mass communication tool that influences the way people think, feel, and act in their daily lives.

## **2.4 Roles**

In McQuail's theory of mass communication, the mass media plays an important role in disseminating information, shaping public opinion, strengthening social relationships, and encouraging community participation, all of which support the formation of an intelligent society. Platforms such as Instagram allow information about smart city policies, technology, and social initiatives to be disseminated widely and quickly, making the community more responsive to issues such as sustainability and modern infrastructure [7], [15], [18]. The mass media helps shape public opinion on various issues by conveying frequently reported information. According to McCombs and Shaw (1972), What is frequently reported by the media will receive more attention from the public. In an intelligent society, the media makes people more aware of the importance of technology and innovation for a better life [16]. In addition, social media strengthens social bonds and community identity by enabling people to share experiences and values, and build solidarity in facing common challenges [17]. The media also encourages the community to participate in social actions and sustainable development programs, while fostering a sense of collective responsibility for the city's progress [14], [19]. In this way, the mass media not only conveys information, but also becomes a social force that encourages collaboration, technological awareness, and active involvement in creating a smart and sustainable community.

## **2.5 Instagram**

Instagram is a very popular image and video-based social media platform, used by more than one billion users every month, and has extensive functions, ranging from sharing personal content to being used in education, business, politics, and creative communities. According to Anugrahwati et al. (2025), Instagram has become an effective tool for conveying political messages to the younger generation in an engaging way. In the world of journalism, as explained by Kallio and Mäenpää (2025), Instagram also provides a new space for journalists to deliver news in a more engaging and interactive visual format. In line with this view, McQuail (2010), Mass communication is now more interactive and personal than conventional media. Instagram reflects this development, as it is actively used by individuals to fulfill various needs such as entertainment, information seeking, identity building, and social networking. Özkoçak and Tuna (2025) even found that when access to Instagram was interrupted, users still tried to find alternatives because this platform has become an important part of their daily digital activities. In addition, Manovich (2017) explains that Instagram is part of modern visual culture, where users consciously shape their self-image through the aesthetics of their posts. Therefore, Instagram

is not only a medium for sharing, but also a means of self-expression and representation of lifestyle in the digital age.

## 2.6 Smart Community

Smart communities in villages are efforts to build a better life by utilizing technology, such as Instagram social media, to disseminate information, encourage citizen participation, and promote the potential of villages. Through Instagram, village communities can share news about policies, events, and training, as well as introduce culture, local products, and village tourism to the outside world [24], [25]. This opens up new economic opportunities and strengthens community involvement in joint activities. In addition, Instagram supports two-way communication, builds community identity, and spreads the values of sustainability. In this way, Instagram helps villages become smarter, more connected, and more sustainable, both socially and economically.

## 3 Research Method

This study uses a qualitative method with a descriptive approach to explore in-depth information related to the phenomenon under study. This approach allows researchers to obtain data directly from respondents through interviews and observations in order to understand individual perspectives and the dynamics that occur in a particular context. The qualitative approach was chosen because it is considered more appropriate for exploring issues that cannot be answered through statistical procedures. Data collection was carried out using three main techniques, namely observation, interviews, and document studies. Observations were made on the Instagram account @cidulang\_geresik, in-depth interviews were conducted with informants, namely the admin or person who manages the Instagram account @cidulang\_geresik to obtain accurate data, and various relevant supporting documents and other supporting data were analyzed to complement the information obtained from observations and interviews. After the data was collected and verified, the analysis was carried out by considering various important aspects of Denis McQuail (1987) who developed theories and models in Mass Communication Theory, focusing on the functions, influences, and roles of media, in this case Instagram, in society. To ensure data validity, this study applied strict validation techniques so that the results obtained were accurate and accountable.

## 4 Results and Discussion

There are three important aspects from Denis McQuail (1987) who developed theories and models in Mass Communication Theory that focus on the function, influence, and role of media, in this case Instagram, in society.

### 4.1 The Role of Media (Instagram) @cidulang\_geresik in Building an Intelligent Society

According to McQuail's theory of mass communication, the media has a number of important functions in society. These include conveying information to the public (informational function), helping the public understand events or issues (correlative function), maintaining existing cultural values (social and cultural continuity function), and providing pleasure or entertainment (entertainment function). Based on the interview results, the Instagram account @cidulang\_geresik conveys information to the public by utilizing various features available on the Instagram platform. Through its Instagram feed, this account shares various announcements and the latest information about PHBI (Islamic Holiday) and PHBN (National Holiday) activities or programs in the Cidulang-Geresik area. The Instagram story feature is used to convey information quickly and directly, while highlights are used to store important information so that it can be easily found again by followers. In addition, social and educational campaigns related to hygiene, health, and village programs are also regularly published. Interactive features such as Q&A sessions and polls also support the community in obtaining information directly. With these various features, the Instagram account @cidulang\_geresik has become an effective communication medium and has accelerated the dissemination of information within the community.

The Instagram account @cidulang\_geresik plays an important role as a medium of information and education for the community, presenting content such as village activity announcements, religious events, community achievements, and education on hygiene and health. The content presented is consistent, engaging, and receives positive feedback through likes, comments, and shares. The admin is also active in responding to residents' interactions in a friendly manner and helps preserve local culture through posts about traditions and arts. However, there are still challenges on the ground, such as low direct participation from residents. Despite the content being prepared as well as possible, only a select few actively respond or contribute on Instagram, and this engagement is not evenly distributed across all segments of the community. This presents a unique challenge to ensure the account can truly reach and engage more residents in building an active and caring community.



**Figure 2.** Instagram Account @cidulang\_geresik

According to one resident who served as an informant, the Instagram account @cidulang\_geresik plays an important role in building a smart community because it facilitates the dissemination of information, speeds up communication, and encourages resident involvement in village activities. Residents feel that they are quicker to find out about events such as community service activities, important announcements, and useful educational programs. However, residents also feel that there is still room for improvement, especially in terms of reach and engagement. Not all residents follow or actively respond to the content shared, and participation is still limited to the same people. The existing content is considered good, but it does not reach all groups, especially residents who are not accustomed to using social media. As a solution, a more direct approach is needed, such as socialization in community forums, creating simpler and more interesting content, involving representatives from each neighborhood association to help disseminate information and encourage more equitable participation, and involving the younger generation as village digital ambassadors to help increase overall community involvement.

This is in line with communication theory from McQuail (2010) in his book "Mass Communication Theory." The theory explains that the media plays an important role in conveying information to the public and establishing more active communication between the message sender and receiver. In this case, Instagram @cidulang\_geresik is not only used to provide information, but also serves as a link between the community and the government. Through interactive features on Instagram, communication becomes two-way because the public can directly respond or ask questions about the information shared.

The Instagram account @cidulang\_geresik in building a smart community can be seen through the implementation of various mass media functions as described by Denis McQuail. In terms of its informational function, this account serves as a means of disseminating village news quickly and openly, for example, regarding announcements of community activities, public services, and the Karang Taruna agenda. The existence of Instagram makes information more accessible, even though not all residents have equal digital capabilities and facilities, so that the delivery of information is not yet fully inclusive. In terms of correlation, this account also acts as a link between residents and village officials through comments, direct messages, and joint activity publications. However, limited management resources mean that not all resident input can be monitored responsively. Furthermore, in terms of social and cultural continuity, @cidulang\_geresik documents various local traditions and customary activities to strengthen the social identity of the community.

The obstacle lies in the lack of cultural content routines and the lack of interest among some young people in cultural issues. As for its entertainment function, this account presents light content such as documentation of competitions or youth activities that can increase closeness with the community. However, a balance is needed so that entertainment content does not dominate and shift the educational function. Thus, the implementation of the role of village social media has been carried out, but it still faces obstacles in the form of uneven digital literacy, limited administrators, and a lack of consistency in content production.

## 4.2 The Influence of the Instagram Account @cidulang\_geresik in Building an Intelligent Community

McQuail's mass communication theory framework, Instagram as a social media platform influences audience through three main aspects, namely knowledge (cognitive), emotions or feelings (affective), and actions or responses (behavior). Based on the interview results, Instagram @cidulang\_geresik has an impact on its followers in various aspects, such as cognitive, emotional, and behavioral. Through the content presented, residents can obtain relevant information, feel more emotionally connected, and be encouraged to participate in social activities in the village. However, in practice, there are a number of obstacles and challenges that need to be addressed. One of the main obstacles is the low level of community participation, where only a small number of people actively respond or are directly involved. Some residents are also still unfamiliar with using Instagram, especially those who are less tech-savvy. In addition, managing interesting and consistent content requires time and creativity, which are not always available. To overcome this, it is necessary to simplify the content, involve the younger generation in creating material, and conduct direct socialization so that more residents are interested in following and contributing. In this way, the Instagram account can be more effective in building communication and social engagement in the village environment.

One resident who served as an informant explained that the Instagram account @cidulang\_geresik is very useful. We can quickly find out about activities in the village, such as community service, meetings, or community events. The photos and information shared also make us more enthusiastic about getting involved. In addition, young people have become more concerned because everything is online. So, through Instagram, residents have become more united and are not left behind in terms of information. The Instagram account @cidulang\_geresik has had a major impact in shaping an informed community because it is an easily accessible medium. However, resident participation is still low, and some residents are still unfamiliar with using Instagram, especially the older generation. In addition, managing interesting and consistent content requires time and creativity, which are not always available. From the perspective of one resident, this account is very helpful for finding out information about village activities because everything is online. However, as rural residents, there are other limitations such as unstable internet access and uneven ownership of digital devices, meaning that not all residents can enjoy the information at the same time. To overcome this, direct outreach to residents who are not active on social media is needed. In this way, the Instagram account can be more effective in building communication, increasing social engagement, and strengthening a sense of community in the village.

The implementation of Instagram @cidulang\_geresik's influence as a medium for smart community development is realized through the dissemination of village information, publication of activities, and documentation of local potential and culture. The admin explained that Instagram was chosen because it is easily accessible to residents, especially young people, so that information can be conveyed more quickly. Cognitively, the combination of photos, videos, and simple captions helps residents understand village agendas, social activities, and public education without the need for lengthy explanations. Affectively, posts about togetherness, traditions, and youth activities foster a sense of pride and emotional closeness among the community towards their environment. Meanwhile, in terms of behavior, the admin admitted that the publication of activities was able to encourage community participation, as seen from the increased involvement in community service, youth activities, and interactions through comments and direct messages. This shows that Instagram is not only a medium of information, but also has an influence on the attitudes and social actions of residents.

The admin realizes that the implementation has not been optimal. The interview results show that there are major obstacles, such as limited internet access and digital literacy, which prevent some residents from receiving information evenly. The admin also mentioned that not all community groups feel represented in the content, because some residents are less active on social media. In terms of behavior, interactions on social media do not always have a direct impact on participation in the field, so participation still needs to be improved. Another obstacle mentioned by the admin is limited time and human resources, so posts cannot be made consistently every day. These findings show that although Instagram has strong potential in building a smart society, its effectiveness is still influenced by technical factors, the capabilities of administrators, and the level of media literacy of the community.

Several studies reveal how Instagram use affects its followers emotionally, cognitively, and behaviourally. Lajunen and Haug (2023) In his research, he found that Instagram use is associated with various emotional and behavioural responses, with most users checking the platform daily. This study shows that Instagram use can affect users' feelings, both positively and negatively, and encourage social comparison that influences self-perception. In line with research by Nabila et al. (2024) explains that social media can encourage behavioural change, with followers inspired to participate in social activities or other positive changes Overall, both studies underscore Instagram's significant influence on the emotional, behavioural, and cognitive aspects of its users, both in terms of emotional responses and the fulfilment of information needs.



### 4.3 The Role of the Instagram Account @cidulang\_geresik in Building a Smart Community

According to McQuail's theory of mass communication, the mass media plays a crucial role in conveying information, shaping public opinion, strengthening social bonds, and encouraging citizen participation, all of which contribute to the creation of an informed society. Based on the results of interviews, the Instagram account @cidulang\_geresik has proven to be effective in conveying information to the community, mainly due to its accessibility and popularity among citizens, especially young people. This platform enables the rapid dissemination of information about community activities and events. In addition, Instagram also plays a role in shaping public opinion by spreading educational messages about the importance of cleanliness and cooperation. With its engaging content, this platform positively influences residents' views. Furthermore, Instagram also strengthens social bonds among residents by providing a space for interaction, which further strengthens social ties within the community.

Instagram @cidulang\_geresik plays an important role in encouraging youth participation in community activities. The content presented with an attractive design means that the visual appearance is created in such a way that it looks neat, aesthetic, and pleasing to the eye of the user. This includes the use of harmonious colors, consistent layout, and high-quality visual content such as photos or graphics. An attractive design is also usually accompanied by short, clear, and informative captions.



**Figure 3.** Instagram Account @cidulang\_geresik Posts with Matching Colors and Consistent Layout

With this kind of design, an Instagram account can more easily attract attention, keep audiences engaged with the content, and encourage higher levels of interaction. For the Instagram account @cidulang\_geresik, an attractive design helps convey information effectively and create a professional impression in the eyes of residents.

Instagram @cidulang\_geresik has great potential in disseminating information and encouraging community engagement, but its use has not been fully effective in reaching all segments of society. Active participation is still limited to the same group of young people, while most residents, especially the elderly or those who are not familiar with technology, are not yet directly involved. The content presented is actually interesting and easy to understand, but it is not yet strong enough to encourage broader engagement. In terms of social relations, this account does help strengthen communication between residents and supports the rapid dissemination of information. However, to truly realize a smart community, the role of Instagram needs to be expanded with other approaches such as digital training for residents, offline information delivery, and the involvement of more community leaders and youth from various neighbourhoods so that it is not dominated by the same people. Without additional strategies, the use of Instagram as a medium for smart community development is still not optimal.

One resident who became an informant felt that the Instagram account @cidulang\_geresik was very helpful in disseminating information about village activities such as community service, community events, and important announcements. The content shared has made residents more enthusiastic about participating, and young people have also become more engaged because the information is conveyed through social media. However, some residents feel that Instagram still has a limited role in building a smart community as a whole. Participation is still limited, and not all residents feel involved. One of the obstacles is that the content design does not fully appeal to all groups. Some residents feel that the appearance or style of delivery is not attractive to certain age groups or

too complicated for residents who are not familiar with digital media. To be more effective, the content design needs to be adjusted to be simpler, more inclusive, and more attractive to all ages and backgrounds, so that Instagram can truly become a medium that connects all residents and encourages the formation of a more equitable smart community.

Instagram @cidulang\_geresik serves as a medium for disseminating village information, shaping public opinion, and strengthening social bonds within the community. Through photos, videos, and short captions, this account helps residents gain knowledge about activities, public services, and local culture. Interaction through comments and direct messages also opens up communication between residents and village administrators, thereby encouraging community participation and involvement in various activities. However, its implementation still faces several **obstacles**. Uneven internet access and digital literacy prevent some residents from optimally following the information. Additionally, account management depends on the number and availability of administrators, resulting in inconsistent responses and uploads. Social media interactions also do not always translate into real action in the field. Thus, although Instagram has the potential to build a smart community, its effectiveness is still determined by technological readiness, human resources, and community participation.

According to the research of Thomas et al. (2020), Instagram plays a role in strengthening social relationships within communities by providing a place to share experiences and support one another. In addition, Instagram also encourages youth participation in community activities by attracting their interest to become more actively involved. This platform also contributes to the creation of smarter communities by disseminating educational information and encouraging the public to be more responsive to existing issues. Although the direct impact may be more visible in public awareness than in the number of followers, posts on Instagram accounts can increase participation in social activities or community programs [28]. Overall, Instagram plays an important role in creating a more connected and responsive community. This is in line with the results of research by Kamau (2017) which shows that social media has a major influence on the political and social participation of young people. Through platforms such as Instagram, the younger generation finds it easier to get involved in social and political activities because the content shared on social media can directly invite interaction and participation.

## 5 Conclusion

The function of an Instagram account is to convey information, help the community understand issues, preserve cultural values, and provide entertainment. In the context of @cidulang\_geresik, this platform is used to disseminate information about village activities such as community service, meetings, and important announcements quickly and easily accessible to residents. The content presented, which includes images, captions, and engaging videos, helps reinforce messages and raise collective awareness. Its implementation is evident in the ease with which residents can obtain relevant information that is conveyed visually. However, the main obstacles to this function are limited resources for regularly producing engaging content and unstable internet access, meaning that not all residents can effectively access the information.

The Instagram account @cidulang\_geresik has a positive influence in shaping the knowledge and emotions of residents, as well as strengthening social bonds within the community. The use of this platform makes it easier for residents to share experiences, express aspirations, and strengthen a sense of togetherness. The implementation of this influence can be seen through the increased enthusiasm of residents in participating in village activities and feeling more emotionally connected. Engaging and educational content has raised residents' awareness of the importance of cleanliness, cooperation, and religious activities. However, challenges arise from the low level of active participation in responding, particularly among those with limited technological literacy and residents living in areas with inadequate internet access. This poses a challenge in expanding the reach of this media platform more broadly.

In terms of its role, the Instagram account @cidulang\_geresik acts as a medium that facilitates two-way communication and introduces the potential of the village to residents and people outside the village. This platform acts as a connector in building a smart community through the dissemination of easily accessible information and strengthening social relationships between residents. Its implementation is evident in the ease with which the community can find out about activity schedules, events, and the village's potential through attractive visual posts. However, the main obstacle is the low level of active participation among residents, especially the older generation and villagers who have limited access to and knowledge of technology. To overcome this, offline socialization, digital training, and the involvement of community leaders and youth from various neighborhood associations are needed so that the role of social media can be maximized in supporting the development of a smart and participatory community.



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