

CHAPTER I INTRODUCTION

1.1 Title of the Study

The Implementation of Social Media Content Management on @Bengkalisku Instagram Account.

1.2 Background of the Study

Social media refers to digital platforms that allow users to create, share, and interact with various types of content, including text, images, and videos. These platforms are frequently utilized for community involvement, communication, and the distribution of public information. Instagram's visual-based features and interactive qualities, which allow for two-way connection between content administrators and audiences, have made it one of the most popular social media platforms for digital communication.

Social media content management refers to the process of planning, creating, organizing, publishing, and evaluating content in a systematic manner to achieve communication objectives. According to Appel et al. (2020), effective content management on social media requires a structured approach that integrates content planning, scheduling, and performance evaluation in order to maintain message consistency and support audience engagement. This indicates that content management is not merely focused on content production, but also involves strategic decision-making to ensure that content aligns with audience needs and communication goals.

In the context of Instagram, social media content management plays a crucial role in supporting audience interaction and community communication. Tafesse (2020) explains that well-managed content should be supported by consistent themes, a content calendar, and audience-oriented strategies to enhance engagement. Furthermore, Li et al. (2021) emphasize that structured content planning enables organizations to manage information flow effectively and sustain audience interest. Therefore, systematic content management is essential to ensure

that Instagram functions optimally as a community-based communication platform.

However, based on preliminary findings obtained through online interviews with the administrator of the @Bengkalisku Instagram account, it was found that content management has not yet been implemented in a structured and systematic manner. The account does not use a content calendar, causing content planning to be situational and dependent on current local or national issues. In addition, most of the uploaded content consists of reposted news and viral information, with limited original content development and inconsistent content themes.

This condition indicates a gap between the ideal concept of Instagram content management and its actual implementation on the @Bengkalisku account. As a result, the account has not functioned yet as a community communication medium, as reflected in inconsistent messaging and unstable audience engagement. This gap raises the need to examine how content management is implemented and what challenges are encountered in the process.

The SOME model (Share, Optimize, Manage, Engage) is a framework used to analyze social media content management processes. The Share stage focuses on how content is distributed to audiences, Optimize emphasizes improving content performances based on audience responses, Manage involves organizing and scheduling content systematically, while Engage highlights efforts to build interaction and relationships with audiences. This model is considered relevant for this study as it provides a comprehensive approach to examining content planning, implementation, and audience engagement.

This research specifically focuses on how content is planned, published, managed, and how audience engagement is developed, as well as identifying the strategies and challenges faced by the account administrators. The results of this study are expected to contribute to improving the effectiveness of Instagram as a community-based communication platform.

1.3 Formulation of the Problem

Based on this background, the problem formulations in this study are:

1. How is social media content management implemented on the @Bengkalisku Instagram account based on the SOME model (Share, Optimize, Manage, Engage)?
2. What strategies are applied and what challenges are encountered in planning, publishing, managing, and engaging content on the @Bengkalisku Instagram account?

1.4 Limitation of the Study

This study focuses on the implementation of social media content management on the Instagram account @Bengkalisku as a community-based, non-commercial communication platform. The scope of the study is limited to analyzing how the SOME model (Share, Optimize, Manage, Engage) is applied in managing Instagram content, particularly in the processes of content planning, publishing, management, and audience engagement.

The study explores the strategies applied and the challenges encountered by the account administrators in implementing content management practices. The analysis is based on qualitative data obtained from interviews, observations, and documentation of the @Bengkalisku Instagram account within a specific period of observation.

This research does not examine commercial outcomes, marketing performance, or quantitative engagement effectiveness such as conversion rates or advertising impact. Instead, it focuses on understanding the content management process and communication practices in a local community context.

1.5 Objectives of the Study

The purposes of this research are:

1. To describe the implementation of social media content management on the @Bengkalisku Instagram account based on the SOME model (Share, Optimize, Manage, Engage).

2. To identify the strategies applied and the challenges encountered in planning, publishing, managing, and engaging content on the @Bengkalisku Instagram account.

1.6 Significance of the Study

1. Significance for Readers

This study helps readers, especially social media users and content creators, understand how Instagram content is managed in a local context. Through the analysis of content planning, creation, and publishing on the @Bengkalisku account, readers can gain insights into effective message delivery and audience engagement strategies that may be applied to their own content. for individuals or community pages to apply similar strategies in their own content.

2. Significance for Researchers

For future researchers, this study can be used as a reference in the fields of digital communication, social media, and content management. It demonstrates the application of qualitative research to analyze communication practices on social media platforms and provides a localized case study that can be further developed or compared in broader research on media and public engagement.