

## **Analysis of Digital Branding Social Media Instagram Universitas Muhammadiyah Sidoarjo on Fortama 2023 Content**

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**Abstract.** Nowadays, disseminating information via social media is the one of the most important aspects. Many businesses use social media to brand their brands. Social media, especially Instagram, can be used as a digital branding strategy because it allows a brand to communicate directly with consumers. By choosing the right strategy, digital branding can help companies not only to increase brand awareness, but to build good relationships with consumers. Aspects of digital branding include; visual design, brand messaging, quality content, user experience, online reputation or social interaction. There are indicators of Instagram social media including participation, openness, conversation, community and interconnectedness. The purpose of this research is to understand the aspect of digital branding and social media indicators in visual and text content uploaded on UMSIDA Instagram @umsida1912, especially on FORTAMA 2023 content. The research used a qualitative method with a descriptive approach. The analysis used is a social media analysis. The results showed that UMSIDA Instagram @umsida1912 in the FORTAMA 2023 content was able to apply digital branding aspects and social media indicators so as to create strong and positive interactions between new students.

**Keywords:** branding, digital branding, social media, Instagram, FORTAMA

### **INTRODUCTION**

In essence, branding is the process of creating an identity and differentiating a product, service or business to attract public attention. This identity not only includes visual aspects such as logos, colors, and designs but also involves perceptions and experiences related to products and services. As the global market develops and competition intensifies, the role of branding has become increasingly important. Consumers are faced with many choices of similar products or services, so they tend to choose brands with well-known and trusted identities. This is supported by previous research belonging to (ardiyansyah, M, 2023) said that business competition is getting tighter and competitors are sharpening the competition space by presenting similar products and even perfecting existing ones.

Branding is an effort to build and improve a brand so that it can give a view to others. Branding is a way of global competition carried out by business actors to produce an attractive impression to customers or potential consumers. Branding can make it easier to trace products, signify product quality, and can be legal protection if it has been registered in product copyright (Krisnawati, 2021). Branding according to Kotler's theory (2009: 332) in (Sulistio, 2021) is the giving of names, terms, symbols, signs, or a combination of all of them made with the aim of identifying goods or services or groups of sellers and to distinguish goods or services of competitors. Meanwhile, according to Amalia E. Maulana (2007) in (Fauzi, 2021) branding is a collection of communication activities carried out by companies in the process of building and raising brands.

Branding is a strategy to get and retain consumers carried out by business actors or a company (Sulistio, 2021). The purpose of branding is to shape the way other people perceive a brand, build and create consumer trust in the brand, and build loyalty to consumers. From these objectives, there are also benefits obtained from branding carried out by business actors, including; brands can be easily recognized by the public. Become a differentiator from various products. Affect consumer

psychology. If business actors do good and precise branding, then consumers and even laymen will recognize the product well. Consumers will know the difference between the positive or negative sides of the brand that has been branded. From these differences, consumers will consider using goods / services from the brand or leaving the brand. From here it can be said, if a business actor or company can really do branding on its brand and can reach and fulfill its target market, it is possible that the brand will sell well and be talked about so that consumers will give positive trust and expectations to a brand.

As explained in previous research entitled "Utilization of Instagram Accounts for Business as a Tourism Marketing Communication Strategy during the New Normal Period", marketing through social media centers on efforts to build content that attracts attention and encourages consumers to connect and share information through existing networks (Aspriyaningsih & Aestetika, 2020). Previous research belongs to (Selfilia Arum Kristanti & Eva, 2022) entitled "The Effectiveness of Social Media Marketing in Building Educational Institution Brands: Generation Z Perspective" says that social media marketing has a positive and significant influence on brand trust. Brand trust, or brand trust, is the core of the relationship between a brand and its consumers. It is not just a concept, but rather the foundation that shapes purchasing decisions, loyalty, and positive perceptions of the brand. Brand trust is a social capital that must be built and maintained carefully (Khasanah et al., 2021). In essence, when consumers have trust in a brand, they feel comfortable to interact, buy products, and recommend the brand to others.

Digital branding is an effort to build and improve brands online through various digital platforms such as; social media, websites, email, and the like. Digital branding according to David Aaker in (United Creative, 2024) is the process of creating and managing brands in the digital world, which involves the use of various digital platforms such as websites, social media, and email marketing. In the book *Digital Branding Theory and Practice*, it is stated that digital branding is a brand identity used by a product or company on the internet, which is different from traditional brands (Sianturi, 2021). The purpose of digital branding is to create a positive impression, strengthen brand identity, and build strong relationships with online audiences (IZZA, 2024). Digital branding emphasizes two-way interaction with consumers through digital platforms. In today's digital era, digital branding is becoming increasingly important from the overall branding strategy, as consumers increasingly interact with brands through digital platforms. Digital branding has several important aspects including; visual design, brand message, quality content, user experience, online reputation or social interaction.

#### 1. Visual Design

In the context of posting FORTAMA 2023 content on UMSIDA Instagram @umsida1912 design and display a visual design that has good quality so that it can be enjoyed by the audience.

#### 2. Brand Message

Deliver all accurate and informative messages about the FORTAMA 2023 event to the audience, especially new UMSIDA students.

#### 3. Quality Content

From the FORTAMA 2023 activities held for 3 days, document and make quality content, which can be remembered by UMSIDA new students.

#### 4. User Experience

Provide access to provide an experience for new students in the FORTAMA 2023 event.

#### 5. Online Reputation or Social Interaction

Online reputation or social interaction includes brand invitations to the audience, comments, likes and so on. In the context of FORTAMA 2023, post content that can stimulate comments or the like from the audience, especially new UMSIDA students.

Social media can be utilized as an effort to build a digital branding strategy because social media platforms allow a brand to communicate directly with its audience. A brand can share information on products or services that are marketed and can find out feedback from the audience so that it gives the impression of being open and transparent to consumers. Social media can strengthen trust, through customer testimonials, reviews, and positive experiences shared by other individuals forming tangible evidence of the quality of a product or service. Previous research by (Febrianto & Kusmayadi, 2024) said that relationship quality and trust play an important role for consumers because it is social support in offering customer trust (Crocker & Canevello, 2008). Consumers are often more likely to trust recommendations from fellow social media users than direct claims from a brand. This is supported by (Jung et al., 2008) saying that social interactions among customers can influence further trust from other customers to improve relationship quality in online communities, in (Febrianto & Kusmayadi, 2024).

Social media allows for direct and personal interaction between a brand and consumers. Quick responses to questions or concerns, as well as active engagement with social media followers, can build personal relationships that lead to trust. Social media can build a strong brand identity and image. By conveying brand values and a compelling purpose, consumers can feel emotionally connected, which can strengthen trust in the brand. Overall, social media provides a platform that allows brands to interact, share and build relationships with consumers or audiences, these factors can build trust in a product or service.

Instagram is one of the most popular social media platforms in Indonesia. Instagram has a media base that displays photos as a place to tell stories. Internet-based social media users are dominated by generation Z (Gen Z) (Selfilia Arum Kristanti & Eva, 2022), according to the Indonesian Central Bureau of Statistics (BPS) based on the population census in 2020 the birth of gen Z is calculated from 1997 to 2012. The platform, which was released in 2010, was able to develop with additional features, namely reels, which could be accessed by all users in June 2021. With the development of this feature, users began to use Instagram to the fullest. The reason is, users can share their stories in the form of photos or video reels, especially content creators who have the opportunity to promote their products. This is supported by previous research belonging to (Maharani et al., 2019) which states that many business people use social media to share promotional content for their products and to build communication with customers and potential customers, so that this can benefit these business people. The content presented certainly has different categories by one creator to another. There are content categories including educational, entertainment, informative, review, interactive, inspirational and so on. The categories that have been adjusted by the creator will be combined with their innovative ideas and packaged into content in the form of photos or videos so that they can meet their target market.

Instagram, a photo and video sharing platform first launched in October 2010, has experienced considerable growth as a marketing and communication tool in the past decade. With over a billion

monthly active users by 2022, Instagram is not just a social media app, but also an important platform for businesses, brands, and individuals to expand their impact and increase engagement. With features such as Instagram Stories, IGTV, and Instagram Live, marketers have access to tools that allow them to create immersive, creative, and engaging content for their audience (Rachmawaty, 2021). Compared to other social media such as Facebook, Instagram is superior because it has features that are easier to use and is able to reach the productive age youth market (Maharani et al., 2019).

Communication is no longer just one-way; Instagram opens the door to meaningful two-way interactions between businesses and consumers. This has been supported by previous research belonging to (Aripradono, 2020) with the title "Application of Digital Storytelling Communication on Instagram Social Media" which says that communication using visuals is a strength for organizations to strengthen their engagement with consumers. Features such as comments, direct messages, and polls facilitate active and in-depth dialogue. A quick response to customer queries or feedback reinforces engagement. Instagram is not just a marketing platform, but an effective means of communication (Syifa et al., 2021). The rise of digitalization puts brand image at the center of attention, and Instagram provides the stage to build a visually strong brand identity. With a focus on image quality and consistent content, businesses can convey their message in an engaging and memorable way.

Content indicators on Instagram social media include participation, openness, conversation, community, and interconnectedness (Wahyudin & Rokhaminawanti, 2022). Participation is reflected in the level of user interaction and engagement with shared content, creating an active dynamic on the platform. Openness is reflected in brand transparency, giving consumers access to honest and accurate information. Conversations are key in forming a two-way relationship, where brands not only deliver messages, but also respond to user feedback and questions. Instagram is also a platform for building communities around shared interests or values, creating a space where users can feel connected. In all, interconnectedness becomes the essence of Instagram's success as a platform, allowing individuals and brands to form meaningful and deep networks, creating invaluable added value in the context of marketing and communication. Here's the explanation:

1. Participation

In the context of FORTAMA feeds posts on UMSIDA's Instagram, participation reflects the level of user engagement with the event content. Encourage followers to interact with posts through likes, comments and shares. Use interesting questions or invitations to build participation, create an active dynamic and strengthen user engagement.

2. Openness

Transparency in FORTAMA feeds posting is very important. Provide clear and accurate information about the purpose, agenda and benefits of the event. Use informative captions and images that tell the story honestly. This will build consumer trust by giving them access to a better understanding of the event.

3. Conversation

Conversations in the context of FORTAMA can be had by responding to followers' comments, questions and feedback. By designing content that builds discussion, such as asking open-ended questions or sharing testimonials of past participants, feed posts can be a means to form strong two-way relationships between brands and consumers.

4. Community

Instagram is an ideal platform to build a community around FORTAMA. Use custom hashtags, invitations to participate in pre-promo activities, and share stories of previous participants' experiences to create a sense of community and shared identity. Through feed posts, FORTAMA can become a place where followers feel connected as part of a community that shares common interests or values.

5. Interconnected

Connecting includes not only the relationship between brands and consumers, but also between followers. FORTAMA feeds posts can encourage interaction between users by inviting them to share their experiences, network, or support fellow participants. Creating a space to connect will strengthen the bond between all parties involved, enriching the shared experience.

Currently, Instagram is a respected social media that has become a means of building and strengthening digital branding. This is supported by previous research (Pragita, 2022) entitled "Digital Branding Norma Coffee Through Creative Content on Instagram @normacoffee.id" which states that many business people utilize Instagram social media as a form of branding strategy. This is because digital branding is an important pillar in brand relationships with customers. At Universitas Muhammadiyah Sidoarjo (UMSIDA), the use of Instagram as the main tool in managing content and building branding has become an inevitable strategy. UMSIDA's use of Instagram covers various aspects, especially in the context of FORTAMA (Student Ta'aruf Forum).

In an effort to build digital branding, UMSIDA focuses on indicators on Instagram, such as openness, conversation, community building, and interconnectedness. Openness is reflected in the transparency of information about FORTAMA 2023. Conversations through active interactions, responses to questions become the main way in forming relationships between UMSIDA and prospective students. In addition, UMSIDA Instagram also became a tool to build a community around the FORTAMA 2023 event. The use of special hashtags, invitations to participate in various activities, and sharing experiences of previous participants aim to create a sense of community and shared identity among prospective students. By understanding the essence of being connected, UMSIDA not only creates a direct relationship with new students, but also builds interaction between users. Through Instagram, FORTAMA 2023 is not just an annual event to welcome new students, but it is an experience that can strengthen the bond between all parties involved.

The purpose of this research is to find out the digital branding aspects of Instagram social media of Universitas Muhammadiyah Sidoarjo on FORTAMA 2023 content and Instagram social media indicators that are reflected in the visual and text content uploaded on UMSIDA @umsida1912 Instagram. And the benefit of this research is to optimize the digital branding strategy on FORTAMA content on UMSIDA Instagram @umsida1912, so that UMSIDA can form a positive image and support positive growth among new students.

Universitas Muhammadiyah Sidoarjo (UMSIDA) is one of the private universities in Sidoarjo, East Java. Based on BAN-PT decision Number: 269/SK/BAN-PT/Ak/PT/III/2024 on March 19, 2024, UMSIDA received a rating of UNGGUL BAN-PT 2024 Institutional Accreditation. UMSIDA was ranked the 9th best Muhammadiyah and Aisyiyah University (PTMA) in the citation ranking. UMSIDA has three campuses in terms of physical facilities and academic facilities. Campus 1 is located at Jl. Majapahit No.666 B, Celep, Kec. Sidoarjo, Sidoarjo Regency, East Java 61215. Campus

2 is located at Jl. Raya Gelam No.250, Gelam, Candi, Sidoarjo Regency, East Java 61271. Then campus 3 is located at Jalan Raya Rame No.4, Wonoayu District, Pilang, East Java 61261. UMSIDA has as many as 5 faculties including; Faculty of Islamic Religion, Faculty of Science and Technology, Faculty of Business, Law and Social Sciences, Faculty of Psychology and Education Sciences, Faculty of Health Sciences.

UMSIDA has several social media, one of which is Instagram with the account @umsida1912. In mid-August @umsida1912 had 30 thousand followers, 180 follows and 1,480 uploads. Instagram @umsida1912 is not only used to upload information content about academic or non-academic activities at UMSIDA. But it also uploads educational, entertainment, interactive, and inspirational content. @umsida1912 also tries to follow content that is going viral among users of other social media platforms.



*Image 1. UMSIDA Instagram feed @umsida1912 inspirational content*



*Images 2. UMSIDA @umsida1912 Instagram feed following viral content*

FORTAMA is a crucial event held every year to welcome new students. The purpose of FORTAMA is to introduce conditions and information about UMSIDA to new students. The 2023 FORTAMA activity was held for 3 days, Thursday to Saturday, September 21 - 23, 2023. FORTAMA itself is usually opened by the university rector by conveying UMSIDA's vision and mission. On the second day there is debriefing by the Dean of the faculty and the Head of the Study Program

(Kaprodi), as well as bringing in influential figures who can influence the positive mindset of new students. On the third day activities include the introduction of Student Organizations (Ormawa) and Student Activity Units (UKM), the closing of FORTAMA 2023 by the university Chancellor until the peak is the inauguration night. With the FORTAMA 2023 event, new students will get an understanding of academic and non-academic information, besides that new students can also find out the various facilities and infrastructure provided by UMSIDA in supporting learning activities.

FORTAMA can be a medium in building digital branding seen from how UMSIDA packs quality events by presenting influential figures from both inside and outside the university. It can also be seen how UMSIDA documented FORTAMA 2023 activities for three days which were uploaded with its distinctive design through the Instagram platform. From there, the audience will speculate that UMSIDA is a good university, able to provide its students with positive values. So that indirectly, this speculation is the beginning of audience trust in the university brand, namely UMSIDA. And because every year UMSIDA accepts new students, the FORTAMA activity is the right moment to instill digital branding to the general public so that there is a desire to study at UMSIDA. Instagram is not only a platform to present information about FORTAMA 2023, but also a place to form two-way interactions between universities and prospective students. Active participation through likes, comments, and sharing FORTAMA 2023 content creates a good environment and supports user engagement.

## **METHODS**

This research uses a qualitative method with a descriptive approach to explore the understanding of digital branding of Universitas Muhammadiyah Sidoarjo (UMSIDA) on FORTAMA content on UMSIDA Instagram social media @umsida1912. The analysis used is social media analysis. This is also related to social media indicators, including participation, openness, conversation, community, and interconnectedness. Researchers used David Aaker's digital branding theory in this study.

The choice of this method can provide a description of the phenomenon studied with a focus on the content of Instagram feeds. This research method is a content analysis documented in UMSIDA @umsida1912 Instagram feeds uploads. Through this approach, the research aims to understand how aspects of digital branding and social media indicators of Instagram are reflected in the visual and text content uploaded on the platform.

Data collection in this study used observation by observing several uploads of UMSIDA @umsida1912 Instagram feeds on FORTAMA 2023 content both before the event and those documented during the event.

## **FINDINGS AND DISCUSSION**

This research analyzes the Instagram of Universitas Muhammadiyah Sidodarjo (UMSIDA) @umsida1912 on the content of FORTAMA 2023 (Forum Ta'aruf Mahasiswa Baru 2023) which was held on September 21-23, 2023.



*Images 1. Instagram profile of Universitas Muhammadiyah Sidodarjo and the first content caption about FORTAMA 2023.*

Researchers conducted research on aspects of digital branding and indicators that should exist in Instagram social media on UMSIDA Instagram @umsida1912.

## 1. Visual Design





*Images 2. FORTAMA 2023 preparation feed, UMSIDA new student welcome speech and FORTAMA 2023 implementation documentation*

In the three image attachments presented in the content of UMSIDA @umsida1912 Instagram feeds, the production quality can be said to be fulfilled quite well. The content presents visuals of UMSIDA students with optimal clarity, highlighting their faces with sharp image quality. Taking pictures using proper and appropriate tools. The tools used before FORTAMA 2023 include cameras with tripods, lighting. During the FORTAMA 2023 event, taking pictures for documentation uses only a camera. In addition to the quality way of taking pictures, the feed design displayed also has a difference from other feed content. The image not only gives a good view of the students, but also shows that the FORTAMA event is taking place, which is emphasized by the caption "I'm Ready For FORTAMA 2023". The upload "SELAMAT DATANG MAHASISWA BARU UMSIDA 2023" intends to give a welcome to new students. This shows that UMSIDA prioritizes the use of quality visual content to provide an engaging and real experience to its followers.

In addition, UMSIDA's brand integrity is clearly reflected in the content. Students appearing in alma mater suits reflect pride and a positive identity towards the university. Moreover, the atmosphere of the inauguration, immortalized by the presence of two new student representatives, confirms that UMSIDA not only provides quality education, but also creates historical moments that are valued by students. In other words, the content not only presents the success of the FORTAMA 2023 event, but also illustrates integrity and pride in the overall university brand.

## 2. Brand Message







*Images 3. Information feed about FORTAMA 2023 that reflects transparency*

The image above is a very important focal point in showing the transparency of the message at the FORTAMA 2023 event which will be held at UMSIDA. The upload of "Don't Forget FORTAMA 2023" is a reminder for prospective UMSIDA students. Information about the day, date, and type of event implementation that is clearly presented, namely from Thursday to Saturday, on September 21-23, 2023, provides clarity to new students regarding a definite schedule. Being held offline also reflects a high level of transparency, providing participants with an understanding of the format of the event and demonstrating the university's readiness to organize FORTAMA 2023 in person. Prior to the FORTAMA 2023 event, UMSIDA held a Technical Meeting via YouTube UMSIDA 1912 which was held online on Monday, September 18, 2023 at 13.00 WIB - finished. The next feed also presents very transparent information about the implementation schedule, FORTAMA 2023 equipment, and clothing used when FORTAMA 2023 takes place. In every instagram feeds, UMSIDA always presents other information, which can be seen from the design starting from the top left corner there is a proud logo of UMSIDA as a university identity, the top right corner there is KAMPUS MERDEKA. In the lower left corner there is #BANGGAUMSIDA which is the official slogan that has the completeness of "BANGGA UMSIDA, Dari Sini Pencerahan Bersemi". Furthermore, there are social media owned by UMSIDA starting from; UMSIDA website, Instagram, Tiktok, Youtube, Twitter / X, and Facebook. Thus, the transparency indicator depicted in the picture provides an informative description that is needed so that new students can follow directions easily and undergo each stage of the FORTAMA event with confidence. And the purpose of displaying several social media is so that students can dig up more information about UMSIDA from several media.

umsida1912 Assalamualaikum Generasi Pencerah ✨

Halo rek! Calon mahasiswa-mahasiswi baru  
Universitas Muhammadiyah Sidoarjo tahun 2023 🤗  
Sini Minda mau absen kalian satu-satu 🤗

SO, ARE YOU READY FOR FORTAMA 2023?

Kasih paham ya di kolom komentar 🤗 Sampai  
bertemu di Forum Ta'aruf Mahasiswa Baru 2023  
tanggal 21-23 September nanti ya Generasi  
Pencerah!

Pantengin terus instagram @umsida1912 &  
@pmbumsida agar kamu tidak ketinggalan informasi  
ya 🤗

#umsida1912  
#fortama2023 #fortamaumsida2023

*Images 4. Caption with information on the date of FORTAMA 2023.*

The image above displays an informative caption regarding the date of FORTAMA, which is an implementation of the openness indicator in UMSIDA's feeds post on Instagram @umsida1912. In this context, transparency is a key aspect of building follower trust. Clear and accurate captions regarding the purpose, agenda, and benefits of the FORTAMA event provide a deep understanding to potential consumers. UMSIDA uses this caption as a means to provide adequate information regarding the date of FORTAMA, providing clear guidance to new students and related parties. By using informative language, the caption creates a positive sense of trust and engagement, and invites followers to keep checking UMSIDA's Instagram for further information. Thus, this transparency strategy not only provides clarity regarding the event, but also invites consumers to be actively involved in getting the latest information through UMSIDA's Instagram platform.

### 3. Quality Content



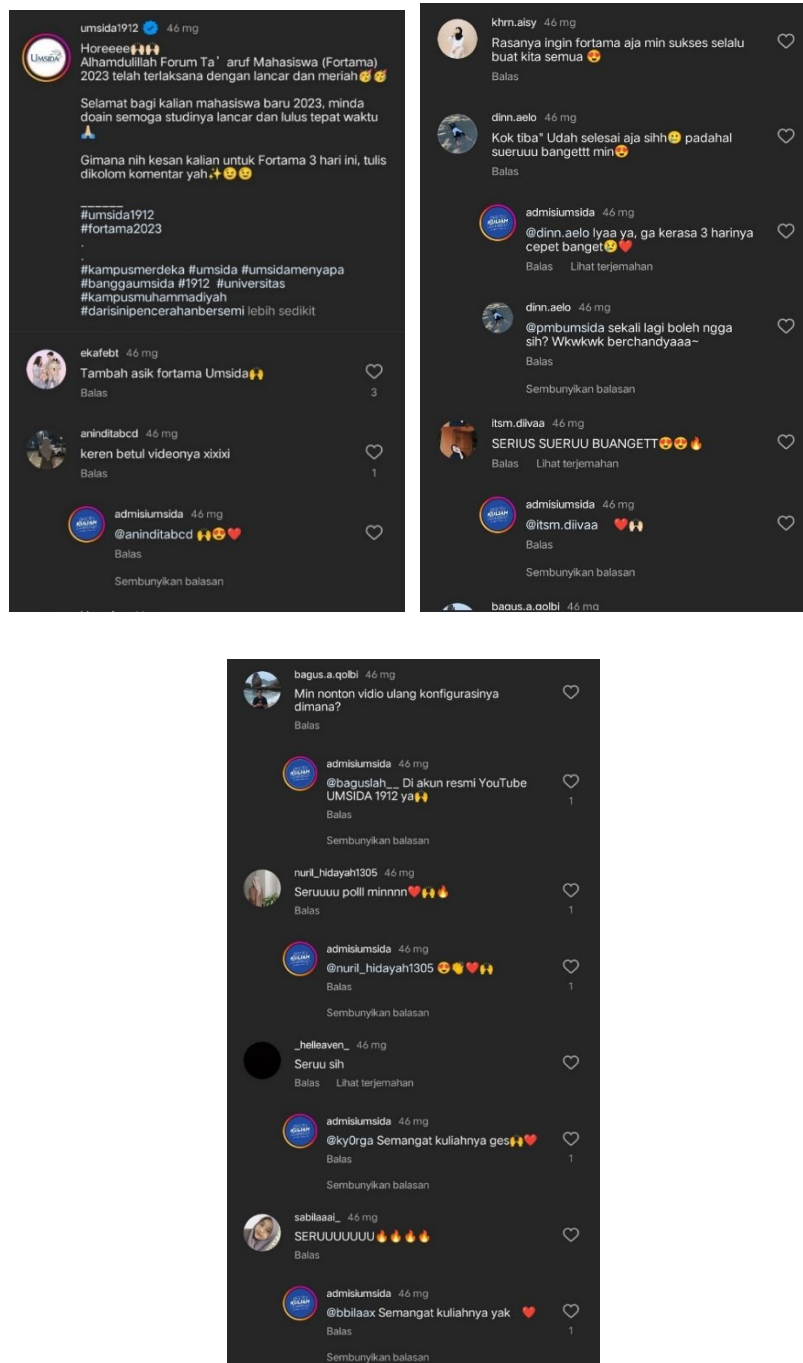


*Images 5. Several agendas documented at FORTAMA 2023*

The Instagram feed of Universitas Muhammadiyah Sidodarjo (UMSIDA) shows a strong commitment to positive and relevant values through FORTAMA. The feeds consistently underline how this event is not only a platform to introduce campus life, but also a vehicle that supports the academic development and self-development of new students with educational and socialization events, as well as entertainment events performed by UMSIDA students. The humanitarian values held by UMSIDA are reflected in a caring and inclusive approach in embracing new students. Through Instagram content, followers can see and feel that FORTAMA not only meets, but also exceeds the expectations of its participants, creating an unforgettable orientation experience and supporting the positive vision and mission of Universitas Muhammadiyah Sidodarjo

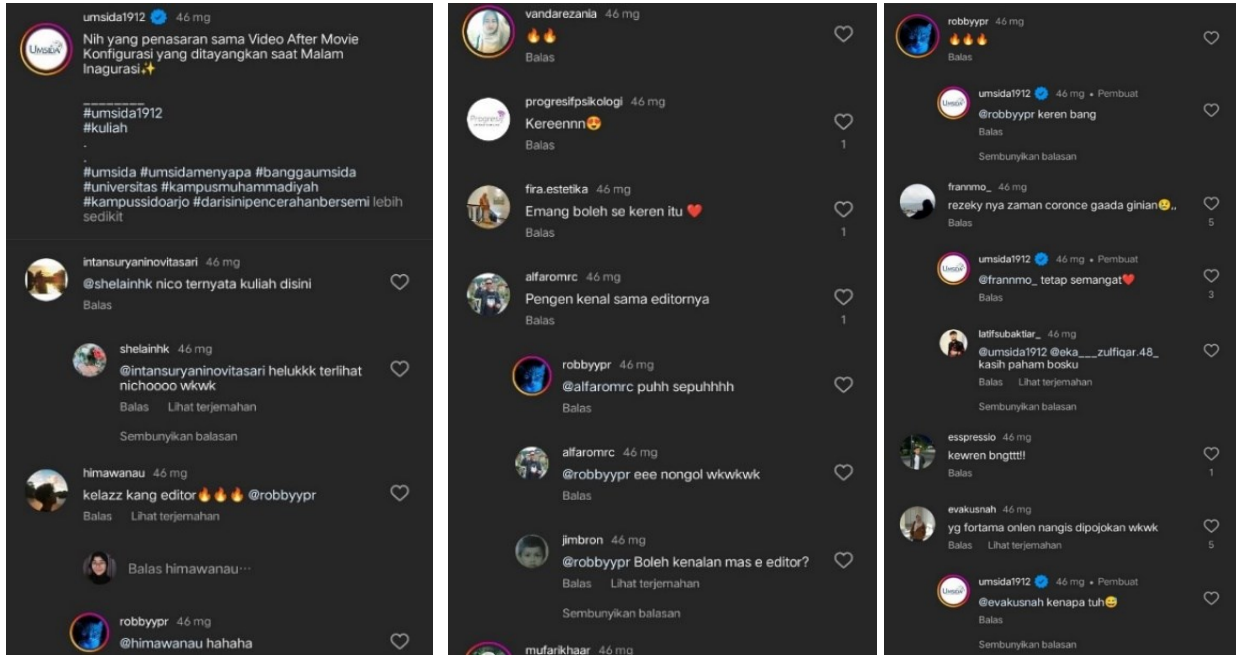
#### 4. User Experience





*Images 6. @umsida1912 reels and caption content that builds participants experiences during FORTAMA 2023*

In the picture above, UMSIDA is able to package and present content on Instagram @umsida1912 which build the experience of new students during FORTAMA 2023 activities through the comments column. Through reels uploaded by @umsida1912, UMSIDA is able to provide a cool and exciting experience for new student participants. The uploaded reels content is part of the activities documented during the 3 days of FORTAMA 2023 activities starting on 21 – 23 September 2023.



*Images 7. Caption @umsida1912 and audience comments in FORTAMA 2023*

UMSIDA also shared the After Movie Configuration Video which was shown on the night of the Inaguration. The inaguration night itself is an entertainment activity held during FORTAMA 2023 on the last day. From the image above, there are comments saying that the video presented is cool. It can be said that the two video reels uploaded by UMSIDA on Instagram @umsida1912 provide quite good experiences and expectations from the audience, especially new students, through the comments column.

## 5. Online Reputation or Social Interaction

umsida1912 Assalamualaikum Generasi Pencerah 🌟

Dear Maba-Miba 2023, ayo semarakkan FORTAMA (Forum Ta'aruf Mahasiswa Baru) 2023 Universitas Muhammadiyah Sidoarjo dengan ketentuan sebagai berikut :

Link Twibbon : [twb.nz/fortamaumsida2023](https://twb.nz/fortamaumsida2023)

Tulis Caption dengan menyebutkan Nama dan asal Program Studi, serta kutipan motivasi kamu berkuliah. Contoh :

Saya (...) asal Program Studi (...) "Menimba Ilmu Sebanyak-Banyaknya"  
I'am Ready for FORTAMA 2023 UMSIDA

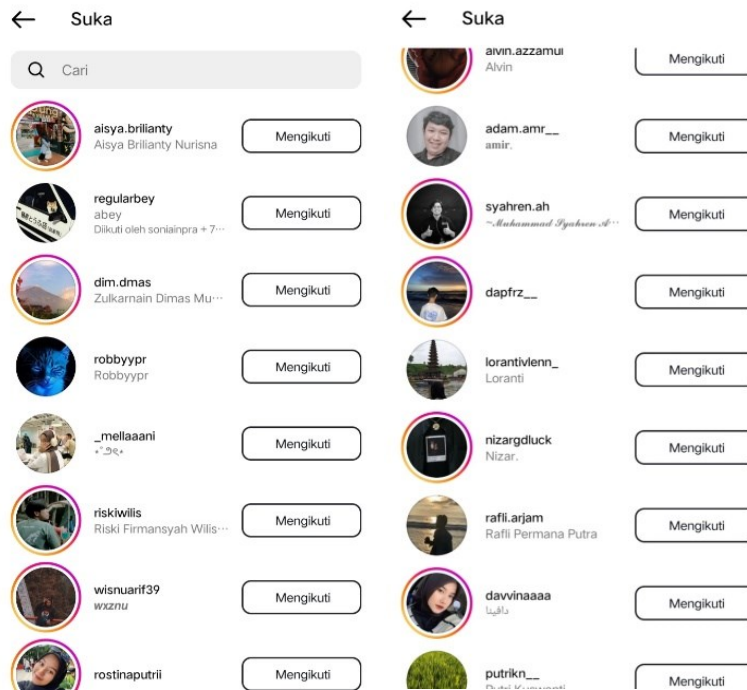
- Ketentuan Dresscode untuk Foto di Twibbon :
1. Foto bebas rapih dan berjilbab (bagi muslimah) atau menggunakan Jas Almameter Universitas Muhammadiyah Sidoarjo.
  2. Edit dan tambahkan foto kamu ke dalam twibbon lalu unggah ke akun feed Instagram masing-masing
  3. Tandai akun Instagram @umsida1912 & @pmbumsida ya!
  4. Tandai pula 3 (tiga) akun Instagram teman-teman untuk ikut menyemarakkan #FortamaUMSIDA2023 dengan menggunakan twibbon resmi Mahasiswa Baru Universitas Muhammadiyah Sidoarjo ini.

#umsida1912  
#fortama2023

Komentar







*Images 8. Caption inviting to make a twibbon, comment and like on feed invitation to make twibbon*

In the context of FORTAMA's 2023 feeds posts on the Instagram of Universitas Muhammadiyah Sidoarjo (UMSIDA) @umsida1912, the participation indicator is the main key in strengthening user engagement with event content. Through invitations to like, comment and share, Umsida invites followers to participate in positive interactions, namely making twibbons. This strategy strengthens engagement and gives followers an active role in building a positive atmosphere around FORTAMA.

On the other hand, Instagram is also an ideal tool for building community around FORTAMA events. The implementation of special hashtags and tagging Umsida's Instagram account aims to create a sense of community and shared identity among followers. FORTAMA is not just an event, but a dynamic community formed from common interests and values. Through the posting of feeds that invite new students to post twibbons depicting Umsida freshmen and include captions with hashtags and tagging Umsida's Instagram account, the university utilizes participation and community as a strong foundation in building positive and inclusive relationships among all members of its academic community.

*Procedia of Social Sciences and Humanities*  
*International Conference On Emerging New Media and Social Science*

umsida1912 Halo Generasi Pencerah Maba-Miba  
2023, gimana setelah pengenalan Ormawa dan UKM,  
kamu tertarik mau ikut apa nih? Coba spill dong 😊

#umsida1912

#fortamaumsida2023

.

.

#kampusmerdeka #umsida #umsidamenyapa

#banggaumsida #1912 #universitas

#kampusmuhammadiyah

#darisinipencerahanbersemi



*Images 9. Instagram caption about ormawa and UKM and comment answers from new students*

The ninth image shows Instagram captions that focus on student organizations (ormawa) and student activity units (UKM), as well as response comments from new students, which reflect the application of conversation and interconnectedness indicators in FORTAMA 2023 feeds posts on Instagram at Universitas Muhammadiyah Sidodarjo (UMSIDA) @umsida1912. Both indicators are key elements in building strong interaction and engagement of new students in the campus environment. One of the main indicators implemented is conversation. The caption creates an invitation for conversation by designing content that stimulates discussion, especially regarding new students' interest in ormawa and UKM at UMSIDA. Open questions posed through the caption become a stimulant for new students to share information about their interests and desires for organizations and activities on campus. Thus, UMSIDA optimizes the Instagram platform as an interactive platform to form a strong two-way relationship between the university and new students.

Furthermore, it can be seen that the caption successfully encourages interaction between users as new students respond in the comment section. The presence of these comments creates a space to connect among new students, building social bonds and giving the impression that they are not only joining the FORTAMA 2023 event, but also becoming part of a larger community at UMSIDA. Thus, through the application of conversation and interconnectedness indicators, UMSIDA creates feed posts that are not only informative but also invite and engage new students in the orientation process. This strategy not only strengthens the engagement of new students, but also encourages them to share their experiences and expectations of campus life. The questions not only elicit information, but also stimulate active interaction among followers, forming a positive and inclusive communication network among all parties involved in FORTAMA 2023.

In this context, transparency is key. Informative captions and clear images provide a deep understanding of the purpose and benefits of FORTAMA 2023 events. UMSIDA uses the captions as a tool to provide accurate information regarding the implementation date of FORTAMA, providing clear guidance to new students. By providing open access to information, UMSIDA succeeded in

building trust with potential customers and stimulating their interest to engage further. Along with that, the implementation of interconnectedness became a strategic move. The captions and questions asked created opportunities for followers to share experiences, network, and provide support to fellow participants. This was reflected in the comments that appeared in response to the invitation to talk about ormawa and UKM. The presence of answers from new students not only reinforces individual engagement, but also indicates the formation of a supportive online community.

The implementation of this strategy is very relevant to the characteristics of Instagram users who tend to actively interact. Through a combination of open-ended questions, special hashtags, and invitations to share, UMSIDA creates a space for new students to feel engaged, recognized, and connected to their peers. This is not just a marketing tactic, but an effort to build a foundation of togetherness and shared identity among new students. FORTAMA's feeds on UMSIDA's Instagram provide a tangible example of how a university can make social media platforms an effective tool in fostering engagement and building community. Through the implementation of conversational and interconnected indicators, UMSIDA succeeds in creating an environment that supports the new student experience, making Instagram a channel that is not only informative, but also interactive and inclusive. Thus, the utilization of Instagram as a means of communication in education is not only relevant but also has a significant positive impact on the formation of new student bonds and identities within UMSIDA.

## **CONCLUSIONS**

In managing FORTAMA through Instagram, Universitas Muhammadiyah Sidodarjo (UMSIDA) has managed to create strong interactions and strengthen new student engagement. The strategies implemented, particularly in the indicators of conversation and interconnectedness, have proven that Instagram is not only an information tool, but also an effective platform for building positive and inclusive relationships in the campus environment.

To further optimize the successful use of Instagram, UMSIDA can consider steps such as keeping new students engaged with open-ended questions, polls, or challenges that trigger active participation. This will strengthen engagement and build an increasingly vibrant community. In addition to textual information, increase the use of visual storytelling. Videos, short stories, or infographics can be powerful tools to convey information in an engaging and easy-to-understand way. Use Instagram as a trigger to engage new students in offline activities, such as workshops, discussions, or in-person meetings. Actively monitor comments, questions or feedback from new students and respond quickly and relevantly. By continuously developing strategies and utilizing the full potential of Instagram, UMSIDA can strengthen bonds and provide an increasingly positive and memorable new student experiences on campus.

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