



THE UTILIZATION OF THE COMMENT FEATURE ON INSTAGRAM ACCOUNTS IN ADVOCATING FOR LAW ENFORCEMENT IN THE CITY OF TEBING TINGGI (A STUDY ON THE INSTAGRAM ACCOUNT @TEBINGTINGGIKU)

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Article Info

Article history:

Received :

Revised :

Accepted :

Available online

<http://jurnal.uinsu.ac.id/index.php/analytica>

E-ISSN: 2541-5263

P-ISSN: 1411-4380



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ABSTRACT

When reflecting on the state of law enforcement in Indonesia, it becomes apparent—after reviewing various cases—that the system has not functioned effectively, and in fact, may be considered poor. The weakness of law enforcement in Indonesia is reflected in the unresolved major cases, one of which is the entrenched practice of corruption, the perpetrators of which are rarely held accountable. This reality stands in stark contrast to the treatment of cases involving ordinary citizens, where law enforcement officers are notably more responsive. As is widely known, individuals involved in corruption often belong to the upper class—officials and affluent individuals—who possess the power to interfere with the effectiveness of law enforcement itself. This study employs a qualitative approach, where data in the form of narrative descriptions or attachments are collected and then analyzed descriptively. Descriptive qualitative research is a method that describes situations and events (Nurdiansyah and Rugayah, 2021). The data collected comprise words, images, and not numerical values. These data may originate from interview transcripts, field notes, photographs, personal documents, memos, and other official documents. These informants included Jaka, the owner of the Instagram account @tebingtinggiku, and two followers, namely @chindykhr_ and @nwanny12, who emphasized that the use of social media by the @tebingtinggiku account as a platform for public service information has had a significant impact on the law enforcement process in the City of Tebing Tinggi. This platform has been utilized optimally to ensure more effective law enforcement efforts in the region.

Keywords: @tebingtinggiku, Instagram, Law Enforcement

1. INTRODUCTION

Instagram is derived from two words: “insta” and “gram.” The word “insta” can be interpreted as “instant,” while “gram” comes from the word “telegram,” which refers to the ability to display photos and videos instantly, similar to the appearance of a Polaroid. Meanwhile, “gram” from “telegram” reflects a function for delivering information quickly to others. Hence, the term “Instagram” can be understood as a combination of “Instant” and “Telegram” (Lidara, 2022).

Instagram offers a variety of features to its users (Fujiawati and Raharja, 2021), including: (1) Camera, (2) Editing, (3) Feeds, (4) Instagram Story, (5) Live on Instagram, (6) Direct Message, and (7) IGTV. In addition to these features, Instagram has five main menu options located at the bottom of the interface (Juliana, 2021): (1) Home Page, (2) Comments, (3) Explore, (4) Profile, and (5) News Feed.

With the rapid development of the times, technology and media have made significant advancements. Today, public interest information is no longer confined to print media such as newspapers, magazines, or banners. Public service announcements have now spread to media such as radio, television, and especially the internet, particularly via social media. Public service announcements aim to deliver social messages intended to raise awareness about various societal issues. One example is the Instagram account @tebingtinggiku, which actively utilizes technological and media advancements by routinely publishing public service announcements through social media, specifically Instagram.

Social media is a web-based technology application that facilitates communication, participation, interaction, and sharing among individuals, and enables the creation of online relationships (Dewi, 2022). The influence of social media has extended to various aspects of societal behavior in the modern era, including awareness, acquisition and distribution of information, opinions, and attitudes (Tong and Subagio, 2020). In today’s era of globalization, social media has become one of the fastest-growing communication technologies, making it an essential part of daily life. As Ron Jones stated, social media represents a category of online media through which people talk, participate, and share, characterized by online activity (Zahwa Sabilla, 2022).

Social media differs from other forms of media through its unique characteristics, which can be described as follows: (1) It is built on social structures formed within internet networks, (2) Information is essential because users can create identity representations, produce content, and interact based on that information, which is created, exchanged, and consumed—giving it value, (3) Archiving is a characteristic wherein information remains accessible anytime through any device; uploaded content does not disappear with the passing of days, (4) Social media facilitates the formation of networks among users, expanding social circles and requiring interaction, such as commenting or liking, (5) It acts as

a medium for social engagement in the virtual world, akin to a nation governed by rules and ethics, (6) Content on social media is entirely owned and generated by the user, and (7) Dissemination—content is created, consumed, distributed, and further developed.

According to Maharani and Djuwita (2020), the seven characteristics of social media are: (1) Network, (2) Information, (3) Archive, (4) Interactivity, (5) Simulation of Society, (6) User-Generated Content, and (7) Sharing.

Instagram serves various functions (Framuditya Bagas Saputra et al., 2023), including: (1) Providing Information, (2) Describing Situations, (3) Functioning as a Social Media Tool, (4) Acting as a Messenger, and (5) Promoting. Social media offers numerous benefits, including: (1) Access to information, (2) Maintaining social ties, (3) Community building, (4) Branding, (5) Promotion, and (6) Social engagement (Rohmadi, 2018).

There are six types of social media based on design and function (Diningrum, 2020): (1) Blogging Services, (2) Social Networking Services, (3) Microblogging Services, (4) Media Sharing Services, (5) Forum Services. These forum-based services are considered classic media, functioning as spaces for users to discuss specific topics with others—examples include Kaskus and Quora.

Collaborative Services

This type of media is referred to as shared content media, where users collaborate to upload, edit, or correct content. An example of this is Wikipedia. The conversion of analog to digital information and the automation enabled by technological advancements represent outcomes of digital transformation (Kraus et al., 2021). Digital transformation across various sectors has shifted society from being exclusively offline to being increasingly online.

The development of internet-based social media has made its role increasingly significant. As Abdillah (2022) notes, social media platforms are a real example of new media that compel all aspects of society—and the role of the audience within it—to evolve and adapt. Instagram, for instance, is no longer used solely for private communication but has come to be understood as a form of mass communication. Through Instagram, messages can be disseminated to large audiences without needing print machinery, as in newspaper production, or high-frequency transmitters, as used in radio and television broadcasting. With only a mobile device and internet connection, messages can be produced on a large scale and distributed widely.

Instagram is a powerful tool for connecting and engaging communities, serving various purposes. It facilitates community-building, connects like-minded individuals, and supports the development of alliances, even on sensitive or controversial topics. Instagram helps grassroots movements gain financial and other forms of support, assists community organizations in coordinating and expanding offline initiatives, elevates non-mainstream narratives, encourages

artistic expression, and more. Many people in Indonesia—especially in Tebing Tinggi—utilize Instagram to stimulate political engagement and voice the concerns of underrepresented groups.

For many individuals, Instagram is typically used to watch videos—be it trending news, music videos, tutorials, and so forth. However, Instagram accounts are now being used as platforms to voice concerns about justice inequalities in Tebing Tinggi. This may involve posting complaints or incidents of crime occurring in the community, or creating content related to law enforcement. One of Instagram's advantages is that it serves as a comprehensive and up-to-date source of information. This is due to the freedom of creators in producing content. Content refers to information available on electronic media or products, which may include text, images, graphics, video, audio, documents, etc. Content can present intentions and purposes in the form of videos posted on platforms like YouTube, including vlogs, podcasts, tutorials, promotional videos, and more (Hariyanto and Putera, 2022).

Reflecting on the current state of law enforcement in Indonesia, a review of various cases suggests that the system has not operated effectively—indeed, it could be considered poor. The weakness of law enforcement is evident in the unresolved major cases, such as widespread corruption, where few perpetrators are prosecuted. This contrasts sharply with cases involving ordinary citizens, where law enforcement agencies tend to act swiftly. Those involved in corruption are often part of the elite—officials or wealthy individuals—who possess power to interfere with the effectiveness of law enforcement.

In Tebing Tinggi specifically, community participation can be carried out in various ways. Common methods include the establishment of academic forums where individuals can freely express views, opinions, interests, aspirations, and ideas regarding law-making processes in Indonesia. However, these forums often fail to accommodate the full range of public aspirations. As a result, many citizens express their views through demonstrations or via electronic and social media platforms. Social media engagement now represents a form of social control that can influence legal proceedings to realize substantive justice (i.e., justice originating from the people) and fair law enforcement. Public participation in monitoring legal processes holds significant influence, and public voices—both direct and indirect—can impact the performance of legal authorities in fulfilling their duties in Indonesia.

2. RESEARCH METHOD

The approach employed in this research is a qualitative approach, wherein data in the form of descriptive narratives or attachments is collected and subsequently analyzed descriptively. Descriptive qualitative research is a method that presents situations and events (Nurdiansyah and Rugoyah, 2021). The data collected

consist of words and images rather than numerical values. These data may originate from interview transcripts, field notes, photographs, personal documents, memos, as well as other official documents. This study was conducted to obtain in-depth information and knowledge regarding *"The Utilization of the Comment Feature on Instagram Accounts in Advocating for Law Enforcement in the City of Tebing Tinggi (A Study on the Instagram Account @Tebingtinggiku)"*.

3. RESULT AND ANALYSIS

The Utilization of the Comment Feature on Instagram in Advocating for Law Enforcement in the City of Tebing Tinggi (A Study on the Instagram Account @Tebingtinggiku)

In the disciplines of law and mass media, morality and ethics are closely associated with the duties of journalists, including the application of the journalistic code of ethics in every journalistic activity, in accordance with institutions and statutory regulations. These must be carried out with proper ethical conduct as stipulated by law, which comprises a set of principles and rules that have been generally accepted and approved by society. In this context, ethical principles for the journalistic profession provide a legal foundation for managing news in the media in an orderly manner within the framework of legal subject relations (Saragih, 2021).

The scope of journalism generally involves journalistic work, news reporting, and the clarification of current issues. This scope applies not only to mass media but also to electronic media such as radio and television broadcasts. Its nature and uniqueness include aspects of publication philosophy, the technical dynamics of content composition and management, and assumptions about its impact on audiences, listeners, or viewers (Qorib and Saragih, 2019).

Change is an integral part of life, and as such, it is inseparable from the human experience. Based on its process, change can be divided into two types: planned change and unplanned change. Planned change refers to change that is implemented in a structured manner following specific patterns to achieve a desired goal—for example, technological advancements. In contrast, unplanned change occurs beyond human control, such as natural disasters. As a form of planned change, the emergence of technology represents a major transformative aspect.

Industry 5.0 is characterized, among other things, by advanced information technology development. This transformation indirectly influences various sectors, including politics, economy, and education. Everything can now be accessed anytime and anywhere in a short span of time. This has led to shifts in numerous functions within society. This condition is often viewed as a form of societal disruption, wherein individuals must maintain balance in their lives amidst technological change. Society must be capable of utilizing technology

wisely; even education is expected to regulate its systems in alignment with ongoing changes.

In responding to this social transformation, societal adaptation is required. Particularly in the field of technology, the most critical aspect in addressing technological change is the ability to selectively process incoming information, especially news presented by various social media accounts such as Instagram.

In content related to law enforcement cases, the @tebingtinggiku account frames solutions by highlighting events from legal, policy, and case resolution perspectives in the pursuit of justice and efforts to protect victims.

In this study, the researcher presents a description of the research subjects through three informants who serve as representatives in formulating the research findings. The informants interviewed include two males and one female, of whom two are followers of the Instagram account @tebingtinggiku.

To explore the utilization of the @tebingtinggiku Instagram account, the researcher applied the New Media paradigm, which incorporates two social perspectives that differentiate media based on their level of involvement in face-to-face interaction, flexibility, and dynamism. This paradigm allows people to easily access information, including that provided by @tebingtinggiku. In today's digital era, Instagram has become one of the most widely used platforms globally. Beyond sharing photos and videos, Instagram can also function as a medium for public service announcements. In this context, the owner of the @tebingtinggiku account has leveraged Instagram to provide up-to-date information regarding operational activities, community service initiatives, and cases involving criminal and penal matters.

The tendency of the @tebingtinggiku account in selecting issues and emphasizing perceived realities through narrative/content text, inclusion of the 5W+1H elements, interview quotations, source selection, references to similar cases, and the overall structure of news presentation demonstrates a relatively organized form of framing. The framing analysis of content related to crime and criminal cases on the @tebingtinggiku account leads to the conclusion that the account presents fairly balanced reporting. The @tebingtinggiku account prioritizes legal cases by examining the legal actions, policies, or resolutions proposed in each case in the pursuit of justice and protection for victims.

The Discourse Emphasized by the @tebingtinggiku Account Regarding Criminality and Criminal Cases

Each media outlet holds differing potential in constructing information or issues, thus making it susceptible to bias. Its presentation is often influenced by certain ideologies or interests. The tendency of media in conveying an issue can be studied through framing analysis, one of which is Entman's model. Based on the results of framing analysis on issues of criminal acts and criminal cases, it is evident that there are four elements or concepts of Entman's model: define

problems, diagnose causes, make moral judgments, and suggest remedies. These four elements serve as the primary framework for analyzing the discourse emphasized by @tebingtinggiku in each of its news posts.

In **News Article 1**, titled *“Detainment of a Minor: Perpetrator Identified, One Victim Speaks Out”*, published on January 20, 2022, the @tebingtinggiku account tends to highlight how a case of alleged violence against a minor ultimately drew attention and was followed up by the responsible authorities. The account owner repeatedly emphasizes efforts to thoroughly investigate the case within their capacity and presents policies to protect the victim.

In **News Article 2**, titled *“Rape and Murder of a Minor Schoolgirl”*, published on January 15, 2022, the @tebingtinggiku account, in framing the report, tends to emphasize the actions taken by authorities in handling and investigating the case. The repeated emphasis on the same topic (with official statements from authorities filling most of the report) indicates that the main discourse being promoted is policy-oriented, focusing on the handling of sexual violence cases.

In **News Article 3**, titled *“Claims to Be a Prophet”*, published on November 16, 2022, the @tebingtinggiku account strongly emphasizes an act deemed as religious blasphemy. The incident began after the perpetrator uploaded a video in which he claimed to be the new prophet replacing Prophet Muhammad (peace be upon him). As a result, this report heavily focuses on legal action and proposed solutions or resolutions.

Based on interviews with three informants and direct field observations referencing New Media Theory and Concepts, social media remains one of the most widely used platforms today for facilitating law enforcement through rapid dissemination of information, enabling authorities to promptly investigate such cases via the Instagram account @tebingtinggiku. As stated by Jaka, the owner of the @tebingtinggiku account, along with two other informants who are followers of the account, Instagram serves as a highly effective platform in this context.

From these statements, it is clear that, according to the three informants, the @tebingtinggiku Instagram account is recognized as a platform with significant potential in information systems. The account allows direct information delivery to the public without requiring face-to-face communication, enabling the public to access up-to-date information more quickly.

According to observations by the researcher, as conveyed by @chindykhr_, a follower of the @tebingtinggiku Instagram account and the second informant, and by @nwanny12, also a follower and informant, the account serves as the most reliable information service center related to law enforcement in the city of Tebing Tinggi. It is highly beneficial because many young people use Instagram, making it easier to access information. The advantage lies in the volume of up-to-date information provided, along with the speed and accuracy of news dissemination. It is accessible to a broad audience. Especially considering that Instagram is now very popular and widely used, the only noted disadvantages are a somewhat

monotonous design and the frequency of simultaneous postings, which may result in some posts or information being overlooked or skipped.

4. CONCLUSION

Based on the results of the conducted research, the researcher carried out interviews with three informants, consisting of two males and one female. These informants include Jaka, the owner of the Instagram account @tebingtinggiku, and two Instagram followers, @chindykhr_ and @nwanny12. The aim of the research was to understand how the Instagram account @tebingtinggiku is utilized as a medium for law enforcement within the community.

The utilization of the Instagram account @tebingtinggiku as an information service center for law enforcement is based on the features available on the social media platform. Features such as direct messaging, insights, auto-reply, Instagram Stories, live broadcasts, comment sections, and others can be used to disseminate information.

According to these findings, the use of Instagram by the account @tebingtinggiku as a medium for public service information significantly influences the law enforcement process in the city of Tebing Tinggi. It has been implemented and utilized optimally, enabling the handling of law enforcement efforts in Tebing Tinggi to be more effective.

In engaging with media, we have full control over selecting which news or information to consume. It is advisable to prioritize media outlets that uphold humanity above all interests, that focus on balanced and fair reporting, apply ethical and moral standards, and emphasize solutions and recommendations—so that positive values may be conveyed and received by the wider public.

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