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Instagram Content Analysis on @kualanamu.airport Account as Company Branding Media

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ABSTRAK

Bandara Internasional Kualanamu Deli Serdang memanfaatkan media sosial *Instagram* sebagai media utama dalam penyebaran informasi dan edukasi terkait kebandarudaraan dan penerbangan kepada publik secara konsisten dan berkala melalui akun @kualanamu.airport. Pemanfaatan media sosial ini dilakukan sebagai upaya *branding* perusahaan kepada publik. Maka penulis memfokuskan analisis ini kepada konten *Instagram* yang disuguhkan oleh akun @kualanamu.airport yang bertujuan untuk mengetahui klasifikasi konten dan algoritma pengikut dalam mengakses konten yang diberikan. Penelitian ini menggunakan metode kualitatif observasi non- partisipan dan studi pustaka. Hasil analisis ditemukan adanya konten hiburan, edukasi, kolaborasi, dan informasi selama masa observasi terhadap akun @kualanamu.airport, Humas Bandara Kualanamu melalui akun ini dinilai berhasil membentuk kesadaran merek kepada publik, sehingga meningkatkan kepuasan dan pemahaman publik dalam menggunakan transportasi udara. Namun, infografis yang ditampilkan pada konten informasi di @kualanamu.airport tidak semuanya dilengkapi dengan *thumbnail* yang mudah dikenali.

Kata Kunci: Analisis Konten, *Instagram, Kualanamu Airport, Branding*

ABSTRACT

Kualanamu International Airport Deli Serdang utilizes Instagram social media as the main media in disseminating information and education related to airports and flights to the public consistently. in disseminating information and education related to airports and flights to the public consistently and periodically through Instagram. and periodically through account @kualanamu.airport. The utilization of social media is carried out as a branding effort the company to the public. So the author focuses on this analysis on the Instagram content presented by the @kualanamu.airport account which aims to find out the content classification and follower algorithm in accessing the content provided. content provided. This research uses qualitative methods of non-participant observation and literature study. The results of the analysis found entertainment, education, collaboration, and information content during the observation period of the @kualanamu.airport account, Kualanamu Airport Public Relations through this account is considered successful in shaping brand awareness to the public. brand awareness to the public, thus increasing public satisfaction and public understanding in using air transportation. However, the infographics displayed on information content on @kualanamu.airport are not all equipped with easily recognizable thumbnails. that are easily recognizable.

Keywords: Content Analysis, Instagram, Kualanamu Airport, Branding

I.

Introduction

According to Law Number 1 of 2009 concerning Aviation, airports are defined as areas on land and /or in the air with certain boundaries that are used as places for aircraft to land and take off, up and down passengers, loading and unloading goods, and places for intra and intermodal transportation movements equipped with aviation safety and security facilities as well as basic facilities and other supporting facilities. Now the aviation industry has become a public transportation that can be enjoyed by anyone, not only the upper-class people, but now the middle-class people can also enjoy this transportation facility. The development of aircraft users is also felt by Kualanamu Deli Serdang International Airport, which is one of the international hub airports on the island of Sumatra. Kualanamu Deli Serdang International Airport has also joined the International Air Transportation Association (IATA) which is trusted by national and international airlines at more than 50 airports in Indonesia.

As reported in (Harianhaluan.com): "...Kualanamu International Airport is the first busiest airport on the island of Sumatra with an average number of passengers of around 10 million per year both domestic and international, followed by Hang Nadim International Airport Batam with around 8 million per year, Sultan Mahmud Badaruddin II International Airport Palembang with around 5 million per year, Sultan Syarif Kasim II International Airport Pekan Baru with around 4 million per year, and Minangkabau International Airport Padang with around 4 million per year. Kualanamu Airport is also the third largest airport in Indonesia after Soekarno-Hatta Jakarta and Kertajati in Majalengka, West Java.The high demand of the public as users of the aviation industry is inseparable from the public relations program that presents accurate information that is reciprocal, as the main source to the external public, especially the people of Medan City. This program makes media technology an effective and digital information dissemination tool.

Henderi & Yuliana in (Kosanke, n.d.)) explain that nowadays social media is the main tool for people to communicate, share information, and even build networks virtually unlimited by space and time. According to (Nasrullah, 2017), social media is internet-based media. This allows users to easily express or represent themselves as they wish. Users can interact, communicate, share information, and collaborate with others, resulting in a virtual community. The ease of access to social media leads to an increased awareness of information. Social media users need a stable internet connection to connect with others.

According to (Kotler, P., & Keller, 2016), social media plays an important role in changing the way companies interact with consumers. It is no longer just a communication tool, but also a means to manage corporate reputation and create emotional engagement with users. In the context of the airline industry, social media serves as an important tool to strengthen brand loyalty and engagement through relevant and informative content (Hanna, R., Rohm, A., & Crittenden, 2011).

More specifically, research by (Kaplan, A. M., & Haenlein, 2010a) states that the success of companies in utilizing social media depends on a deep understanding of the platforms used and adaptation to consumer dynamics on these platforms. In the aviation industry, companies such as airlines and airports use social media to showcase service excellence, strengthen brand image, and address issues directly through digital interaction (Hudson, S., & Thal, 2013a). This creates stronger brand loyalty and enhances the consumer experience.

In the case of Kualanamu Deli Serdang International Airport, the utilization of the Instagram account @kualanamu.airport as a medium of education and information to the public is an example of how airports can build closer relationships with users through social media. The successful use of social media for branding and communication in this industry depends not only on the number of followers, but also on the quality of the content presented and how well the content reflects the company's identity and mission (Mangold, W. G., & Faulds, 2009). Existing literature shows that social media has a strategic role in enhancing the airport's image and influencing public perception of the services provided. This research will further explore how Instagram as one of the popular social media platforms is used by Kualanamu International Airport to promote and strengthen its branding amid the dynamics of the increasingly competitive aviation industry.

When using social media, we cannot ignore the importance of content, which is the main tool used. In addition to providing information and communication, a company's main goal is to promote its brand and image on social media. Content can be in the form of photos or videos, with the aim of sharing information and providing feedback from the company or organization to the public. When uploading content, it is important to consider the suitability of the content for the intended audience. This is also done by the Instagram account @kualanamu.airport as the official account of Kualanamu Deli Serdang International Airport as a medium for disseminating education and information to the public, especially flight transportation users. Based on reportal data by shopify, Instagram is ranked 3 of the 10 most popular social media platforms in 2024.
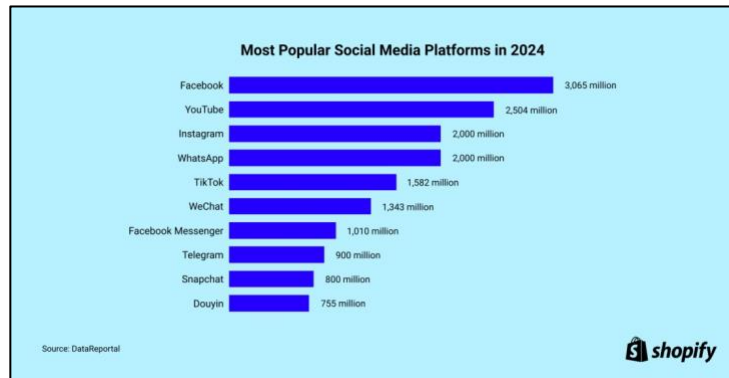

Figure 1: Most Popular Social Media Platforms in 2024
Source: Shopify, 2024

Kualanamu International Airport Deli Serdang utilizes Instagram social media as the main media in disseminating information and education related to airports to the public consistently and regularly. So with this the author focuses this analysis on the Instagram content presented by the @kualanamu.airport account as a medium of education and information. This study aims to determine the classification of content and follower algorithms in accessing content as educational and informational media. This research uses a qualitative approach by collecting information from @kualanamu.airport Instagram content which is then analyzed from each content classification. Each type of content has its own unique value in its category. Topics covered include entertainment, collaboration, education, and information, but announcement-based information is the main content with a dominating composition of posts.

1.1 Research Methods

This study uses a qualitative research method with critical analysis and content categorization based on the four pillars of social media content strategy. According to Taylor and Bogda in (Ruliana, P., & Dwiantari, 2006), qualitative research involves collecting descriptive data about the meaning and frequency of words used by those studied. The researchers aim to obtain comprehensive and timely information. Researchers want to get information by analyzing and understanding the content in Instagram @kualanamu.airport. Researchers conducted in-depth observations of the object of research, namely the Instagram account @kualanamu.airport using the content analysis method. The critical paradigm was chosen because this research conducts in-depth observation, content analysis, and analysis of Instagram content by utilizing various interesting Instagram features.

The data collection techniques used in this research are non-participant observation and literature study. In non-participant observation, the object observed is the @kualanamu.airport Instagram account, while literature study through journals, books, and previous research relevant to the research being conducted. This research uses the Miles and Huberman model for data analysis. According to (Sugiyono, 2014), this approach has several stages, including data reduction, the data obtained and observed are reduced or the selection of key data. Presentation of data, in the form of graphs, images, tables, and charts, which aims to make it easier for researchers to make the research results easy to understand.

Based on the research method that uses a qualitative approach with critical analysis and content categorization, some of the criteria that can be used to categorize @kualanamu.airport Instagram content are as follows:

1. Content Purpose: Content is categorized based on the main purpose it aims to achieve, such as education, information, entertainment, or promotion. This categorization is important to see how

the Instagram account is used as a means of communication with the public. Educational content usually contains explanations about airport processes, safety rules, or general knowledge about aviation, while informational content is more operational in nature, such as flight or airport service announcements.

2. Media Type: Content is classified based on the type of media used, such as photos, videos, or infographics. The utilization of these different types of media aims to capture the audience's attention in a way that suits the characteristics of Instagram social media, where visual content is predominant. This category helps analyze how different media types affect user engagement and interaction.

3. Audience Engagement: This category looks at how content encourages user interaction and engagement, for example through calls to comment, like or share content. This category is important in analyzing the effectiveness of the content strategy in building relationships with followers and increasing awareness of the airport brand.

4. Instagram Features Used: Content can also be classified based on the Instagram features used, such as Stories, Reels, or regular feed posts. The use of different features indicates different strategies for conveying messages and engaging audiences. Stories, for example, are usually used to convey temporary information, while feed posts are more permanent and tend to be used for more in-depth or important content.

With these criteria, the research can more deeply identify how @kualanamu.airport's Instagram content is used to achieve various communication objectives, increase brand awareness, and provide relevant information to airport users. This categorization also helps in understanding the effective use of social media in the context of airport management.

1.2 Results and Discussion

Content Analysis of Instagram Social Media @kualanamu.airport

The massive use of social media in Indonesia has encouraged many companies to utilize the Instagram social media platform as a means of communication and dissemination of information to the public. Previously, social media was used mainly to share photos and videos, but @kualanamu.airport utilizes Instagram not only for these purposes, but also as a means of communication, information dissemination, and implementation of public relations activities through various content produced. Through the @kualanamu.airport Instagram account, Kualanamu Deli Serdang International Airport shares various types of content with various themes and messages. This strategy is part of the airport's public relations efforts in building good relationships with external publics so as to create good branding for the company.

Figure 2: Account Instagram @kualanamu.airport
Source: Instagram, 2024

Currently the @kualanamu.airport account has more than 44 thousand followers with a total of 1,248 posts starting from the first time this account was created on September 1, 2016 to the last post on June 4, 2024. In an effort to build effective communication with the public to increase public understanding of airport governance and all matters relating to airports and aviation, Airport public relations utilize various features on Instagram, including posts, reels, stories, and highlights to support public relations activities on the platform. This research uses the Instagram account @kualanamu.airport as the main object for observation

of the content produced. The content observed is within the time span from January 1, 2024 to June 4, 2024. During this period, @kualanamu.airport has uploaded a total of 87 contents consisting of 51 reels and 36 images.

The reels with the highest engagement is "Qatar Airways' Inaugural Flight with Doha (DOH)-Kualanamu (KNO) Route" with 273 thousand views, 8,910 likes, 289 comments and 1,350 shares.
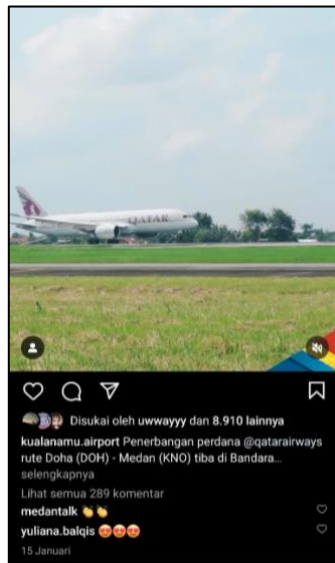

Figure 3: Account Instagram @kualanamu.airport

Source: Instagram, 2024

Meanwhile, the image with the highest engagement is "Flight Delay Compensation" with 688 likes and 31 comments.

Figure 4: Account Instagram @kualanamu.airport

Source: Instagram, 2024

The content is then categorized into four types based on the concept of Four Pillars Social Media Content Strategy, with the following explanation:

Table 1. @kualanamu.airport content from January 1, 2024 to June 4, 2024

Content Type	Number of Content
Entertainment Content	22 Content
Educational Content	20 Content
Collaboration Content	17 Content
Information Content	28 Content

Source of table: Researcher's calculation, 2024

By using the concept of Four Pillars Social Media Content Strategy proposed by Lon Safko and David K. Brake in their book The Social Media Bible: Tactics, Tools, & Strategies for Business Success (Safko, 2010), explains the four pillars of content needed to maximize social media in a content creation strategy. The purpose of this strategy is to attract public attention and is one of Kualanamu airport's public relations tactics in increasing public awareness of information about airports and flights. The following are the results of observations made of the content on Instagram @kualanamu.airport according to the Four Pillars Social Media Content Strategy.

Entertainment Content Analysis of @kualanamu.airport

Kualanamu airport's public relations strategy to attract audiences on social media is to produce entertainment content. Entertainment content that is widely shared by the @kualanamu.airport Instagram account is in the form of visuals or photos with interesting captions that are relevant to the people of Medan City. One of these entertainment contents is by utilizing the moment of national holidays to make a congratulatory post, such as "Happy New Year, Happy Vesak Day, Happy Chinese New Year, Happy Commemoration of Isra' Mi'raj and Ascension of Jesus". In addition, entertainment content is also filled with quizzes filling in "Chinese New Year puzzles and Guess the Picture" This approach encourages the target audience to actively interact in the comments column of @kualanamu.airport posts. If done consistently, this will form customer engagement with @kualanamu.airport.
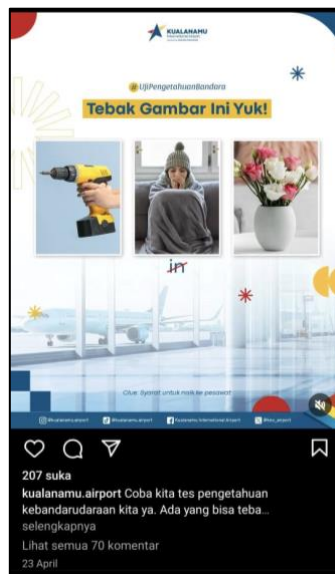

Figure 5: Account Instagram @kualanamu.airport

Source: Instagram, 2024

Educational Content Analysis of @kualanamu.airport

Social media content not only serves as a means to build brand image and brand awareness among the public, but also serves as an educational tool for the public to share the knowledge and skills possessed by the company. Educational content is an important element because it can strengthen the company's image as a caring, intelligent and interactive entity with its public. Educational content on Instagram makes it easier for @kualanamu.airport to convey messages to audiences who need this information. On the @kualanamu.airport Instagram account, there are several educational contents, most of which are in the form of infographics. This educational content has a variety of themes, both related to public transportation and outside the scope of public transportation.
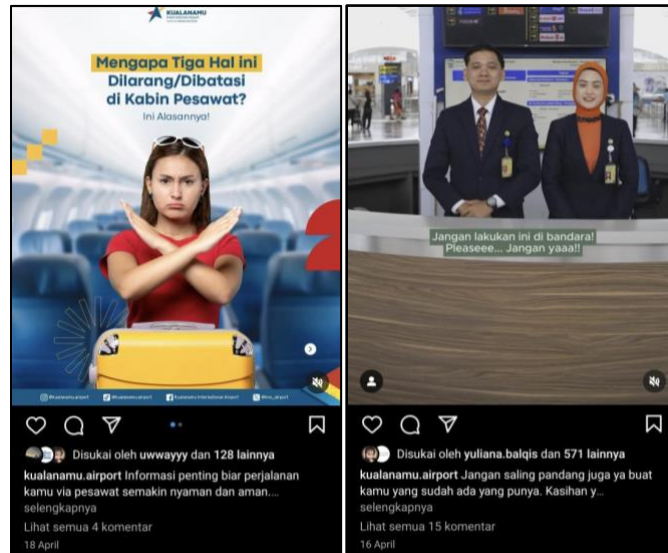

Figure 6: Account Instagram @kualanamu.airport

Source: Instagram, 2024

Collaboration Content Analysis of @kualanamu.airport

Collaborative content is content that involves cooperation between institutions or companies and other institutions or communities to build relationships and interactions with audiences through Instagram social media. In collaborative content on Instagram, both parties have the same opportunity to promote their products. @kualanamu.airport which is under the auspices of Kualanamu International Airport produces collaborative content integrated with immigration and other airlines such as Super Air Jet, Lion Air, Batik Air. During the period of January to June, @kualanamu.airport managed to upload as many as 17 collaborative contents.
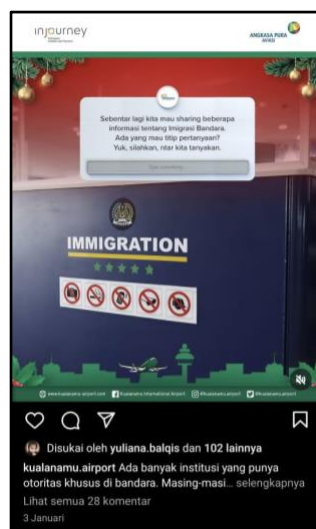

Figure 7: Account Instagram @kualanamu.airport

Source: Instagram, 2024

Information Content Analysis of @kualanamu.airport

Social media functions as a medium to convey information and messages to the audience. Therefore, information content is one of the vital and important elements in social media. The image of a company can be assessed based on the information content posted on the company's Instagram, so the information content submitted must be accurate and clear, because it will affect the company's image. The information content uploaded by @kualanamu.airport includes various messages that @kualanamu.airport wants to convey, such as route changes, public transportation integration, airport train schedules, and application updates. In the span of January to June, @kualanamu.airport has posted 28 informational contents, including collaborative contents, which are diverse in the messages conveyed.

Figure 8: Account Instagram @kualanamu.airport

Source: Instagram, 2024

The findings from this Instagram @kualanamu.airport content analysis show that the airport utilizes various types of content as part of its public communication and branding strategy. This finding is in line with previous research on the role of social media in increasing brand engagement and building stronger relationships between companies and audiences. Several studies have shown that social media, particularly Instagram, has a significant impact in shaping public perception and strengthening brand loyalty through engaging and relevant content.

Research by (Kaplan, A. M., & Haenlein, 2010b) emphasizes that the success of social media in branding depends on the proper utilization of platform features and diverse content strategies. This is in line with @kualanamu.airport's use of Instagram which focuses not only on information and communication, but also on entertainment, education, and collaboration, as reflected in the categorization of content based on the Four Pillars Social Media Content Strategy. By producing various types of content, @kualanamu.airport is able to attract audiences from various segments, which can increase engagement.

Another study by (Tsimonis, G., & Dimitriadis, 2014) on the use of social media by companies also found that content variety and direct interaction with users play an important role in building customer loyalty. In this case, entertainment content that involves interaction, such as quizzes and charades, is able to create stronger engagement. This is evident from the high response to entertainment content on @kualanamu.airport's Instagram account, where the public actively interacts in the comments section, demonstrating the positive effect of this approach.

In a broader context, these findings also have implications for other companies in the aviation and transportation industry. As publicly listed companies that often have direct contact with consumers, airports and airlines can learn from @kualanamu.airport's strategy of using social media to strengthen reputation and increase user engagement. Social media acts as an effective channel to deliver operational information, but

also as an important tool to strengthen emotional connections with consumers through entertaining and educational content (Hudson, S., & Thal, 2013b).

The challenge faced in the context of social media is how to maintain the quality and consistency of content that is able to attract attention in the midst of intense competition in the aviation industry. Based on these findings, @kualanamu.airport has demonstrated adaptability by utilizing Instagram features such as reels and stories to present dynamic and interactive content, which is in line with social media usage trends among users. This research emphasizes the importance of content diversification in social media strategy, especially in the public service sector such as airports. In addition, the use of collaborative content also shows great potential in expanding the network and reaching a wider audience, which in turn can strengthen the brand image and increase public awareness of the services offered by the airport.

Conclusion

This conclusion underlines the success of the @kualanamu.airport Instagram account in delivering various types of diverse content in accordance with the Four Pillars Social Media Content Strategy by Lon Safko and David K. Brake. This diversity of content-including entertainment, education, collaboration, and information-has contributed to increasing brand awareness and public understanding of the use of air transportation. However, this study also revealed some weaknesses, particularly in the design and presentation of infographics, which could potentially reduce the effectiveness of information delivery.

On the @kualanamu.airport Instagram account, Kualanamu Airport shares various types of content with various themes and messages. Based on observations made, Kualanamu Airport Public Relations through the @kualanamu.airport account has presented interesting, communicative, and informative content in accordance with the four pillars of social media content strategy by Lon Safko and David K. Brake. Researchers found entertainment, education, collaboration, and information content during the observation period of the @kualanamu.airport account, Kualanamu Airport Public Relations through this account is considered successful in forming brand awareness to the public, thereby increasing public satisfaction and understanding in using air transportation. However, the infographics displayed on the information content on @kualanamu.airport are not all equipped with easily recognizable thumbnails. This makes the audience need to search one by one for information content on Instagram @kualanamu.airport to get the information. To make it easier for audiences to find information, it is recommended that each information content that uses infographics or designs is equipped with a thumbnail that is simple and easy to understand.

One of the main limitations of this study is the limited observation period from January to June 2024. This relatively short time span may not be able to capture the longer dynamics and fluctuations in content and audience interactions at various key moments throughout the year, such as holidays or peak flight seasons. In addition, this study only focuses on one platform, Instagram. In fact, airports may use other social media such as Twitter, Facebook, or TikTok which can also provide a more holistic picture of the airport's digital strategy. For next research, it is recommended that the scope of observation be expanded, both in terms of time and social media platforms used by Kualanamu Airport. Longer-term observations can provide deeper insights into how social media content strategies change along with seasonal changes or major events. In addition, cross-platform research can help evaluate the effectiveness of a more comprehensive social media strategy, given that each platform has different audience characteristics and interaction patterns. The research could also focus more on analyzing audience engagement quantitatively, by measuring indicators such as interaction rates, comments, and direct user responses. Researchers can also use sentiment analysis to evaluate the quality of audience feedback on different types of content. This will make it clearer which content is most effective in building a positive relationship between the airport and its users.

This research given the weaknesses in the sub-optimal presentation of infographics, future research could further examine how appropriate visual design can improve readability and affordability of information. Piloting more user-friendly designs and analyzing audience responses to these design changes could be an important area of exploration for improving user experience on social media. This study opens up room for further discussion on the role of social media in reputation management and public communication, particularly in the air transportation sector. By improving some of the existing weaknesses, Kualanamu Airport can further maximize the potential of social media in creating more meaningful interactions with its audience.

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