

Discourse about The News of Ibu Kota Negara (IKN) Indonesia on Instagram: Discourse Analysis on The Posts of @detikcom Account

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ABSTRACT

The dissemination of information related to reporting on the Ibu Kota Negara (IKN) has been carried out by several national media accounts one of which is the @detikcom. This research aims to find out how the discourse construction is built by the @detikcom on Instagram regarding the report of IKN. This research is qualitative where the research was carried out analyzing the text in the @detikcom posts regarding the report of IKN. This research method uses discourse analysis by Teun Van Dijk where text analysis in Instagram posts can be analyzed using textual analysis (macro structure, superstructure, and microstructure), social cognition analysis and social context analysis. The results of this research found three posts that had a lot of interactions related to IKN news such as flying cars at IKN and the IKN development process. In textual analysis, discourse construction was found with news titles, sentences and special words that were sensational and could attract public attention. Furthermore, the social cognition analysis found posts from the @detikcom produced by text creators which played a very important role in shaping the discourse of IKN news. Then the social context analysis shows that there are differences between the @detikcom and local media accounts in forming the report of IKN. Finally, this research concludes that the @detikcom has formed a discourse on IKN reporting which can indirectly influence public perception.

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1. Introduction

Social media issues become interesting to discuss when issues relate to national issues. A hot national issue being discussed is the issue of the newly located Ibu Kota Negara (IKN) in Kalimantan, Indonesia. Nowadays, social media users have a lot of users in Indonesia. By the end of January 2023, recorded social media users in Indonesia have reached 167 million users. This indicates that social media users in Indonesia will continue to grow every year. Therefore, when associated with the active social media users it is interesting to do his research on the discussion of the issue of the Ibu Kota Negara (IKN). Social media has become a global phenomenon and has changed the way we interact, share information, and connect with others. Platforms like Facebook, Twitter, Instagram, and others have opened the door to fast global communication, allowing us to connect with people all over the world in seconds. However, behind its advances and benefits, social media also faces problems that we need to understand and handle wisely. In recent years, we have witnessed the negative impact that social media has on individuals, societies, and even democracies. In the last few decades, the development of information technology has fundamentally changed the face of human communication and interaction. One of the most significant changes that has emerged is the presence of social media. Social media, which includes platforms like Facebook, Twitter,

Instagram, and more, have become an integral part of our daily lives. Social media has opened the door for us to connect with people all over the world, sharing thoughts, experiences, and information instantly. This phenomenon has changed the way we communicate, interact, and acquire knowledge. Social media platforms have created a global network that allows us to connect with old friends, make new friends and expand our professional networks. The superiority of social media is also seen in its role in facilitating the rapid and widespread dissemination of information. Important news and events can be easily found and shared by social media users, allowing people to stay up to date with the latest issues in the world. In addition, social media provides a platform for groups that share common interests or goals to connect and collaborate on a scale previously unimaginable. The presence of social media also carries a number of implications that need to be considered. In recent years, we have witnessed the growth of problems such as the spread of fake news, online harassment, privacy vulnerabilities and excessive dependence. Unwise use of social media or abuse can have a negative impact on mental health, real-world social relationships and even democracy itself.

There is research in social media that tries to find out the digital communication marketing strategy in a cafe (Anugrah & Andaresta, 2023). His research found that by using social media, the cafe can marketing goals that fit its market because social media has practical nature, cost-effective use and facilitates interaction with consumers. Besides, social media can also anticipate hoax news (Ohorella, 2023). Like a study that tries to reveal that hoax news on social media can be known before it spreads more widely, the research reveals that news hoax can be minimized by having a routine selection of information by ensuring that it is true to the source of the news. In the growing digital age, Instagram has become one of the most popular social media platforms in the world. Launched in 2010, Instagram originally only served as a simple photo sharing app. However, over time, Instagram has undergone a remarkable transformation into one of the leading multimedia platforms with more than a billion active users every month. Instagram gives users the opportunity to share photos and videos with their friends, follow interesting accounts, and explore diverse content around the world. One of Instagram's main attractions is its simple and intuitive interface as well as a variety of creative features that allow users to edit, filter and share moments of their lives in an exciting way. As a visual platform, Instagram has made a huge impact in many aspects of our lives. First, Instagram has become an important tool in the world of business and marketing. Many brands and companies use Instagram to promote products, build brand image and interact directly with their audience. Influencers have also emerged who use Instagram's popularity to influence and build a large community of followers.

Besides, Instagram also plays a role in shaping cultural trends and popularity. Through photos and videos uploaded by users, the platform has become a means of sharing lifestyle, fashion, food and more. By showing personal and aspirational moments, Instagram shapes an individual's self-image and influences public perceptions of fame, happiness, and success. Overall, Instagram has become a phenomenon in the digital age, affecting the way we share, interact and consume content. With awareness and wise use, Instagram can be a powerful tool to connect with the world, express creativity and build positive communities. There has been a previous study regarding the use of Instagram, namely the representation of Indonesian startup employees on the Instagram account @ecommurz (Pramesthi & Dhia, 2021). By looking at @ecommurz's Instagram account, it was discovered that Instagram was used as a social media that not only serves as entertainment but also aims to boost the development of creative industries. In addition, there is another research that is the use of social networks on the Instagram account @tabu.id (Wulandari, 2022). Through the Instagram account @tabu.id then found an Instagram account can form an online community on Instagram. It was also discovered that the online community that has been formed on Instagram can be a general community group and an interest community. Then there's another research related to the representation of the feminism movement on the Instagram account @perempuanfeminis (Shabira, 2022). With social media Instagram, Instagram users can do self-actualization even more women who want to move to give their opinions about gender violence. The results of the study revealed that the @perempuanfeminis account has represented a movement of struggle over the issue of sexual violence so that there is a need for law enforcement efforts for the victims of sexual abuse.

Besides, there is research into the strategy used by Radio Music City through social media Instagram (Aryani & Fatimah, 2019). Through Instagram Radio Music City with the account @musiccity1075fm can develop and upgrade the radio program into one of the daily programs of

Andalan especially the Morning Spirit program. The entertainment program is an event program that invites its listeners through its activities and work with joy must be experiencing congestion on the road. Radio Music City's social networks are Instagram, Facebook and Twitter. Of the three types of social media that they own, the social media type of Instagram has become the most frequently used by the Morning Spirit program because it is a social media.

Then there's research related to the communication strategy run by Teras Burrito on social media Instagram in raising brand awareness (Dewangga et al., 2021). With the existence of social media Instagram, online business operators such as the manufacturer of a product, food or beverage can use the media to promote its commercial product so that it can reach the wider public. Similarly with consumers, social media can be used to find references to a product or service they want. Business operators choose social media to attract the interest of their prospective buyers because Instagram can create content that is interesting and easily accessible so that a lot of visitors. As the manufacturer of one of the typical Mexican foods, Teras Burrito with an Instagram account @terasburrito. In addition to marketing products online Teras burrito also markets products offline, serving foods with a variety of flavors and sizes at attractive prices.

In fact, the use of social media not only has a negative impact, but it can be good for promotional media. As in the study entitled the use of social media instagram @beautebox_id as a media of cosmetic promotion (Tandra & Kusmareza Adim, 2023). His research suggests the findings that the use of social media can introduce products, provide product details, and encourage Instagram users to decide to buy products. In addition to the intensive use of Instagram, the @beautebox_id account is trying to enhance engagement and interaction with other users through a giveaway or discount program. During the information boom in the digital age, Instagram has become one of the most popular social media platforms for sharing and consuming content. Along with the rapid growth of Instagram users, the platform has become a rich space for diverse information discourse. In this context, the information discourse on Instagram covers a wide range of topics, from news, opinions, knowledge, to personal stories. Instagram offers users the ability to deliver messages through photos, videos, short text, as well as using hashtags to gain greater exposure. Features like Instagram Stories, IGTV (Instagram TV), and Reels feature have expanded the way we interact with content and express ourselves through information discourse. One of the interesting aspects of the information discourse on Instagram is its ability to build communities and connect people with shared interests and views. Users can find accounts that focus on specific topics, follow them, and participate in discussions related to them through comments and live messages. It enables collaboration, exchange of ideas, and broadening insights through online dialogue.

However, the information discourse on Instagram also has its own challenges. One of the problems that often arises is the spread of fake information or hoaks. In a fast and visual ecosystem like Instagram, information can easily spread widely without adequate verification. This can lead to misunderstandings, misconceptions, and mistrust of the source of information. In addition, a tendency to present information in a short and visual format can lead to complex or confusing content cuts. Information presented in the form of pictures or short videos may not provide adequate context or present information in a comprehensive manner, affecting an accurate understanding. In the face of this challenge, it is important to develop good and critical media literacy skills when consuming informational discourse on Instagram. Users should be skilled in verifying the truthfulness of information, viewing more than one source, and considering the context and motives behind the content they consume. Thus, the information discourse on Instagram is a complex phenomenon with good and bad potential. In using it, it is important to remain vigilant, prudent, and build an online community that is informed, dialogue, and mutually supportive. By leveraging the potential of Instagram as a positive information discourse platform, we can enrich knowledge, build relationships, and drive the growth of individuals and communities. Discourse research on Instagram is important because this social media platform has become an integral part of the everyday lives of many people around the world. With over one billion monthly active users by 2021, Instagram has become one of the most powerful and influential tools of communication and self-expression in today's digital culture. Through discourse analysis, we can measure public sentiment regarding specific issues that are trending on Instagram. It can be useful to understand the views and attitudes of users to various issues. One of them is the issue of the Ibu Kota Negara (IKN) in Indonesia.

Research on the analysis of discourse can be to understand and analyse the structure of language in a post. Besides, research on analysis of the discourses can also explain the languages that have been used to create social relationships in the society (Putri, 2021). This leads to researchers trying to reveal the posts in the @detikcom account so that they can find the dictionary formed in order to create a new social relationship in the community. There's an analysis of the discourse on the Instagram account. For example, the study entitled Analysis of the Madura Discourse in the Instagram account @ExploreMadura (Firdaus, 2019). The investigation investigated several posts on the @exploremadura account so that the research resulted in the account@ExploraMadura through its posts formed a discourse which succeeded in meeting the need to introduce the culture, tourism and culinary that exists in Madura. Besides, there is also a discourse analysis study that compares two Instagram accounts. As in a study that sought to find out the discourses built by influencers during the pandemic (Zuhri, 2020). The research found two major influencing accounts that informed the discourse of pandemics such as @najwashabi and @jrxsid accounts. Both accounts formed a discoursing of concern to the communities affected during the Covid-19 epidemic. Such as the study entitled child exploitation through the Instagram accounts of Ashanty and Rachel Venya (Fridha & Irawan, 2020). His research revealed that the discourse is a practice of sharenting or sharing the privacy of the children of Ashanti and Rachell Venya. Therefore, looking at some references to discourse research on Instagram accounts, this research attempts to find out how the Ibu Kota Negara (IKN) is represented on social media by doing discourse analysis studies on Instagram account posts namely @detikcom. Currently, Instagram users already include many in Indonesia so that for that reason can reinforce the background problems on this research.

2. Method

Qualitative research emphasizes a rational and in-depth understanding of a problem (Pawito, 2007). It means that the problems that are naturally developing in society can be researched specifically. This study examines issues of posting or content in social media related to information circulating about the Ibu Kota Negara (IKN) in Indonesia. There is a determination of the data source of this research, which is the source of data from the postings of the instagram account @detikcom that announces the Ibu Kota Negara (IKN) massively on instagram. Selection of posts becomes a primary data source because @detikcom accounts have more dominant engagement than other accounts. Moreover, the @Detikcom account has become a popular account for the public because they feel they can always be up to date with the latest news published by the @detikcom account.

This research data collection technique uses documentation. Purposive sampling is a data determination technique that aims to satisfy needs in order to respond to research problems. (Creswell, 2007). There are some documents in the @detikcom account that inform the Ibu Kota Negara (IKN) that trigger a lot of interaction. The data will then become the primary data so that in this study only selected a few posts that can be analyzed data according to the problem of this research. The selected posting data is determined based on the number of likes and comments most.

The method of data analysis of this research uses the analysis of critical discourse developed by Teun Van Dijk. Discourse analysis is done by knowing the meaning of a text or message in a post. The text structure at the initial level is a macro structure which is a general meaning. The next level is on the superstructure to analyze the text framework and the last on the microstructure which means that the meaning can be obtained specifically from the choice of words, sentences and language styles used. Teun Van dijk's discourse analysis procedure is divided into several stages such as text analysis, social cognitive analysis, and social context analysis. Text analysis is done by observing what is the subject or theme of a post (Van Dijk, 1977). In a text there must be elements that are used to compose the text so that the text framework that has been created is found. In this analysis we find the choice of words, sentences and language styles used in a text. This analysis is the basis for analyzing the discourse on a post. Social cognitive analysis can be the presence of beliefs, emotions or values in a text (Van Dijk, 2008, 2014). Social cognitive analysis is done by looking at the attitudes, behaviors, or knowledge elements of the text maker. This analysis can also be called social representation. It means that anything represented or described by the text maker can affect the process of producing the discourse that is loaded onto the text. In addition, this analysis can also describe the attitude of the text maker to the discourse that appears on each post. Finally, the analysis of the social context.

This analysis is done by looking at the determination of domination or power (Van Dijk, 1977, 2008). Social context analysis involves the development of issues or social structures in society. The social context can be seen in the background of text writing, the important role of text making as what or the actions that are relevant to the emergence of text as a particular view. Therefore, this analysis can link the discourse on the post to various public views.

3. Results and Discussion

This research has produced some findings from a post from the @detikcom account that discusses the Ibu Kota Negara (IKN). The @detikcom account has a total of 4.4 million followers. This proves that the @detikcom account has become one of the reference sources of the community to always be up to date with information related to IKN news. With the number of followers acquired by the @detikcom account, it is very easy to give the latest IKN discourse to the community. Further looking at the phenomenon, the researchers identified some posts that are very closely related to the IKN discourse. There are some findings of the @detikcom account posts related to ICT discourses as follows:



Figure 1. The feed about flying car in IKN
Source: Account instagram of @detikcom (2023)

Figure 1 explains that estimated 2024 there will be a flying car discourse that will be realized on IKN. Image 1 becomes the wrong posting that gets the most interaction is 34.515 like on instagram. The public is pleased with the news related to the technology of flying cars that will be used as a means of transportation in the ICT. Further to analyze the text in Figure 1 then the researchers divided three analysis of the text: analysis of macro structures, superstructure analysis and microstructure. Macro structural analysis is obtained on the theme raised on Figure 1. As for the topic is about the renewable technology that is to be used in the IKN. All content in Fig. 1 results in the findings of government information working with the car company Hyundai on the agreement of the transportation ecosystem using flying car so that the car will be tested later in the year 2024. The results show a government discourse that is not behind today's technology. In addition, it is even more interesting when government cooperation is carried out with one of the Hyundai car companies. It is worth noting that Hyundai car company already exists in Indonesia with the emergence of various types of electric cars such as Ionic cars that have been marketed massively in Indonesia. So, the discourse delivered by the @detikcom account can be successfully believed by some of the Indonesian public.

Further superstructure analysis is the analysis that is done to know the meaning of the discourse that has been formed in the image 1. The title of the image 1 appears to be very interesting where there are expressions that shock the public related to flying cars in the IKN. Moreover, the

picture 1 is supported by pictures of flying vehicles that seemed to be a real appearance of a flying car in the ICTN. This gives meaning that with the title created by the account @detikcom will be able to influence the public's view of the ICT. The account @detikcom is really very typical with news headings that are trying to quickly attract the attention of the public so that the posts can quickly get a lot of likes as well as comments. Then the analysis of the microstructure in Figure 1 can be expressed by looking at the emphasis on the word or sentence associated with the announcement of the IKN. In Figure 1, the word "Wow" can be seen at the beginning of the title sentence of the message. This has the meaning of stressing that the public is also surprised or amazed by the news of the flying car in the ICTN. Besides the word, the phrase that is known to support the happening of flying cars in ICTN is the sentence "Hyundai Motor Group signs a memorandum of understanding (MoU) to cooperate in building an intelligent mobility ecosystem Advanced Air Mobility (AAM) in Indonesia". The phrase has the mean that it contains the clarification of the processes of aircraft cars in the ITN.

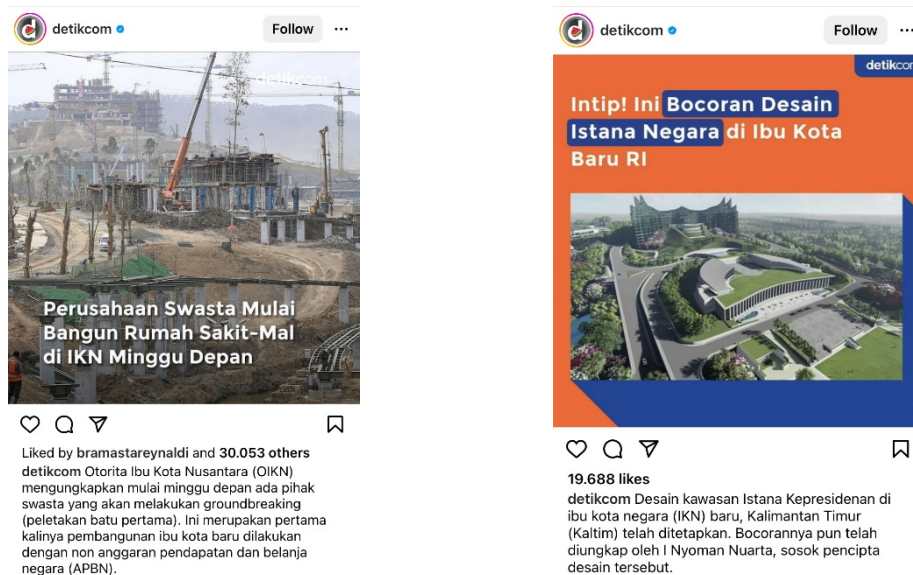


Figure 2. The feeds about the infrastructure of IKN

Source: Account instagram of @detikcom (2023)

Figure 2 shows that there is a development process that will be carried out in IKN. Figure 2, there are two posts that inform the development of IKN by gaining a total of 30.053 likes and 19.688 likes. The posts show design images of the State Palace as well as pictures of the construction of hospitals and malls built in IKN. The results of the findings of Figure 2 can be analyzed on analysis of macro structures, superstructures, and analysis of microstructures. The theme is the projected ICT development process and the ongoing development. There are some meanings contained in the posts above are the meaning of the state palace design that can be easily obtained through the expression of a designer namely I Nyoman Nurta as well as the significance of the IKN development process at the hospital and Mal can be seen directly by the community that is told there is the laying of the first stone as the beginning of its construction. Therefore, the meaning of this analysis is found that the entire ICT development will be realized on the information by the @detikcom account. Further analysis of the superstructure in Figure 2 is the existence of discourse as a common understanding related to posts about ICT development. Almost all the posts in Fig. 2 contain news titles with the clarity of the development done in ICT. There's a designer named I Nyoman Nuarta. Certainly, anywhere when building without anyone designing becomes just bullshit.

However, unlike the construction of IKN there are special designers on the design of the State Palace which is the center of the Indonesian government. The next meaning is that there is a clear information on the construction of hospitals and malls in IKN. There is a private company that will be laying stones on the initial construction of hospital and mall in ICTN. This is a meaning of certainty about the developments that are taking place in ICT. In addition, in the picture 2 you can see a picture of the design of the state palace as well as the process of building hospital and Malls in the ICT. This perspective gives awareness that the development of ICTN is not just a playful planning, but the government is serious about ICT development. Finally, on the analysis of the

microstructure, i.e. on the emphasis of words or sentences that appear in the postings in Figure 2. The word "leak" refers to the meaning revealed that there is no secret covered over the design of the State Palace in the IKN. The next word "next week" indicates that there are certain times related to the construction of hospitals and malls in the ICT. In addition, there are sentences such as "The leak has been reveals by I Nyoman Nuarta, the creator of the desian". The sentence has the meaning that the process of building the State Palace in IKN is not indifferent, so it requires specialized designers in its field. He said, "From next week, there will be a private party that will do the Groundbreaking." It means that the private party will make sure to participate in the development of the ICT by building hospitals and malls. Therefore, almost overall there is a positive meaning for the development process in the ICT. The closing contains conclusions and suggestions. The conclusion does not contain a repetition of the results and discussion, but rather a summary of the findings as expected from the goal or hypothesis. The analysis of discourse not only focuses on the analysis of texts but also on social cognitive and social context analysis.

Social Cognition

Some of the posts related to the representation of the Ibu Kota Negara (IKN) on the @detikcom account then discussed related to mental awareness to make the posts. Social cognition assumes that a post initially has no meaning. But when the publisher uses a specific language, a post becomes meaningful to the reader. Early discussions can be found in the selection of information sources where almost all posts taken from IKN notifications on @detikcom account posts have their own criteria. The source of information managed by the @detikcom account is directly where they have contributors specific information on the ICT news. Almost all the information posted about ICT is centralized on a single source from the government. It's alarming that there's a discourse built up by the @detikcom account manager that almost all the information produced by @Detikcom could be representative of the information provided by the government. From some national media that reports IKN found only @detikcom accounts that viewed the dominant information related to IKN namely flying cars in IKN and development of IKN. Other media only informed IKN on general information only not on technical or technology specific news on ICT. Further from the results of the research found there was a number of selections of information selected based on the interests of the account. Some of the posts found could be discussed related to the selection of information displayed by the @detikcom account referring to attention or sensation so that it can attract the attention of readers on instagram. Some posts seem to be trusted by the public so that the public can believe whatever news is shown by the @detikcom account. For information selection based on sources that can reinforce the title. For example, the news of flying cars in IKN can be reinforced by the information of a memorandum of understanding between the government and the Hyundai car company. Besides, there are other examples such as ICT development news where there is information on the design of the state palace reinforced with the information of the designer's name I Nyoman Nuarta. It became a discussion of how powerful the selection of information on the @detikcom account is so that the production of ICT news can almost be believed by the public. The next discussion is a commonly understood reality of the IKN announcement on the @detikcom account posts. Some of the posts found in this research can conclude that there is support for @detikcom accounts to the government for the development of IKN in the past. This can be linked to the existence of posts that tell IKN about the sophistication of technology, optimistic about the development plan and the presence of people who can be responsible for the design of the state palace in IKN. Therefore, it is interesting when the reality is formed by the accounts of @detikcom so that the account of @detikcom is definitely to be seen by the government as one of the media supporting the performance of the government. The last explanation on the dimension of social cognition can be found on

how events are displayed. Looks like some posts on the @detikcom account are very well-designed with headlines that always appear in the main with supporting images. However, it can be considered the same event as the one on the IKN. It can be a supporting picture only complementary so that the headlines can be read and attract the reader's interest. Related to the events displayed on the @detikcom account posts can be found a complete sequence of events ranging from the discourse formed to the news of a memorandum of understanding or an inter-agency cooperation agreement. This indicates that the events displayed on the @detikcom account post information are not just written but have facts described so that the public can read the details in full on the post caption.

Social Context

Discourse on the feeds is also closely related to the discourse that is growing in society. Postings on the results of this research have become of public interest. There are a number of public views on the postings about the Ibu Kota Negara (IKN) on the @detikcom account. Of some posts formed by the @detikcom account about IKN is a series of messages that contain optimism over the builders and ICT infrastructure. There is a contradiction over the understanding of the development of ICT. Well, it is a fact in the field with the news of information circulating about ICT. There are some media that focuses attention so that there is a sense of confidence in the construction of ICT one of the information transmitted through the posts of the account @detikcom. Many of the competitors from the @detikcom account have highlighted the sustainability of ICT development and infrastructure. However, the @detikcom account remains centralized on ICT development information directly obtained by the main contributors in the government. It's different from reports made by local news accounts like Tribun Calitim and other media. The public space is not proportionate to the survival of the community around the ICT. This indicates that there is a difference between the information posted by the @detikcom account and the local media news accounts in the ICT development area.

The difference between ICT news becomes increasingly interesting because of the information so much delivered by the national media or local media that the community can be smart in responding to the context of life on ICT development. ICT development can have an impact on the community or ICT development only for the centralized interests carried out by the government. In addition, there is a similarity of meaning in the social context related to the issue of the Ibu Kota Negara. (IKN). Where most of the national media provide some optimistic information on the development of ICTs. However, some media are different in processing news production on social media. For example, the @detikcom account is trying to attract the public's attention by displaying news titles that are accompanied by a visual so that it can convince the public about the news of IKN. Then there is an interesting assumption about the commentary in every post of the @detikcom account about news of ICT. Obtained comments have affected the confidence of news on the basis of information on the caption of the post where almost all the headlines are considered as facts. But the truth of a news is that there is a nominal or a number that can explain logically the news is acceptable to common sense. As is the case, there is information on the memorandum of understanding of the flying cars that will be realized in the IKN.

The information has not been accompanied with the date when agreed cooperation agreements or the timing of implementation of flying car technology in the ICT. Other information is related to the news of the construction of infrastructure of hospitals and malls which will be built by private companies. From the information there is no clarity with any private company. It's only information about the first laying of the stone, so it's possible to believe the success of ICT development. Based on the approach to discourse analysis, which is text analysis, social cognitive analysis and social context analysis, the construction of discourses generated by posts from @detikcom accounts on ICT announcements can successfully form a different perception of the Indonesian people. In short, this study analyzes the text of some posts in the @Detikcom account that can construct information into discourses so that the information can be oriented to the meaning of support to the government and instead the meaning is rawly directly accepted by the public.

4. Conclusion

This research concludes that there is a communication carried out by the @detikcom account through the postings on the IKN news. The @detikcom account is trying to build a discourse through the posts that indirectly support the government over the existence of the Ibu Kota Negara (IKN). The use of this discourse analysis found the use of reality carried out by the @detikcom account on each post of the news of IKN. Furthermore, there are research implications such as the account of @Detikcom that the national media is not neutral over news of ICT so that there is easily a justification of national media that is not in favour of the public.

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