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Exploring production management and social media strategy mapping in educational institutions

Khairunnisa Devani Aqtus Permana Putri*^{ID} & Melisa Bunga Altamira^{ID}

Vocational Education Program, Universitas Indonesia, Jawa Barat 16424, Indonesia

*e-mail: khairunnisa.devani@ui.ac.id

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ABSTRACT

Information technology continues to evolve, requiring society to adapt quickly. This acceleration has led to digital technology disruption, resulting in massive changes to human life, such as in production, distribution, and advertising in the media. Several educational institutions have used Instagram to connect various elements both inside and outside the campus, one of which is the UI Vocational Education Program on Instagram @vokasi_ui. UI Vocational continues to creatively produce content related to education and entertainment. This study uses a qualitative descriptive approach with field research methods, using observation and document study as data collection methods. Production management and content mapping on the @vokasi_ui Instagram account are carried out through content diversity, consistency of uploads, utilization of Instagram features, and interaction with followers through the stages of planning, organizing, actuating, and controlling.

Keywords: content production management; content mapping; Instagram

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RESEARCH & PUBLISHING



1. INTRODUCTION

Information technology continues to evolve, requiring society to adapt quickly. The development of information technology is accompanied by developments in media, which is currently experiencing digital technology disruptions. Digital technology disruption is a term used to describe the occurrence of significant innovation and change with the advent of digital technology, which is capable of transforming human work systems (Kurli et al., 2023). This term of disruption is increasingly applied in the era of the 4.0 technology revolution, where humans interact without distance and time, resulting in massive changes to human life (Kasali, 2017). This era of disruption has led to changes in the economic, social, cultural, political, and educational fields, making it an increasingly interesting topic to study. The production, distribution, and advertising in the media have been transformed by the disruption of digital media technology. Based on this, educational institutions must also be able to adapt quickly to changes in their business models and information distribution. Educational institutions must publish information quickly, massively, and transparently.

Faster, more massive, and more transparent publications can be carried out by educational institutions on social media. The use of social media is an integral part of a person's daily activities. This is evidenced by the continuing increase in the number of social media users, especially in Indonesia.

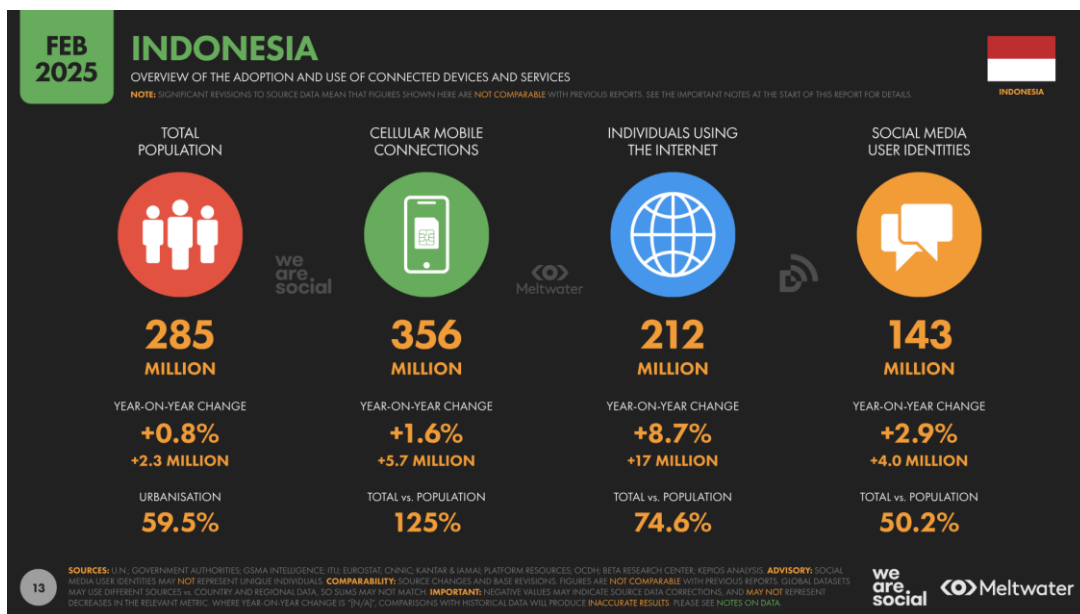


Figure 1. Internet and Social Media Usage in Indonesia in 2025

Source: We Are Social (2025)

Figure 1 shows that Indonesia has a population of 285 million people, with 74.6% (212 million people) using the internet and 50.2% (143 million people) actively using social media. Instagram is the second most frequently used social media platform, with 84.6% of users posting specific content.

Several educational institutions have used Instagram to connect various elements inside and outside the campus and create online communities characterized by collaboration to facilitate communication between individuals and institutions. The increasingly massive use of Instagram has made managers and creators pay special attention to content production. Creators must be able to adjust the display format and content types that are often used by users to continue increasing the number of followers, reach, and engagement rate (Vebrynda, 2022). This is also done by the University of Indonesia Vocational Education Program Instagram (hereinafter referred to as Vokasi UI) @vokasi_ui.

Educational institutions are encouraged to use Instagram to communicate with the public from various elements both inside and outside the campus and to create an online community characterized by

collaboration to facilitate communication between individuals and their educational institutions. This is also done by the Instagram Vocational Education Program of the University of Indonesia (hereinafter referred to as Vokasi UI) @vokasi_ui. Vokasi UI promotes education, including through the use of Instagram @vokasi_ui. Instagram @vokasi_ui continues to produce content related to education, student affairs, research, community service, admission pathways, study program profiles, activities such as public lectures, seminars, training, and others, championships, entertainment, information outside the three pillars of higher education, entertainment, and so on. The uploaded content is in the form of feeds and reels. As of the time of this study, @vokasi_ui had produced 3,048 pieces of content. Vokasi UI remains consistent in producing content, with a minimum of one piece of content per day from Monday to Friday, which is tailored to its target audience. The primary target audience for @vokasi_ui is aged 18-24 years, while the secondary target audience is aged 25-34 years. The Instagram account @vokasi_ui was chosen by researchers based on the suitability of the social media audience characteristics with the characteristics of the UI Vocational audience, both primary and secondary. The character of the UI Vocational audience is more of prospective new students and students as the primary audience, parents of prospective new students, parents of students, and stakeholders. UI Vocational chose Instagram as the public communication medium used because of its easy-to-use features and ease of access for the audience because UI Vocational Instagram has the most followers compared to other UI Vocational social media.

Content production on Instagram is a stage that creators must pay attention to because it is related to the characteristics of the media and target audience. This requires special research to produce content that is better, more effective, more efficient, and can be absorbed by followers. In addition, time management is required to upload content so that it is successfully received by users.

In producing and mapping content on Instagram for educational institutions, the UI Vocational Education Program uploads content, including information related to education. Creators must improve the information literacy of their audience so that they can obtain, read, sort, and understand information when searching for information. This information literacy can be implemented by the audience and become the foundation for lifelong learning, as stated in the 4th SDG goal, which is to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

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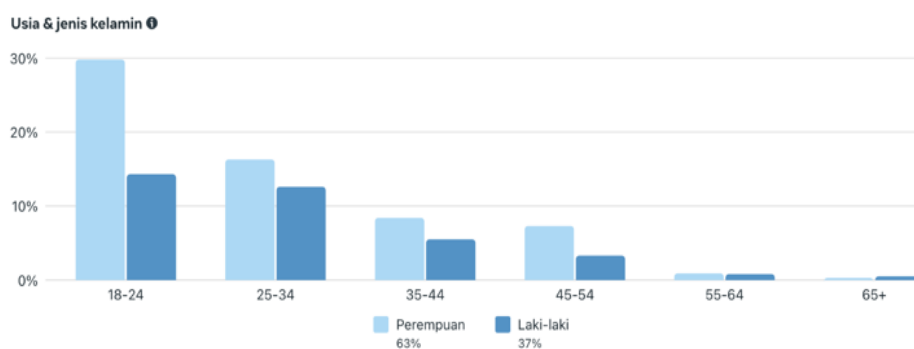


Figure 2. Instagram Audience Graph @vokasi_ui

Source: Screenshot on August 2025

The target audience of Instagram @vokasi_ui is 18–24 year olds who are students and prospective students. Educational institution social media can improve information literacy among students and actively engage them in learning about education and exploring information. Some of the information that students can access includes academic programs, the Indonesia International Mobility Award (IISMA), the CX Insight internship program, international conferences, public lectures, entertainment content, and so on. With these types of content available, creators are expected to be able to package creative content and upload it at the right time so that the audience is more interested in the content presented. Based on this discussion, the researcher intends to find out: (1) How production management is carried out on the social media @vokasi_ui, (2) How the social media mapping strategy is for @vokasi_ui.

Content is information, material, or messages packaged as text, graphics, images, videos, or sound (Kingsnorth, 2016). Content is important in digital marketing for attracting audience attention, building interactive communication and engagement with users, and influencing purchasing decisions. Content producers need to pay attention to seven things so that content can be considered appropriate and of high quality, such as (a) Relevant, meaning content that is appropriate or related to what is needed; (b) Credible, meaning content that is trustworthy and authentic in order to reach the audience; (c) Different, meaning unique content that is different from others; (d) Useful, meaning useful and enjoyable content that can attract the audience; (e) Interesting, meaning interesting and extraordinary content, (f) Timely, meaning content that is uploaded at the right time; (g) Sharable, meaning content that is appropriate, different, and unique to share, and will reach more people.

Meanwhile, Instagram is a social media platform derived from the words “instant” and “gram.” ‘Instant’ refers to the ability to easily display photos with a look similar to Polaroid pictures, while “gram” refers to very rapid dissemination. Instagram can quickly provide information in the form of images, photos, videos, and captions (Atmoko, 2012). Instagram was created by Kevin Systrom and Mike Krieger. According to the official website, Instagram is an application used to share photos and videos for free for smartphone users. Instagram users can share photos and videos that have been uploaded with followers and friends. In addition to sharing photos and videos, users can interact with other users to view, like, and comment on photos or videos that have been uploaded.

Alternative media production is a barometer in determining whether a medium can be a good choice by looking at the purpose of communication. Social goals are more important than informational goals. Alternative media does not look at the process of sending information from producers (creators) to consumers (users), but rather how media can be a facility for building good interactions between creators and users. Social media users are not only recipients of content, but can also be content providers (Dahlgren, 2004). This means that the production of alternative media makes social media collective and democratic. Therefore, the relationship between creators and users is important.

Alternative media is deprofessionalized, decapitalized, and deinstitutionalized media. This means that ordinary people who do not have authority also have the same opportunity to actively contribute without additional expertise and capital, thus creating an easier production process. In the production process, content on Instagram social media needs to be mapped in relation to content production management (Atton & Hamilton, 2008).

Production management is an activity that serves to regulate and coordinate the efficient and effective use of human resources, tools, funds, and materials to produce and add value to goods and services (Assauri, 2018). Then, production management is an interrelated process to achieve a predetermined goal (Wehrich et al., 2020). Not only that, content production management is also carried out to perpetuate the existence of an institution in relation to the emergence of similar institutions (Permana et al., 2024). In fact, content management can be used to observe consumer behavior in their engagement with content, whether passive or active (Shahbaznezhad et al., 2020). Production management is divided into four stages known as POAC, such as (a) Planning, which is the most basic management activity carried out to achieve objectives, including selecting from various alternative actions; (b) Organizing, which is the activity of dividing work into tasks tailored to the capabilities of those performing them, assigning work to resources capable of completing it, and coordinating with the designated

resources; (c) Actuating, which is the role performed by organizational managers in directing, motivating, and controlling work in accordance with organizational goals in order to achieve common goals and the need for cooperation from all parties; (d) Controlling, which involves reviewing the final results and taking action if the objectives are not achieved. This function needs to be performed by a manager to ensure that the designated resources can work well and lead the organization in the direction that has been set and in accordance with the plan.

Production process consists of three stages, such as (a) Pre-production is an activity that begins with determining ideas, discussing ideas, and taking pictures. In the pre-production process, there is an interaction of creative imagination from various parties in accordance with the equipment available; (b) Production is the activity carried out in the field, such as coverage or tapping; (c) Post-production is the process of editing, adding sound, graphics, titles, effects, illustrations, and other elements from several sources that have been taken during the production stage (Rachman, 2009).

2. METHODOLOGY

The research method used was qualitative descriptive with field research and focused on production management and content mapping on Instagram @vokasi_ui. Instagram was chosen as the platform for this study due to its broad usability and its suitability for the UI Vocational's target audience, aged 15–21, with an emphasis on the Instagram Feed and Reels features. In this study, a qualitative approach was used to gain an in-depth understanding of the digital content production management process on Instagram @vokasi_ui. Descriptive research is used to analyze (describe) and synthesize (combine) data presented not in the form of numbers but in words that form a statement. The purpose of descriptive research is not to find or explain relationships and test hypotheses but to describe the situation (Rakhmat, 2017).

This study describes various findings regarding Instagram social media creators in the education industry, including their production and mapping of digital content. In qualitative descriptive research, the researcher acts as an observer and actively seeks and obtains the necessary data, including through observation, which will be presented in the context of the actual situation.

The data collection method used with participant observation, the author came directly to the research location to see, observe, and systematically record the phenomena being studied directly in the production process (Neuman, 2014). It takes place in creating content on Instagram @vokasi_ui. In addition, data collection was carried out through document studies to obtain historical and contextual results by recording and collecting data from the UI Vocational Education Program and the Instagram social media account @vokasi_ui.

Instagram content selected in this period was the period of January–July 2025 with a total of 276 contents. In selecting the content sample, the content was selected with purposive sampling, with the following conditions: (1) posted in the period January–July 2025, (2) types of Marketing Content and engagement strategy about UI Vocational, and (3) reaching a minimum of 10.000 reach. This content sampling strategy ensured that the content was relevant to the UI Vocational Program's target audience. The number of likes, comments, shares, saves, and views on Image, Carousel, and Reels were used as the units of analysis. Various topics, such as "A Day in My Live," educational information, new student promotions, SDGs, and so on, were analyzed.

3. RESULT AND DISCUSSION

The UI Vocational Education Program continues to strive to maintain positive relations with the academic community, one of which is by interacting with audiences on Instagram. This is done because Instagram can be used as an effective promotional medium due to its growing user base. Instagram is a social media platform that can be accessed regularly. Therefore, Instagram must be managed appropriately, starting from the timing of posts, understanding the audience, and attracting positive testimonials from the audience (Eka, et al., 2021).

The Instagram account @vokasi_ui is managed by one Public Relations team from UI Vocational Education and two UI Vocational Education Promotion Task Forces. The Instagram account @vokasi_ui was created and has been managed since October 20, 2017. The @vokasi_ui Instagram account strives to upload content at least 5 times a week in the form of images (feed) and videos (reels). This poses a challenge for the content production team in terms of content management and mapping. As one of the best educational institutions, Vokasi UI continues to strive to provide the best quality, innovative, and informative content. The content presented by Vokasi UI is related to the Tridarma Perguruan Tinggi (Three Pillars of Higher Education), such as public lectures; classroom activities; seminars; workshops; community service; features on the latest research results from one of the lecturers, as well as information outside the Tridarma Perguruan Tinggi, such as admission paths; entertainment; study program profiles; championships; entertainment; and so on. The need for high-quality, innovative, and informative content is to enhance brand awareness, engagement, and audience reach.

The content on the @vokasi_ui Instagram account has distinctive characteristics that set it apart from other faculties under the University of Indonesia, namely the theme and presentation of each piece of content. In producing content, UI Vocational does not always present information in a rigid manner, but rather in a more humanistic way. The information provided is designed to increase interaction with the audience as much as possible, using language that is easy to understand, such as everyday language.

3.1. Content Production Management @vokasi_ui



Figure 3. POAC Workflow

Based on Figure 3, every creator certainly strives to increase engagement with their audience. This can be done by creating content through content management and administration so that the content created is better, in line with the objectives, and the message is conveyed effectively to the audience, thereby giving Instagram @vokasi_ui a great opportunity to become more widely recognized and known by the general public.

In producing content, production management is essential to organize and manage human resources, tools, funds, and materials used by content creators. This is done to maximize the creation and publication of content, particularly in terms of time management. The content management carried out by Instagram @vokasi_ui is implemented through various stages, starting from planning, organizing, actuating, and controlling (Wehrich et al., 2020).

3.1.1 Planning

The first step is to conduct content research to find the best ideas according to audience classification. Instagram @vokasi_ui uploads content regularly, at least five (5) posts per week. The content provided is information related to the Tridarma Perguruan Tinggi (Three Pillars of Higher Education) and entertainment with a more humanistic style in order to have a positive impact on the audience. The content provided can be in the form of images (feed) or videos (reels). MinVoks continues to strive to create quality content to attract the audience and create positive interactions.

In the content creation process, MinVoks follows Instagram's ever-changing algorithms and current trends. Some trends discovered can serve as content ideas for innovative content creation. Trends can be obtained from Instagram's "explore" feature or unique content from other users. Discovered trends are collected in one Instagram feature, namely "save." See Figure 4

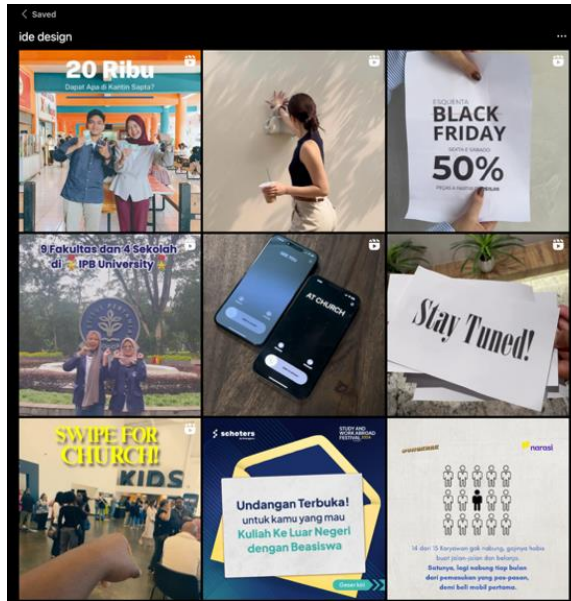


Figure 4. Content Idea

Source: Screenshot on August 2025

Content references can be found in the “explore” feature, competitor accounts, and other social media. In addition, design ideas can be obtained from a free keyword research tool, namely <https://answersocrates.com/>. Creators can choose the keywords they want to discuss in a piece of content, search for topics, and even determine the content they want to create.

After the ideas have been gathered and the content research process has been carried out, they will be developed into content ideas that are outlined in a content plan presented using Google Spreadsheet, which is created in a one-month plan. In the idea determination process, creators do not work alone, but collaborate with a task force team. The task force team can provide content ideas that are recorded in Google Spreadsheets. This is done so that the content to be created can have a positive impact and be accepted by the community. In the idea-finding process, creators and the task force team strive to follow current trends and search for various types of music to be used.

Hari	Tanggal	Konten	Caption	Referensi	Bentuk Konten
Jumat	1				
Sabtu	2				
Minggu	3				
Senin	4				
Selasa	5				
Rabu	6	"Pelangi Kasih" di Panti Asuhan Jakarta Timur. Kunjungan Perahu Warna dari Mahasiswa Vokasi UI	Program Pendidikan Vokasi Universitas Indonesia melalui Himpunan Mahasiswa Vokasi Universitas Indonesia (HM VokHum UI) menggelar kegiatan sosial bertajuk PR Crayon dengan tema "Pelangi Kasih". Kegiatan ini bukan hanya sekadar kunjungan sosial biasa, melainkan bentuk nyata dari kepedulian mahasiswa terhadap masa depan anak-anak di usia emas perkembangan.	https://vokasi.ui.ac.id/web/pelangi-kasih-di-panti-asuhan-jakarta-timur-kunjungan-perahu-warna-dari-mahasiswa-vokasi-ui	
Kamis	7				
Jumat	8	Taman Herbal Vokasi UI Capai Masa Panen Pertama. Dukung Ketahanan Pangan dan Konservasi Kampus Hijau	Setelah dirasmikan bertepatan dengan Dies Natalis ke-17 pada 19 Mei 2025, Taman Herbal Program Pendidikan Vokasi Universitas Indonesia kini telah mencapai masa panen pertamanya. Sejumlah tanaman, seperti mentimun, cabai, bayam, kangkung, dan lainnya, berhasil dipanen dan dimanfaatkan langsung oleh sivitas akademika Vokasi UI.		
Sabtu	9				
Minggu	10				
Senin	11	PPKMB informasi	Program studi Manajemen Bisnis Pariwisata kembali menggelar kegiatan praktik lapangan bertajuk Java-Bali Overland (JBO) Tour 2025 pada 20-27 Juli 2025. Sebagai salah satu program penciri		Feed

Figure 5. Content planning on Google Spreadsheet

Source: Screenshot on August 2025

Content planning serves to convey content effectively and maintain good relationships with the audience (Figure 5). Good relationships with the audience need to be maintained so that they can produce good two-way communication, which is influenced by the results of marketing (Azis, 2022).

In Google Spreadsheet, there are eight columns, including day, date, description of content to be created, caption plan, references, social media to be used, content production status, and songs to be used. Ideas that have been obtained are directly entered into several columns of the spreadsheet.

The research process and content plan that had been created were then discussed until a concept was agreed upon for content creation. The Instagram content production process for @vokasi_ui was also carried out in collaboration with the Student Executive Board (BEM), Student Association (HM), partners, and students to increase engagement on both the Vokasi UI Instagram account and the collaboration accounts. In addition to collaboration posts, content is also produced by the Vocational Education Promotion Task Force (Satgas) team.

This planning stage can be linked to the POAC production management concept to achieve the objectives of various alternative actions taken. The entire Instagram @vokasi_ui production team strives to create content in line with the information provided and to identify any obstacles that arise during content creation.

3.1.2. Organizing

In the organizing process, Instagram creator @vokasi_ui divided tasks among the task force team. The division of tasks began with research to ensure that the content created was in line with current trends. This research was generally conducted by browsing content from other educational institutions' Instagram accounts, checking trends, and adjusting to the moment when the content would be uploaded.

After the research is complete, content production begins with discussions about the footage to be captured and the timing of the shoot. The shooting process is carried out by the task force team according to the footage plan. The shooting process takes one day. Factors considered during shooting include camera angles, building backgrounds, lighting, and the consistency between the images captured and the narration/captions.

After the entire image capture process is complete, the editing process is carried out by the Task Force team. The editing process will follow the initial content plan. When editing, it is necessary to pay attention to matters such as image sequence, music suitability, video transitions, and captions. Once editing is complete, the next step is to request approval from the Head of Public Relations and Cooperation (actuating). For static content, the creator @vokasi_ui uses the Canva application by assigning tasks to the task force that focuses on graphic design. Static content is created based on the content plan that has been made. After that, the creator designs several pieces of content that will later be uploaded to Instagram. Before being uploaded, the content must be approved by the Head of Public Relations and Cooperation. Content production at @vokasi_ui takes 3-4 hours. Before being uploaded, it is sent to the Head of Public Relations and Partnerships for review, which takes approximately one day.

3.1.3. Actuating

Once the content has been produced (whether static or dynamic), the next step is to seek approval from management. In this assignment, the authority lies with the Head of Public Relations and Cooperation. The Head of Public Relations and Cooperation will check the content before approving it for upload. The check includes the appropriateness of the moment, the values/messages to be conveyed, and the potential for controversy. If there are things that need to be corrected, the Head of Public Relations and Cooperation will convey the points that need to be adjusted by the Task Force team. However, if everything is in order, the content can be uploaded immediately.

In this process, the Head of Public Relations and Cooperation will hold in-depth discussions with the Program Secretary to further review the content that has been created. This is done to avoid errors in information, captions, graphics, video footage, selected sources or talents, and so on. The content review process is carried out within a maximum of one day. The Head of Public Relations and Cooperation and

the Program Secretary can review the content using OneDrive, Google Drive, or the server owned by the Vocational Education Program of the University of Indonesia (Synology).

The content reviewed includes typos, logo placement, color matching, reconfirmation of information details, and the timing of the upload. If there are any content revisions, they must be made no later than two hours before upload, as they will be reviewed for final review.

3.1.4. Controlling

After final revisions in actuating steps, content uploads are scheduled. In Instagram content production management, content is scheduled for uploads Monday through Friday during the prime hours of 8:00 a.m. and 10:00 a.m., 11:00 a.m. and 2:00 p.m., and 5:00 p.m. and 9:00 p.m. This regulation aligns with Hootsuite's research on educational content. Following this, social media monitoring will be conducted.

During the monitoring stage, the Head of Public Relations and Cooperation will periodically evaluate Instagram posts on @vokasi_ui every three months. This period is in line with the University of Indonesia's performance contract reporting, which is conducted every three months. At this stage, the Head of Public Relations and Cooperation, together with the team, will explore social media sentiment through the number of comments, likes, and shares, as well as the narratives in the comments. This also includes the content of Direct Messages (DMs) sent to the @vokasi_ui Instagram account. Audience engagement in each post will also be measured. In general, the tools used are Instagram's internal tools, namely Instagram Insight and Meta Business Suite.

In the audience sentiment measurement activity, social media is analyzed by a social media specialist and the Head of Public Relations and Cooperation. The analysis is conducted using Microsoft PowerPoint and saved in Portable Document Format (PDF). In this process, several key areas analyzed by the Head of Public Relations and Cooperation include the number of content pieces, new followers, engagement growth, reach, content relevance, differences between Vokasi UI content and that of other universities, and other related factors. Following this activity, it is hoped that Vokasi UI content creators will be able to provide content that is both appropriate and tailored to the needs of their target audience.

Table 1 are the results of content produced and arranged based on different categories and themes along with reach.

Table 1. Content with Reach

No	Theme	Content	Hyperlink	Reach
1.	Education Information	Gelar baru lulusan Program Pendidikan Vokasi UI	https://www.instagram.com/p/DIv6JpOyBOQ/?fbclid=IwY2xjawPARUFleHRuA2FlbQIxMABicmlkETfTckV6dG0yOHVxWURab3RWc3J0YwZhcHBfaWQPnTE0NzcxNTY5MjI4MDYxAAEegsc_qPKor9JN8UKWYJQwM_tuvHZv006w4t3gTpdXEjrT_jK8u1Qqy_LWZUo_aem_ZiLFZzQxQi2V-5ZYjU40Hw	35.276
2.	Education Information	3 Besar Mahasiswa Berprestasi Vokasi UI	https://www.instagram.com/p/DIfznpvaJK/?fbclid=IwY2xjawPASJ5leHRuA2FlbQIxMABicmlkETfzM1FiU2ZaQ0doM0p2dnZvc3J0YwZhcHBfaWQPnTE0NzcxNTY5MjI4MDYxAAEetmnOH7Fwz6TipVdhOiOvAzzHq-vXVwbfdsr7NdmrcdBeEFNYeeBR9CahfZM_aem_0htE0AryjCK58js6qYOB5g	
3.	Facilities	Kilas balik Vokasi UI 2008-2025	https://www.instagram.com/p/DLUphquT-VM/?fbclid=IwY2xjawPASZdleHRuA2FlbQIxMABicmlkETfzM1FiU2ZaQ0doM0p2	15.061

			dnZvc3J0YwZhcHBfaWQPNTe0NzcXNTY5MjI4MDYxAAEezXSBqAKUvxAnyHqMwvALuB737kXXdcFFdMe7Hsr7J-MZdzBPMLeI-nrVyiQ_aem_D9knvPreQXH05J4TQV2QBw	
4.	Facilities	Suasana kuliah pagi di Vokasi UI	https://www.instagram.com/reels/DI-LB-rSouX/	12.227
5.	New student promotions	POV: Keterima di Vokasi UI jalur SNBP 2025	https://www.instagram.com/reels/DHVVy8QyqBD/	24.819
6.	New student promotions	Open House Vokasi UI	https://www.instagram.com/p/DIgWzrIvDVq/?fbclid=IwY2xjawPASEhleHRuA2FlbQIxMABicmlkETFzM1FiU2ZaQ0doM0p2dnZvc3J0YwZhcHBfaWQPNTe0NzcXNTY5MjI4MDYxAAEetw2SNKj0cuokF5K5Z_ctEyamoLTRcBa7uq-VsQbntIVvtWUq7dcKwdCTzlU_aem_aoa3yNjC1-PYPN-okajfw	24.122

Source: Processed from researcher (2025)

Among January and July 2025, researchers selected eight content pieces with the highest reach, with a minimum reach of 10,000. In the previous discussion, the selected topics were "A Day in My Live," educational information, new student promotions, SDGs, and so on. However, after the content was produced based on POAC, the highest reach, above 10.000, was for educational information, facilities, and new student promotions. This is because these three content pieces are highly informative, relevant to the target audience, address real-world issues, and utilize stronger visuals and storytelling, featuring photos/videos of buildings, labs, smart classroom, and practicals, making them visually accessible. This increases the potential for high shares and saves, as well as positive comments.

3.2. Social Media Mapping Strategy @vokasi_ui

3.2.1. Setting Content Goals

The @vokasi_ui Instagram account aims to communicate with the public, provide information, build an image, attract prospective students, and encourage enrollment through an educational, visual, and relevant approach for the target audience, aligned with UI's Key Performance Indicator (KPI), namely positive social media sentiment.

To build its image, content is published to a wide audience to emphasize UI Vocational Education's position as a leading, superior, and impactful vocational education. Furthermore, it aims to elevate UI Vocational Education's position as a top-of-mind education among high school/vocational high school/equivalent students through educational content, descriptions of facilities, and campus life. Image building is also carried out through information on student and faculty achievements, including information on outstanding students at UI Vocational Education.

In addition to building images, content on the @vokasi_ui Instagram account aims to provide accurate and easy-to-understand information, including degree changes, for several graduates of UI Vocational Education study programs. Informational content for promotion to new students is also a goal of UI Vocational Education, with non-hard-selling content, including information on admission and registration pathways, learning support facilities, and study programs and internships. In addition, promotional content for new students is used to attract prospective students, build interest in UI Vocational, showcase the advantages of UI Vocational, and encourage high school/vocational school/equivalent students to enroll.

Facilities content is also a promotional goal at UI Vocational, aiming to show the audience the general infrastructure and learning support facilities, demonstrate to the target audience the completeness,

comfort, and learning environment at UI Vocational, strengthen UI Vocational's branding, increase engagement on Instagram, and serve as a digital archive and documentation tool.

3.2.2. Target Audience Mapping



Figure 6. Instagram Audience Target @vokasi_ui

Source: Screenshot on August 2025

The Instagram account @vokasi_ui is managed by one Public Relations team from UI Vocational Education and two UI Vocational Education Promotion Task Forces (Figure 6). The Instagram account @vokasi_ui was created and has been managed since October 20, 2017. The @vokasi_ui Instagram account strives to upload content at least 5 times a week in the form of images (feed) and videos (reels). This poses a challenge for the content production team in terms of content management and mapping. As one of the best educational institutions, UI Vocational continues to strive to provide the best quality, innovative, and informative content. The content presented by UI Vocational is related to the Tridarma Perguruan Tinggi (Three Pillars of Higher Education), such as public lectures; classroom activities; seminars; workshops; community service; features on the latest research results from one of the lecturers, as well as information outside the Tridarma Perguruan Tinggi, such as admission paths; entertainment; study program profiles; championships; entertainment; and so on. The need for high-quality, innovative, and informative content is to enhance brand awareness, engagement, and audience reach.

3.2.3. Setting Time to Upload

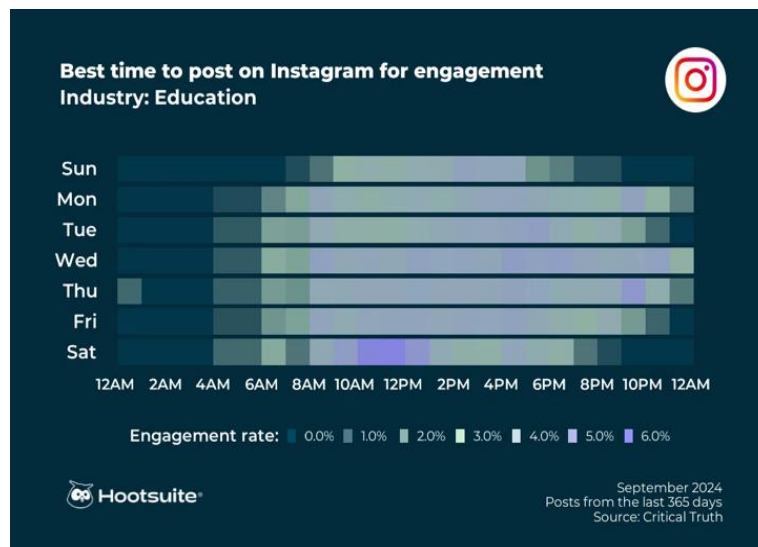


Figure 7. Content Upload Time Requirements

Source: Critical Truth, 2024

In addition to paying attention to the form of content, UI Vocational also uploads content according to prime time (Figure 7). According to Hootsuite, the best time to post on Instagram in the education sector is between 11:00 a.m. and 1:00 p.m. Based on the data above, UI Vocational posts content between 8:00 a.m. and 10:00 a.m., 11:00 a.m. and 2:00 p.m., and 5:00 p.m. and 9:00 p.m., following an engagement rate of 4.0–6.0%. This is done because of the algorithm generated by Instagram, namely interest, relationship, timeliness of content uploading, frequency, following an account, and usage (Farid & Farhah, 2021).

In content creation, UI Vocational adheres to the social media performance contract set by the University of Indonesia, one of which is positive social media sentiment. In the process of conducting positive social media sentiment analysis, tools are needed to analyze positive sentiment using online applications. According to Azzahra (2024), this media monitoring analysis is carried out to (1) observe a company's reputation management, (2) identify crises that occur, (3) identify company competitors, (4) observe trends and markets, (5) identify ways to maintain customer relationships, and (5) manage product innovation.

3.2.4. Content Production

In the content production, the color scheme highlights colors favored by Gen-Z, the target audience of Instagram @vokasi_ui. These colors were selected by Laurie Pressman, Vice President of the Pantone Color Institute. Colors preferred by Gen-Z include bright and cheerful yellow, a color palette symbolizing positive and optimistic perspectives (Frey, 2023).

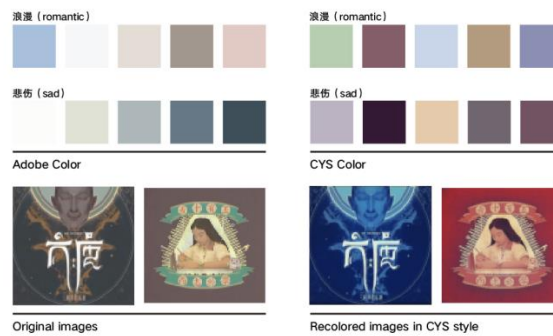


Figure 8. Chinese Youth Subculture (CYS)

Source: Li, 2021

In addition, UI Vocational also obtained color references from 20 neutral colors adapted from Chinese Youth Subculture (CYS) (Figure 8) that had been evaluated and adjusted using Adobe Color. CYS colors have aesthetic and semantic characteristics that are favored by the Gen-Z population and can have a broader impact and practical implications in design. Colors on Instagram are an important element in design that can evoke certain psychological impressions that can influence human perspective (Fanani & Kusumandyoko, 2024).



Figure 9. Color Palette of UI Vocational

Source: Screenshot on December 2025

When producing content on Instagram @vokasi_ui, we follow the institution's theme colors (Figure 9). The color tones of UI Vocational, green #00a54e, orange #f58220, blue #00539a, and yellow #ffd506. However, the color tones are toned down for a smoother look.



Figure 10. Logos Usage for UI Vocational

Source: Screenshot on December 2025

Apart from the color palette, we also pay attention to the use of branding images, such as logos. UI Vocational has terms and conditions for logo use on social media (Figure 10). UI Vocational uses a shield logo placed 1.5 cm from the top left margin. This policy applies to all social media content, both image and carousel. UI Vocational has terms and conditions for logo usage on social media. UI Vocational uses a shield logo placed 1.5 cm from the top left margin. This applies to all social media content, both image and carousel. These terms and conditions follow the UI Vocational Logo Usage Guidelines (*Panduan Penggunaan Logo Vokasi UI*) from the UI Vocational Public Relations Unit for 2018. See Figure 11



Figure 11. Content of “3 Besar Mahasiswa Berprestasi Program Pendidikan Vokasi UI”

Source: Screenshot on December 2025

Additionally, the image or carousel content follows the predetermined logo color tone. This is done to build brand identity and image, increase brand recognition, maintain consistent cross-platform communication, and streamline content production.

3.2.5. Content Distribution

In content distribution, UI Vocational schedules content in a week using Meta Business Suite. This is done so that content remains consistently uploaded, content can be prepared at one time and minimizes repetitive daily work, schedules Instagram and Facebook content at the same time, minimizes human error, and reviews performance for content evaluation. See Figure 12

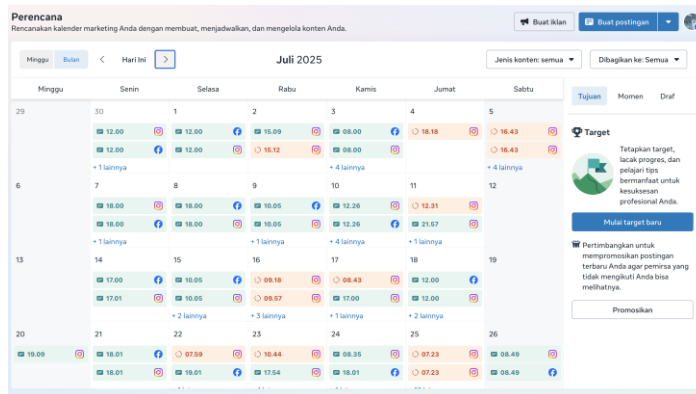


Figure 12. Content Distribution

Source: Screenshot on December 2025

One of the contents produced with reach 24.819 is “POV: Keterima di Vokasi UI Lewat Jalur SNBP 2025” (Figure 13)

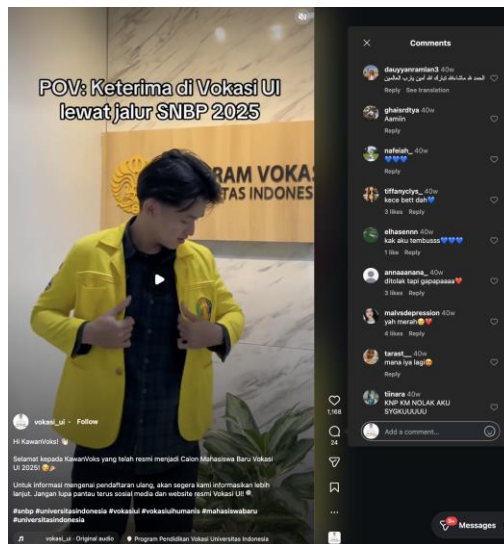


Figure 13. Content of “POV: Keterima di Vokasi UI Lewat Jalur SNBP 2025”

Source: Screenshot on December 2025

In the content of “POV: Keterima di Vokasi UI Lewat Jalur SNBP 2025”, the video packaging focuses more on Congratulations to prospective UI Vocational students through the SNBP pathway in 2025, showing information about re-registration and a request to periodically monitor the Instagram account @vokasi_ui.

Hi KawanVoks! 🙌

*Selamat kepada KawanVoks yang telah resmi menjadi Calon Mahasiswa Baru Vokasi UI 2025! 🎉🎊
Untuk informasi mengenai pendaftaran ulang, akan segera kami informasikan lebih lanjut. Jangan lupa pantau terus sosial media dan website resmi Vokasi UI! 📢
#snbp #universitasindonesia #vokasiui #vokasiuibumanis #mahasiswabaru #universitasindonesia*

In addition to video content, the captions are also written using a creative and engaging style with *Jangan lupa pantau terus sosial media dan website resmi Vokasi UI! 📢*. However, the copywriting used emphasizes interaction with the audience. One of the comments given by the audience was “*kak aku tembusss 📍📍📍*”, “*VOKASI UI TERIMAKASIH UDAH NERIMA AKU YAAA 📍*”, and many more. This content achieved 3,395 interactions, 2,800 likes and reactions, 24 comments, 347 shares, 224 saves, 21 follower increases.

3.2.6. Content Marketing Evaluation

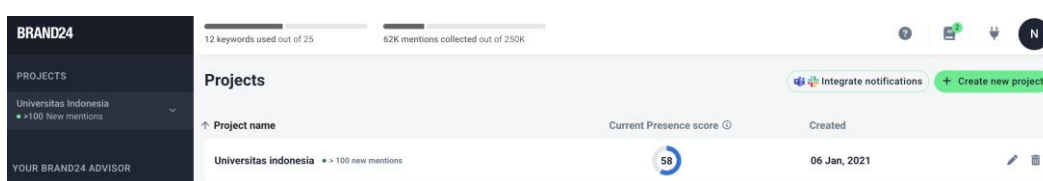


Figure 14. Brand24 Social Media Monitoring Tools

Source: Screenshot on December 2025

Once content is produced, it will be evaluated quarterly in a quarterly report, in accordance with regulations and performance contracts, by providing a positive social media sentiment report. To measure positive social media sentiment, specifically Instagram, UI Vocational School uses the Brand24 media monitoring application, which has partnered with the University of Indonesia. The calculation of positive social media sentiment is adjusted according to a formula issued by UI. After accessing Brand24, we'll see whether the content is positive, neutral, or negative. We'll also see mentions and reach based on the selected timeframe. If there's content with negative sentiment, it will be quickly produced to meet the needs of the target audience. This quarterly report will then be developed into an annual performance report. This is done to determine whether the content is meeting its objectives, such as increasing brand awareness, brand image, engagement, leads, and educational promotion. It also examines how audiences interact with the content and identifies which types of content are effective and which are less effective. The simulation is on [Figure 14](#).

4. CONCLUSION

Based on a descriptive analysis of production management and content mapping on the Instagram account @vokasi_ui, the following conclusions can be drawn: UI Vocational has implemented content diversity, meaning that the @vokasi_ui account has successfully presented various types of content that meet the needs of its audience, including academic information, student activities, and institutional achievements. This diversity is an important factor in attracting the interest of various audience groups and increasing interaction through creative and engaging content.

In addition, consistency in uploading, where frequency and consistency in uploading content play an important role in maintaining follower engagement. @vokasi_ui account has demonstrated good efforts in maintaining this consistency. This is evident in its content planning, which stipulates that content be uploaded every day, so that the audience always receives the latest information daily through the account. The timing of uploads is also based on research results, so that content exposure can be received by the audience at appropriate times.

Next is the use of Instagram features such as Image, Carousel, and Reels to convey information in a more interesting and interactive way. This is in line with the preferences of the primary audience, who have a fast-paced and up-to-date lifestyle, requiring concise and easy-to-understand information.

Interaction with followers, including the level of response to comments and messages from followers, reflects the account's commitment to building effective two-way communication. The Instagram creator @vokasi_ui understands the information needs of its audience very well, so almost all comments and messages related to information needs are responded to immediately.

When uploading content, UI Vocational emphasizes the PAOC system, namely Planning, Organizing, Actuating, and Controlling. In the Planning process, creators conduct content research to find the best ideas according to audience classification. Once the ideas have been determined, content production and editing begin. After editing, the content undergoes approval by the Head of Public Relations and Cooperation (Actuating). The Head of Public Relations and Cooperation reviews the content before approving it for upload. The review includes checking the appropriateness of the timing, the values/messages to be conveyed, and the potential for controversy. During the monitoring phase, the Head of Public Relations and Cooperation evaluates the Instagram posts of @vokasi_ui every three months.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

KDAPP contributed to the research conceptualization, data collection, data analysis, and drafting of the manuscript. MBA contributed to the research design, content analysis, interpretation of findings, and critical revision of the manuscript.

Disclosure statement

The Authors declare that they have no conflict of interest

Data Availability Statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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Notes on Contributors

Khairunnisa Devani Aqtus Permana Putri

<https://orcid.org/0009-0006-3131-0126>

Khairunnisa Devani Aqtus Permana Putri is a Lecturer from Vocational Education Program, Universitas Indonesia. Her research interest on Marketing Communication, Social Media, and Multimedia Broadcasting, Public Relations.

Melisa Bunga Altamira

<https://orcid.org/0000-0002-2474-1319>

Melisa Bunga Altamira is a Lecturer from Vocational Education Program, Universitas Indonesia. Her research interest on Applied Communication, Public Relations, Organizational Communication, Multimedia Broadcasting, Interpersonal Communication, Environmental Communication.

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