

## **INTISARI**

### **PROSEDUR DISEMINASI DOKUMEN KEBUDAYAAN MELALUI INSTAGRAM PANIRADYA KAISTIMEWAN DIY SELAMA MASA PANDEMI COVID-19**

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Tugas Akhir yang berjudul “Prosedur Diseminasi Dokumen Kebudayaan melalui *Instagram* Paniradya Kaistimewan DIY selama Masa Pandemi Covid-19” merupakan laporan Praktik Kerja Lapangan yang dilaksanakan di Paniradya Kaistimewan DIY. Tujuan dari penelitian ini yaitu untuk mengetahui prosedur, kendala, maupun dampak dalam pelaksanaan diseminasi dokumen melalui *instagram* di Paniradya Kaistimewan DIY selama masa pandemi Covid-19.

Metode pengumpulan data yang digunakan dalam menyusun tugas akhir ini adalah wawancara, observasi partisipatif, studi pustaka, dan survei. Wawancara dilakukan dengan melakukan tanya jawab kepada narasumber yakni staf subbagian hubungan antar lembaga di Paniradya Kaistimewan DIY. Observasi partisipatif dilakukan dengan mengamati secara langsung di ruang subbagian hubungan antar lembaga selama kurun waktu dua bulan. Studi Pustaka dilakukan dengan membaca dan memahami beberapa referensi yang meliputi buku, peraturan, dan sumber internet terkait diseminasi dokumen kebudayaan. Adapun survei dilakukan dengan menyebar instrumen survei berupa kuesioner terkait prosedur diseminasi dokumen kebudayaan melalui *instagram* Paniradya Kaistimewan DIY selama masa pandemi Covid-19.

Kesimpulan dari tugas akhir ini adalah kegiatan diseminasi dokumen kebudayaan melalui *instagram* Paniradya Kaistimewan DIY selama pandemi Covid-19 telah memberikan dampak positif kepada masyarakat. Diseminasi dokumen kebudayaan yang dilakukan Paniradya Kaistimewan dianggap efektif dan efisien oleh masyarakat dalam memberikan informasi. Namun, terdapat beberapa kendala dalam pelaksanaannya yaitu terkait kurangnya sumber daya manusia yang bertanggung jawab dalam pendiseminasian, adanya rangkap beban kerja pada staf yang bertanggung jawab melakukan pendiseminasian, dan ketiadaan sarana penyimpanan dokumen kebudayaan.

**Kata kunci:** *diseminasi dokumen, instagram, pandemi Covid-19, dokumen kebudayaan*

## ABSTRACT

### PROCEDURE OF CULTURAL DOCUMENT DISSEMINATION THROUGH PANIRADYA KAISTIMEWAN DIY'S INSTAGRAM ACCOUNT DURING THE COVID-19 PANDEMIC

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*The report entitled "Procedure of Cultural Document Dissemination through Paniradya Kaistimewan DIY's Instagram Account during The Covid-19 Pandemic" is a report of the internship program in Paniradya Kaistimewan DIY. The purpose of this report is to describe the procedures, constraints, and impacts in the implementation of document dissemination through instagram at Paniradya Kaistimewan DIY during the Covid-19 pandemic.*

*Data collection method that has been used are interview, participant observation, literature study, and survey. Interview was done by asking questions to the informants that are staff of the inter-agency relation subdivision at Paniradya Kaistimewan DIY. Participant observation was done by observing in the inter-agency relation subdivision room for a two-month period. Literature study was done by reading and understanding the several of reference such as books, regulation, and reference from the internet about cultural document dissemination. Survey was done by distributing the instrument survey that is questionnaire about procedure of cultural document dissemination through Paniradya Kaistimewan DIY's instagram account during the Covid-19 pandemic.*

*The conclusion of this report is that the cultural document dissemination through Paniradya Kaistimewan DIY's instagram account during the Covid-19 pandemic has had a positive impact on society. The cultural document dissemination by Paniradya Kaistimewan DIY was considered effective and efficient by the community in providing information. However, there are some problem encountered in the implementation of dissemination regarding the lack of human resources responsible for dissemination, the double workload of staff that responsible for dissemination, and the lack of availability of storing cultural documents.*

**Key words:** *document dissemination, instagram, the Covid-19 pandemic, cultural document*