

TABLE OF CONTENT

HALAMAN PENGESAHAN	i
PENYATAAN BEBAS PLAGIASI	ii
ACKNOWLEDGEMENT	iii
ABSTRAK.....	iv
ABSTRACT	v
TABLE OF CONTENT	vi
LIST OF TABLE.....	viii
LIST OF FIGURES	ix
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives of Study.....	4
1.3 Scope of Study	4
1.4 Significance of Study.....	5
1.5 Literature Review	5
CHAPTER 2 RESEARCH METHODS.....	8
2.1 Theoretical Fraework	8
2.1.1 Establishent of Instagram @dthv.sv.ug as an Academic Information ediu	9
2.2.1 Social Media management for Account Sustainability	13
2.3.1 The Circular model of ‘SOE’ for Social Communication.....	15
2.4.1 The Implementation of ‘SOE’ for DTHV SV UG Instagram Account.....	18
2.2 Research Design	20
2.3 Research Instrument	21
2.4 Methods of Data Analysis	21
2.1.1 Methods of collecting the data.....	23
2.2.1 Method of analyzing the data	23
2.3.1 Method of presenting the data	24



2.4.1 Presentation	24
CHAPTER 3 FINDING AND DISCUSSION.....	25
3.1 Theoretical/Conceptual Background	25
3.2 The Analysis on the Findings	26
3.1.1 General Description.....	26
3.2.1 Content Performed by DTHV SV UG's Instagram Account	29
3.3.1 The Application of Content management in DTHV SV UG Instagram Account	39
3.4.1 Relationship Building Aspects of DTHV SV UG Instagram Account.....	43
CHAPTER 4 CONCLUSION AND RECOMENDATIONS	68
4.1. Conclusions.....	68
4.1 Recommendations.....	69
WORK CITED	70
APPENDICES	72
APPENDIX 1.....	72
APPENDIX 2.....	73
APPENDIX 3.....	74

LIST OF TABLE

Table 1 Literature Review and Operational Definition	6
Table 2 Analysis Plan	22
Table 3 General Aspect Analysis	40
Table 4 Spesific Aspect Analysis.....	43
Table 5 The Application of Manage Aspect.....	56

LIST OF FIGURES

Figure 1 Instagram Home Page.....	11
Figure 2 Instagram Comments.....	11
Figure 3 Instagram Explore	12
Figure 4 Instagram Profile	12
Figure 5 Social Media Users in Indonesia in 2020	27
Figure 6 Instagram Social Media Users in Indonesia in 2020	28
Figure 7 DTHV SV UGM's official Instagram page	28
Figure 8 The difference between D4 & S1	29
Figure 9 The Meaning of DTHV	30
Figure 10 DTHV Interesting Facts	31
Figure 11 What is D4 Forest Management?	32
Figure 12 Information about PKM Socialization.....	32
Figure 13 What is PPA?.....	33
Figure 14 What is D4 Veterinary Technology Program Study?	34
Figure 15 Career Prospect.....	35
Figure 16 #POJOKDTHV	35
Figure 17 Head of Study Program's Opinion.....	36
Figure 18 Youth Pledge Day.....	37
Figure 19 Information about International Seminar	37
Figure 20 Information about DTHV Laboratory	38
Figure 21 Forestry Alumni Profile.....	39
Figure 22 Social Media Users in Indonesia	45
Figure 23 Insight of DTHV SV UGM Instagram Account.....	46
Figure 24 Insight of DTHV SV UGM Instagram Account.....	47
Figure 25 Agroindustry Career Prospects	48
Figure 26 DTHV SV UGM Study Program.....	48
Figure 27 Forest Management	49
Figure 28 Agroindustry Product Development.....	49
Figure 29 Veterinary Technology	50
Figure 30 Veterinary Technology's Career	51



Figure 31 Agroindustry's Career	51
Figure 32 Forest Management's Career.....	52
Figure 33 Internship.....	52
Figure 34 Veterinary Technology's Partner.....	53
Figure 35 Forest Management's Partner.....	53
Figure 36 Forest Management's Laboratory	54
Figure 37 Agroindustry Product Development's Laboratory	54
Figure 38 Veterinary Technology's Laboratory	55
Figure 39 Insight Overview	56
Figure 40 Agroindustry Product Development's Laboratory	58
Figure 41 Forestry Alumni Profile.....	59
Figure 42 Forest Management's Laboratory	59
Figure 43 PKM's Socialization.....	60
Figure 44 Youth Pledge Speech.....	61
Figure 45 Heroes Day Greetings.....	61
Figure 46 Forestry Alumni Profile.....	63
Figure 47 Agroindustry Alumni Profile.....	63
Figure 48 Animal Health Alumni Profile	64
Figure 49 Caption of Forestry Alumni Profile	64
Figure 50 Caption of Agroindustry Alumni Profile.....	65
Figure 51 Caption of Animal Health Alumni Profile	65
Figure 52 YouTube Channel of DTHV SV UGM	66
Figure 53 Alumni Profile YouTube Content	66
Figure 54 Documentation of The Writer with Firdaus Adi Nugraha.....	74
Figure 55 Documentation of The Writer with Maenti Ludyaswari	74
Figure 56 Documentation of The Writer with Hapsari Syifa Awalia	75
Figure 57 Documentation of The Writer with Hapsari Syifa Awalia	75
Figure 58 Documentation of The Writer with Nabilla Kusuma Vardhani	75