

ABSTRAK

Penelitian ini bertujuan mengembangkan media informasi digital menggunakan media sosial Instagram pada TK Adinda Palembang yang sebelumnya belum memiliki kehadiran digital. TK Adinda menghadapi kendala keterbatasan jangkauan informasi kepada masyarakat luas karena seluruh komunikasi masih bersifat konvensional. Penelitian ini menggunakan metode Research and Development (R&D) dengan model pengembangan ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, kemudian diolah secara deskriptif kualitatif. Hasil penelitian menunjukkan bahwa akun Instagram resmi @tkadinda_palembang yang dikembangkan berhasil membangun eksistensi digital sekolah secara signifikan. Selama dua bulan implementasi, akun meraih total tayangan sebanyak 7.120 kali, menjangkau 1.029 akun, dan menghasilkan total interaksi sebesar 1.046. Sebanyak 60,1% tayangan berasal dari pengguna bukan pengikut, membuktikan konten berhasil menjangkau masyarakat yang sebelumnya tidak mengenal TK Adinda. Konten berbasis visual menggunakan foto dan carousel mendominasi tayangan sebesar 55,9%, sementara Reels berkontribusi 32,9% dalam memperluas jangkauan. Identitas visual berupa skema warna pastel cerah dan tipografi modern berhasil mencerminkan citra lembaga pendidikan anak usia dini yang ramah dan ceria. Selain itu, penulis juga memberikan pelatihan kepada guru dalam mengedit dan mengunggah konten secara mandiri menggunakan Canva dan CapCut guna memastikan keberlanjutan pengelolaan akun setelah penelitian selesai. Dengan demikian, pengembangan media informasi digital melalui Instagram terbukti efektif membangun identitas digital, memperluas jangkauan informasi, serta meningkatkan kepercayaan masyarakat terhadap TK Adinda.

Kata Kunci: *Media Sosial Instagram, Media Informasi Digital, Model ADDIE, Lembaga Pendidikan, Eksistensi Digital*

ABSTRACT

This study aims to develop digital information media using Instagram social media for TK Adinda Palembang, an early childhood education institution that previously had no digital presence. TK Adinda faced limitations in reaching the wider community as all communication was still conducted conventionally. This study employed the Research and Development (R&D) method using the ADDIE development model, encompassing the stages of analysis, design, development, implementation, and evaluation. Data were collected through observation, interviews, and documentation, then analyzed descriptively and qualitatively. The results show that the official Instagram account @tkadinda_palembang successfully established a significant digital existence for the school. During two months of implementation, the account achieved a total of 7,120 impressions, reached 1,029 accounts, and generated 1,046 interactions. A total of 60.1% of impressions came from non-follower users, proving that the content successfully reached communities previously unfamiliar with TK Adinda. Visual-based content using photo posts and carousels dominated impressions at 55.9%, while Reels contributed 32.9% in expanding reach. The visual identity featuring a bright pastel color scheme and modern typography effectively reflected the friendly and cheerful image of an early childhood education institution. Evaluation results from the school principal also confirmed that the visual appearance, readability of information, and sentence composition were effective in communicating the school's programs and advantages. In addition, the author also provided training to the teachers on how to independently edit and upload content along with its captions using Canva for post cover design and CapCut for video editing, in order to ensure the sustainability of account management after the study is completed. Therefore, the development of digital information media through Instagram has proven effective in building a digital identity, expanding information reach, and increasing public trust in TK Adinda.

Keywords: *Instagram Social Media, Digital Information Media, ADDIE Model, Educational Institution, Digital Existence*