Utilization of Social Media as Information Media: Analysis of Twitter @perpusnas1

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Article Info	
Keyword: @perpusnas1, Social Media, Information Media, Twitter.	**Abstract:** The purpose of this study was to analyze the use of social media as a medium of information via Twitter by analyzing National Library of Indonesia accounts1; then, this study used a descriptive qualitative method using secondary data. Social twitter and literature review. The results of this study reveal that disseminating information through social media Twitter with the social media account @perpusnas1 functions as a reliable medium for maintaining literacy communication with users on other platforms. In addition, Twitter and other forms of social media provide a platform for information dissemination. Account intensity is also used to determine how @perpusnas carry out information distribution operations. The @perpusnas1 account has a total tweet intensity of 8,932 tweets, making it an account with a reasonably active information dissemination intensity. The account also has several followers who follow it to spread information through other forms of social media. A report on Twitter that collaborates with several pieces to disseminate information, such as the @gramediadotcom account, aims to increase its users' digital literacy because this account is the most extensive online bookstore account in Indonesia. Then the @ArsipNasionalRI account is an official account controlled by the ANRI Planning and Public Relations Bureau. @kemendikbudRI, and finally, the @naralanguage account, which accounts for speaker service providers in Indonesia. In the context of forming a national archive, management of information related to ANRI operations, products, and policies.

INTRODUCTION

Communication is inseparable from human life. As social beings, humans constantly interact with fellow humans (Kadam & Atre, 2020). The process of delivering messages from one individual to another, either directly or indirectly through the help of the media, aims to provide information and change attitudes and views (Enikolopov et al., 2023). With communication, humans can convey messages, ideas, and emotions, enabling relationships, knowledge exchange, and cultural evolution.

Communication plays a vital role in shaping social and cultural identity. Societies rely on communication to establish norms, values, and traditions passed on from generation to generation. Through communication, people can share their experiences and worldviews, helping to form a shared understanding of the world around them. Messages delivered by individuals or through the media can influence others' perceptions and attitudes toward a particular issue or topic.

In an interpersonal context, communication is the main foundation for building healthy and meaningful relationships. Clear and effective message delivery promotes

better understanding between individuals, reduces misunderstandings that may arise, and strengthens emotional bonds. For example, open and honest communication in a romantic or friendship relationship allows partners or friends to get to know each other more deeply, strengthen trust, and resolve conflicts productively (Patel, 2010).

In today's digital and globalized era, social media and communication technology have taken communication to the next level. Information can quickly spread worldwide in seconds, allowing individuals to connect with people from different cultural and geographical backgrounds. However, this also brings new challenges, such as the risk of disinformation, uncivilized online debates, and difficulty understanding the nuances of nonverbal communication in digital form.

Social media is a communication tool used to interact with fellow users, work together, share information, and represent themselves (Pop et al., 2022). Social media offers users the freedom to disseminate information and interact. Social press is straightforward to use and easy to learn for new users (Liu et al., 2021). The use of social media does not require a hefty fee and is even free. Social media provides easy access for its users to interact or share information (Wong et al., 2021).

With the widespread use of social media in today's society, it is clear that these platforms are no longer just a place to get acquainted. On the contrary, they can also function as a place to communicate one's go als (Hudders et al., 2021). Social media refers to a new generation of information and communication technology that enables various interactions that were not accessible to the average user in the past (Alkateeb & Abdalla, 2021). Dissemination of information using social media platforms that are widely used by the public today; Twitter is one example of such a platform (Aichner et al., 2021). Twitter is an application that enables users to share information with other social networking sites, including Twitter itself, and with other users (Tajvidi & Karami, 2021). Twitter is used because it allows tweets to be sent from Twitter (Ebrahim, 2020). Because of this, you can only use a few characters in each tweet, which means the person reading it can immediately focus on the point you want to make. On the other hand, unprocessed Twitter data must be checked (Anderson & Brook, 2021).

A library is an institution dedicated to professionally organizing collections of written, printed, and recorded works with this system (Kim & Dennis, 2019). Based on Law no. 43 of 2007 norms to meet the educational, research, preservation, information, and recreational needs of its users. While the Special Library is a work unit that manages written, printed, and recorded works collected independently by professionals based on a standard system to support the smoothness/success of the desired institution's vision, mission, and goals (Dwivedi et al., 2019).

Information induction, supervised by the National Standardization Body (Merchant & Lurie, 2020). Special libraries serve as government information organizations and are responsible for collecting, storing, and distributing information. It focuses its collection on specific subjects as well as fields that are relevant to its users (Bradshaw & Howard, 2019). Libraries, in particular, have the following characteristics, spatial subjects are directed at one specific topic or several issues related to the field of activity and the interests of the leading organization (Hou et al., 2019).

The existing information set is prioritized to meet the needs of the parent organization and is under the parent organization. The community served is limited to staff within the parent organization and members of associations (Williams, 2019). Additionally, bespoke libraries are often relatively modest in size and are usually managed and maintained by librarians who play the dual function of information specialist and manager.

This research is rarely carried out by scholars, as in the study Gunawan, (2017). Which focuses on the use of social media in libraries, then research Feroza & Misnawati, (2021) focus on the use of Instagram social media on the @Yhoophii_Official account as a medium of communication with customers. So this research fills the knowledge gap that focuses on the use of social media as an information medium by analyzing the official account of the Indonesian National Library or @perpus1

RESEARCH METHOD

This paper delves into the realm of qualitative research techniques, shedding light on their particular utilization. Kurniawan et al. (2022) have directed their focus towards the utilization of Instagram's social media platform through the @Yhoophii_Official account as a means of customer communication. This endeavor has been undertaken to bridge an existing gap in knowledge – one that centers on leveraging social media as a conduit for disseminating information. Their analysis extends to the official account of the Indonesian National Library, @perpus1, offering a nuanced examination of the role of social media in information sharing.

Another perspective brought forth by Widayat et al. (2023) pertains to qualitative research's distinctive essence. This methodology seeks to attain a comprehensive contextual understanding of the phenomena that individuals undergo. By delving into people's experiences, researchers can not only decipher the meaning underlying their engagement but also gain insights into their perspectives and encounters. The overarching philosophy here is that qualitative research endeavors to grasp the intricacies of the phenomena under scrutiny by situating them within their broader context. Kurniawan et al. (2021) extend the application of qualitative techniques to delve into phenology, utilizing this approach to investigate and interpret natural phenomena.

In the realm of data collection, this study adopts an integrative approach that amalgamates diverse methodologies. Kurniawan et al. (2023) integrate methods such as direct analysis through Twitter's social media platform and comprehensive literature review. This multipronged approach enables them to gather and triangulate data from various sources, enriching the depth and breadth of their findings. It's noteworthy that this study's data collection predominantly relies on secondary sources, specifically drawing from materials that are relevant and germane to the research objectives.

RESULT AND DISCUSSION

We have shown that the issue of social media use is a significant and differentiating component of current themes. Academics are increasingly interested in the types and

diversity of literacy online as online media platforms become more common (Nisar et al., 2019). There is considerable emotional power included in digital communication.

Microblogging and social networking services are the two main functions of Twitter. Twitter is a social media platform. Users can send and receive messages using a limited text format with only 140 letter characters. Twitter is supported by facilities and features that can give users the ability to post photos, graphics, videos, or website links, even though once a message is sent, users are only allowed up to 140 characters for letters, often known as tweets, this limitation known as the Twitter character limit (Caldevilla-Domínguez et al., 2021).

Then Twitter is also a social networking site that serves as a social media platform. As such, it naturally includes features that make it easy to communicate with other users. Convenience in the use of any of the components. Once a trend is formed on Twitter, it quickly spreads to other social networking sites such as Facebook and Instagram. Some examples are the following feature, the use of the "@" icon to interact by mentioning or mentioning an account, the use of the hashtag/hashtag "#" to classify words/phrases/topics of discussion, and the use of the term trending topic as terminology to mention the topic of conversation. The most popular ones that Twitter users are talking about in one country or even around the world at a particular time (Ashiq et al., 2022).
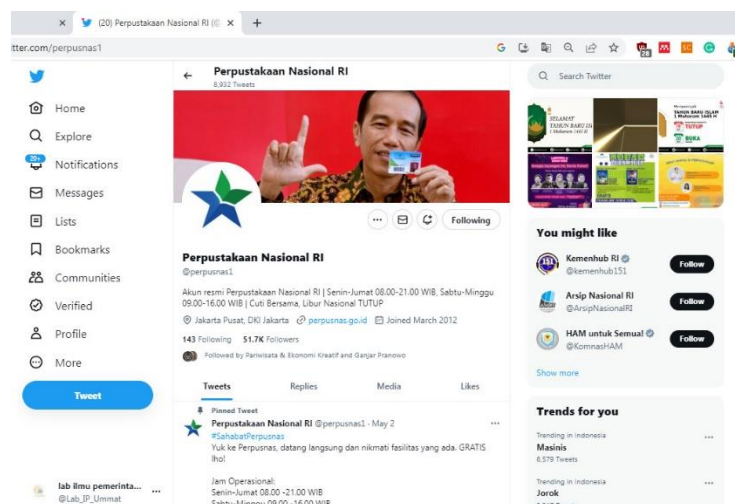
Figure 1. There is considerable emotional power included in digital communication
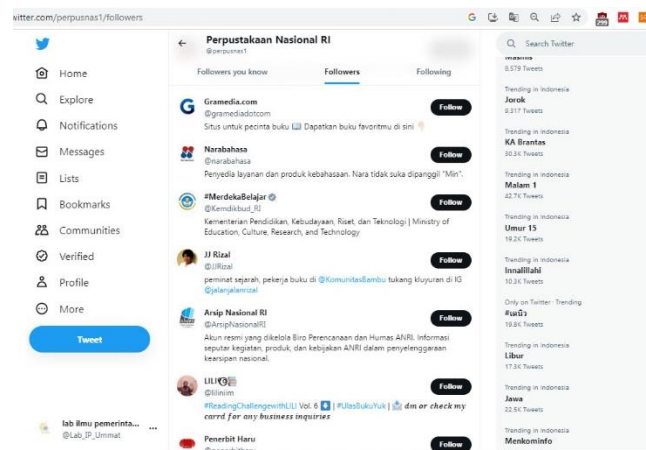**Source**: Official Account of the National Library of Indonesia

The evidence, as gleaned from the @perpusnas1 Twitter account, underscores a history of extensive engagement in information dissemination over the span of several years. This account, having made its foray into the Twitter Social Media sphere in March 2012, has maintained a consistent presence in the landscape of sharing information. A graph accompanying this observation further underscores the official National Library of Indonesia's Twitter account's noteworthy following of 51.7K users. This impressive follower count signifies a clear interconnection with other Twitter accounts, indicative of a robust digital presence. Such a coherent online trajectory suggests that the creation of the original account was an intentional move by the National Library of Indonesia to establish an official social media platform. Furthermore, the current verified status

bestowed upon the @perpusnas1 account serves as a testament to its authenticity, affirming its recognition as an authoritative and legitimate channel.

Within the context of maximizing the efficacy of information dissemination, a concerted focus on the content shared via the @perpusnas1 account emerges as a strategic imperative. The consistent and curated content posted on this platform has the potential to yield a profound impact on reaching the widest possible audience. By nurturing a consistent stream of informative and engaging tweets, the National Library of Indonesia can effectively establish itself as a reliable source of information, a hub for knowledge sharing, and a platform for engaging with its audience. This consistent and thoughtful approach to content curation is a crucial step in fostering a robust online community that values and relies upon the @perpusnas1 account as a reliable and authoritative source.

The analysis of the @perpusnas1 Twitter account offers a vivid portrayal of its historical engagement and influence in the realm of information dissemination. The account's extensive following, verified status, and strategic positioning within the National Library of Indonesia's digital strategy collectively reinforce the necessity of maintaining a consistent and focused approach to content creation and sharing. This approach, in turn, has the potential to yield significant impact by establishing the @perpusnas1 account as a central hub for authoritative information sharing and community engagement.

Figure 2. Account analysis that helps @perpusnas1 in information dissemination
Source: Official Account of the National Library of Indonesia

As depicted in Figure 2, the official Twitter account affiliated with the National Library of Indonesia boasts an impressive following of 51.7 thousand individuals. However, the impact of this account's reach extends even further, as it serves as a conduit for the dissemination of information via various interconnected accounts across the Twitter platform. These accounts, akin in nature, share the common objective of promoting digital literacy among Twitter users. Notable examples include the @gramediadotcom account, representing Indonesia's largest bookstore, and the @naralanguage account, dedicated to facilitating language-related services within Indonesia. Additionally, the presence of the @kemendikbudRI account signifies its role in advocating for education and cultural affairs in the country. Last but not least, the

@ArsipNasionalRI account, managed by the ANRI Planning and Public Relations Bureau, stands as the authoritative source for information regarding ANRI's activities, products, and policies concerning the implementation of national archives.

Drawing from the insights presented by Buccoliero et al. (2020), the concept of followers on social media platforms such as Twitter is central to understanding the dynamics of information dissemination. Followers are individuals who consciously opt to connect with a particular account by clicking the 'follow' button. This deliberate action signifies their willingness to receive and engage with the content shared by the account they follow. This relationship of following signifies a readiness to engage in the realm of digital literacy – absorbing and interacting with information shared through these social media accounts.

The interconnectedness of these accounts underscores a collaborative effort to promote digital literacy and provide a platform for the exchange of valuable information. Through this network, the National Library of Indonesia, alongside other institutions, contributes to the enhancement of digital skills, knowledge sharing, and informed engagement across the digital landscape.

The strategic alliance formed by these accounts exemplifies the power of interconnected platforms in advancing digital literacy. By fostering followers who eagerly seek out information and actively engage with these accounts, the foundation for a knowledgeable and informed online community is laid. This collaborative endeavor not only amplifies the reach of individual accounts but collectively strengthens the digital literacy landscape in Indonesia.

Figure 3. Information Dissemination Analysis @perpusnas1
Source: Official Account of the National Library of Indonesia

The presented figure offers a comprehensive categorization of tweets, portraying their role as a pivotal medium for information dissemination, underscored by the patterns of tweet activity. The official @perpusnas Twitter account emerges as a central player in this scenario, boasting a substantial total of 8,932 tweets. This considerable volume of tweets hints at the extensive engagement this account maintains with its followers and beyond. One specific instance of this information dissemination pertains to the topic of "Coordination and advocacy with Indonesia One Search network partners," a subject that the @perpusnas1 account actively shared.

Drawing from the insights elucidated by Chan & Ngai (2019), interpreting tweets goes beyond the surface level of content. It involves discerning the nuanced meanings embedded within the tweet's text, subtext, and context. In the case at hand, the tweet content generated by the @perpusnas1 account assumes a role akin to a reflective mirror, offering insights into the account's tasks, responsibilities, and objectives. The tweet serves as a vehicle through which the account can not only report its actions but also highlight its proactive coordination and advocacy efforts with the Indonesia One Search network partners.

The discernible intensity and frequency of tweet activity reflect the account's capacity to independently curate and produce content. This high level of performance within the tweet section showcases the account's prowess in consistently generating meaningful content that resonates with its audience. Consequently, this dedication to content creation amplifies the @perpusnas1 account's position as a reliable and authoritative source of information, cementing its role as a key player in the realm of information dissemination.

Crucially, the material disseminated through the @perpusnas1 account assumes a democratized stance – it is intended for all users of the Twitter social media platform. This inclusive approach aligns with the ethos of sharing knowledge and information freely, making it accessible to a diverse range of individuals who engage with the platform.

CONCLUSION

The @perpusnas1 social media account stands out as a dependable conduit for nurturing and sustaining literacy-based communication with users across various platforms. The ever-evolving landscape of social media, including platforms like Twitter, serves as a powerful domain for the dissemination of information. This is precisely where the @perpusnas1 account takes center stage, using its reach to effectively distribute information. The intensity of account activity serves as a key metric to gauge the nature and scope of information distribution undertaken by @perpusnas1. With a substantial total of 8,932 tweets, the account demonstrates an admirable level of engagement and active participation in the realm of information dissemination. This vibrant online presence underscores its role as a proficient information distributor.

The report also unveils a network of followers who actively share the information presented by the @perpusnas1 account across various social media platforms. This collaborative endeavor extends to accounts such as @gramediadotcom, a prominent online bookstore in Indonesia, which endeavors to bolster digital literacy among its user base. The engagement doesn't stop there; the @ArsipNasionalRI account, managed by the ANRI Planning and Public Relations Bureau, contributes to the dissemination of information pertaining to ANRI's operations, products, and policies. Similarly, the @kemendikbudRI account plays a pivotal role in shaping the national education landscape, aligning with the goal of informed information sharing. Lastly, the @naralanguage account assumes the mantle of providing language services within Indonesia, thus contributing to a nuanced information-sharing ecosystem.

In essence, the convergence of these accounts underscores a collective commitment to spreading information and fostering digital literacy. The @perpusnas1 account's active role in this dynamic landscape, coupled with its numerous followers and collaborative engagements with other authoritative accounts, further amplifies its reach and impact. By disseminating information about various aspects such as education, language services, and national archives, these accounts collaboratively contribute to the enrichment of the digital information ecosystem. This interconnectedness signifies the collective effort to empower users with knowledge and insights that span a wide spectrum of topics.

In conclusion, the @perpusnas1 social media account emerges as a reliable beacon for facilitating literacy-based communication across multiple platforms. It thrives within the expansive domain of social media, serving as an active channel for information dissemination. The cumulative account intensity, bolstered by the network of collaborating accounts, cements its role as a formidable force in the realm of information sharing and digital literacy advancement. This collaborative synergy signifies a cohesive endeavor to disseminate relevant, valuable, and insightful content to a diverse audience.

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