



Utilizing the Instagram account @Humasmahkamahagung to Publicize Strengthening the Anti-Bribery Culture

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Article History:

Received: 30-09-2026

Revised: 07-10-2026

Accepted: 07-10-2026

Keywords: *Anti-Bribery,
Government Communication,
Instagram, New Media, Public
Relations*

Abstract : Social media has become an important communication medium for government institutions to disseminate information and interact with the public. This study aims to describe the utilization of the Instagram account @humasmahkamahagung in publicizing efforts to strengthen an anti-bribery culture. This research employed a qualitative descriptive approach. Data were collected through observation, interviews, and documentation involving one key informant who manages the @humasmahkamahagung account and two followers selected through purposive sampling. Data were analyzed using the Miles and Huberman model, consisting of data reduction, data display, and conclusion drawing, while data validity was established through source and technique triangulation. The findings indicate that Instagram is utilized as a medium for public communication, information dissemination, and education concerning integrity and bribery prevention. Anti-bribery messages are presented through photographs, infographics, videos, activity documentation, and captions to facilitate public access to institutional information. The analysis based on New Media Theory indicates that the utilization of Instagram reflects the characteristics of digitality, interactivity, dispersality, and virtuality. The published content also provides information about the Supreme Court's Anti-Bribery Management System (SMAP) and its efforts to strengthen institutional integrity. However, the study is limited by its focus on one Instagram post and a small number of informants, which limits the generalizability of the findings. The study concludes that @humasmahkamahagung functions as a digital public communication medium for disseminating information and educational messages related to strengthening an anti-bribery culture.

How to Cite : Akmal Arba Atitra, Siti Qonaah. (2026). The title. Ambidextrous Journal of Innovation Efficiency and Technology in Organizations. 5(3). Pp 532-543
<https://doi.org/10.61536/ambidextrous.v5i03.909>



Introduction

Communication technology continues to experience rapid advancements with the advent of the internet and digital technology. These developments have transformed the way humans communicate, from the use of cave drawings and symbols, carrier pigeons, postal services, newspapers, radio, telegraph, telephone, television, computers, and the internet. Technological innovations driven by the internet have significantly impacted various aspects of people's lives, including communication, education, marketing, and entertainment. One form of communication technology development that is now part of everyday life is social media. Social media is a product of digital technology development that functions as a means to convey and share information through internet-connected applications. The existence of social media makes it easier for individuals and institutions to obtain, share, disseminate, and exchange information.

Social media usage in Indonesia has also shown significant growth. According to data cited by Pambors from We Are Social, the number of social media users in Indonesia will reach 180 million by 2025, equivalent to 62.9 percent of the total population, representing a 26 percent increase compared to the previous year. Indonesians spend an average of 21 hours and 50 minutes per week on social media platforms, including watching online videos, and use an average of 7.7 platforms per month. One of the most widely used platforms is Instagram. Instagram was among the 10 most widely used social media platforms in Indonesia in 2025, ranking second with a user base of 82.4 percent. The high level of Instagram usage means that the platform is not only used for communication between users but also by agencies and companies as a means of publication. Abidin et al. (2021) explain that Instagram has been used as a publication medium by various agencies, including government institutions, because it can expand the reach of communication with the public through the delivery of information in visual form.

Problems in utilizing Instagram as a publication medium relate not only to the availability of information, but also to the extent to which the information conveyed can gain public attention. Instagram has been used at various levels of government, from the central and regional governments to village governments or local administrative areas (Abidin et al., 2021). Within the Supreme Court of the Republic of Indonesia, the Public Relations Division has utilized Instagram through the @humasmahkamahagung account to publish various activities in the form of photos and videos in a timely and consistent manner. The account also serves as a means for the public to obtain information about the activities of the Supreme Court of the Republic of Indonesia and as a communication medium for the public to convey messages directly. However, there are still situations where information published through this account does not receive optimal public attention. Putri et al. (2024) showed that although Instagram is one of the most popular social media platforms, there are still situations where posts submitted through it receive less attention.

This condition is seen in one of the posts of the Instagram account @humasmahkamahagung entitled "SUPREME COURT EXPANDS SMAP IMPLEMENTATION IN ESLON 1 TO THE COURT OF APPEAL." The post, uploaded on April 10, 2026, consists of 10 photos, received 384 likes, the comment feature is disabled, and received 3 reposts. The post contains information regarding the Launching of the Implementation of SMAP 2026 at the Supreme Court of the Republic of Indonesia which was attended by the leadership of the Supreme Court and high-ranking judicial officials. The information conveyed explains the commitment to the implementation of the Anti-Bribery Management System (SMAP), including its implementation in a number of courts and efforts to encourage more work units to implement SMAP independently. In its implementation, the Public Relations of the Supreme Court of the Republic of Indonesia has the task of publicizing activities, documenting activities, determining titles appropriate to developing issues, and developing taglines before content is published via Instagram. However, posts regarding the anti-bribery culture still show less than optimal public attention. This condition is a problem that needs to be studied to find out how the Instagram account @humasmahkamahagung is used to publish information about the anti-bribery culture.

Issues regarding the use of Instagram as a publication medium have also been discussed in previous research. Research on the role of public relations in publicizing government activities through Instagram at the Lahat City Council Secretariat used a qualitative approach with Andhara's theory of social media



and communication. The study found that the Lahat City Council's Public Relations plays a crucial role in publicizing government activities through Instagram and managing DPRD-related content. Instagram account promotion efforts were also undertaken to increase the number of followers among the public, despite challenges such as limited human resources and minimal support from DPRD leaders. Meanwhile, Abidin's 2021 study, "The Use of Instagram as a Publication Medium by the Protocol Section of the East Jakarta City Government," used a qualitative method with the theory of social media characteristics. The results showed that the Protocol Section of the East Jakarta City Government's use of Instagram as a publication medium adhered to Instagram's terms of use and ethical aspects, including user interaction, management of social media archives, and information conveyed through the @protokol_jaktim account. This content was used to convey information about activities to the public, build trust and a positive image in the external public environment, and increase community engagement through interaction. Previous research shows that there are studies on the use of Instagram by government institutions, but this research focuses on the use of Instagram @humasmahkamahagung in publishing information about anti-bribery culture.

Based on these phenomena and problems, this study aims to describe the use of Instagram @humasmahkamahagung in publishing "Strengthening Anti-Bribery Culture". This research is important because Instagram is used by the Public Relations of the Supreme Court of the Republic of Indonesia as a means of publishing information to the public, while posts regarding anti-bribery culture still show less than optimal public attention. This study uses New Media theory to analyze the use of Instagram as a means of disseminating information by the Supreme Court of the Republic of Indonesia. The novelty of the study lies in the focus of the study on the use of Instagram @humasmahkamahagung in publishing information regarding "Strengthening Anti-Bribery Culture", so this research is expected to contribute to the management of institutional Instagram accounts and the development of digital communication and social media studies.

Method

This study employed a qualitative approach with a descriptive approach. Qualitative research is used to comprehensively understand phenomena in natural settings, with the researcher as the primary instrument and inductive data analysis (Sugiyono, 2022). A descriptive approach is used to describe phenomena based on conditions occurring in the field (Sugiyono, 2022). This approach is used to describe the use of the Instagram account @humasmahkamahagung in publicizing "Strengthening Anti-Bribery Culture."

The primary research instrument was the researcher herself. Data collection was conducted through observation, direct interviews, and documentation (Sahir, 2021). Observations were conducted on the Instagram account @humasmahkamahagung, specifically the post "Strengthening Anti-Bribery Culture." Interviews were conducted with informants to obtain information regarding content management and publication, while documentation consisted of screenshots, interview photos, and related documents (Jannah, 2025). Data analysis used the Miles and Huberman model through data reduction, data presentation, and conclusion drawing (Sugiyono, 2023). Data validity was verified through source and technique triangulation.

This study used informants selected using purposive sampling technique based on the consideration that informants have information relevant to the research object (Sugiyono, 2022). The informants consisted of one key informant, namely Ishmah Purnawati, SIKom., MIKom., as the admin of Instagram @humasmahkamahagung, and two supporting informants, namely Revario Sayiddina Al Habsy, a student at Jakarta State University and a follower of Instagram @humasmahkamahagung, and Misbahul Anwar Putra, a student at Pancasila University and a follower of Instagram @humasmahkamahagung.

The research was conducted through the stages of determining the title and phenomenon, location and research concept, determining the object and theory, submitting a research letter, preparing interview guidelines, observation, interviews, and documentation. The collected data were then reduced, presented, and analyzed to obtain conclusions regarding the use of the Instagram account @humasmahkamahagung in publishing "Strengthening Anti-Bribery Culture". The research was conducted at the Head Office of the Supreme Court of the Republic of Indonesia, Jakarta, from April to June 2026.

Results and Discussion

Data Description

The data description in this study contains a general overview of the research object used as a source of information in the data collection process. The data presented includes the research object's profile, the history or background of its formation, and the organizational structure or management structure. Furthermore, the data description also includes profiles of key informants and informants selected based on their relevance to and understanding of the research problem. This data presentation aims to provide a clearer picture of the research conditions so that readers can understand the research results and the background of the information obtained during the research process.

1. Profile of the Legal & Public Relations Bureau (Supreme Court)

The Supreme Court of the Republic of Indonesia is the highest judicial institution in Indonesia. Every decision it makes has a significant impact on the entire Indonesian legal system. As such, this institution is obligated not only to uphold justice but also to maintain public trust. Therefore, the Supreme Court is committed to maintaining transparency and credibility to uphold the respect of the law in the eyes of the public.

This commitment is demonstrated, among other things, through the prompt and accurate dissemination of information regarding various judicial activities and policies. In addition to communicating with the general public, the Supreme Court also maintains effective communication with external parties, such as High Courts throughout Indonesia. These relationships play a role in ensuring that all judicial bodies operate in accordance with their functions and applicable regulations.

2. A Brief History of the Legal & Public Relations Bureau (Supreme Court)

The history of the formation of the Legal and Public Relations Bureau at the Supreme Court is not recorded as a single event on a specific date, but rather as the result of the gradual development of the Supreme Court's organizational structure. Since its founding on August 19, 1945, the institution initially focused on its judicial function, namely examining and deciding cases. However, with the increasing complexity of the administration of justice and the growing demands for transparency of information and orderly administration, the Supreme Court needed a unit to manage legal aspects, regulations, documentation, and public communication more systematically.

This need became even more apparent when the government issued Presidential Regulation No. 13 of 2005 concerning the Supreme Court Secretariat and Presidential Regulation No. 33 of 2012 concerning the National Legal Documentation and Information Network. These two provisions strengthened the Supreme Court's mandate to establish a structured legal documentation system and provide open and transparent public access to legal information. This prompted the need to establish a bureau specifically responsible for the formulation of internal regulations, coordination of legal documentation, internal legal aid services, and public relations functions.

Through the organizational restructuring process, the Supreme Court then established the Legal and Public Relations Bureau as one of the units under the Secretariat, with responsibilities that include the preparation of Supreme Court regulations, then the legal and public relations bureau has several units, one of which is the hubla unit, whose task is to Manage the Legal Documentation and Information Network and provide legal aid services for judicial officials, as well as provide public communication. The role of this bureau continues to develop in line with the modernization of the judiciary, including the implementation of electronic administration and trials, information transparency, and strengthening the image of judicial institutions in the eyes of the public.

The existence of the Legal and Public Relations Bureau is the result of the Supreme Court's institutional need to organize regulations, legal documentation, and public relations in a more professional manner. Although it does not have a monumental founding date, this bureau has been a vital part in supporting the openness, accountability, and institutional modernization of the Supreme Court to date. The Legal and Public Relations Bureau of the Supreme Court is one of the organizational units at the echelon level under the Supreme Court Secretariat tasked with handling legal matters, legal documentation, legal aid services, and public relations. The existence of this bureau is related to the Supreme Court's need to manage internal regulations, provide centralized legal information, and maintain communication between the judiciary and the public.

3. Organizational Structure of the Legal & Public Relations Bureau (Supreme Court)



Source: Research Documentation

Figure 1. Organizational Structure

Figure 1 Organizational Structure of the Legal and Public Relations Bureau (Supreme Court) The organizational structure of the Legal and Public Relations Bureau consists of several leadership elements, namely:

- a. Mr. Dr. H. Sobandi, SH, MH serves as Head of the Legal and Public Relations Bureau.
- b. Mr. Irwan Rosady, SH serves as Head of the Legislation Section.
- c. Mr. Rudy Sudioanto, SH, MM serves as Head of the Inter-Institutional Relations Section.
- d. Mrs. Raden Roro Irene Wijayanti, SH serves as Head of the Library and Information Services Section.
- e. Ms. Lia Purnama Ningsih, S.Kom. serves as Head of the Informatics Maintenance Section.

4. Profile of Key Informants and Informants

A. Key information

The key informant is Ishmah Purnawati, SIKom, MIKom, Public Relations Officer, a young expert who is the admin of the Instagram social media account @humasmahkamahagung. She was chosen as the key informant because she has a role in managing and publishing content on the Instagram account @humasmahkamahagung, especially in conveying information related to strengthening the anti-bribery culture to the public.

B. Informant 1

Informant 1, namely Revario Sayiddina Al Habsy, 19 years old, a student in the Informatics and Computer Science Study Program, Faculty of Engineering, Jakarta State University. He was chosen as an informant because he is a follower of the Instagram account @humasmahkamahagung, which is the target recipient of information related to content strengthening an anti-bribery culture.

C. Informant 2

Informant 2, Misbahul Anwar Putra, 20, a student at Pancasila University, was chosen as an informant because he is a follower of the Instagram account @humasmahkamahagung, which is relevant to receiving information and content published by the account, particularly regarding strengthening an anti-bribery culture.



Source : <https://www.instagram.com/p/DW82NUkkfRY/?igsh=MTJ5OXBuYnlmNGV3cg==>

Figure 2. Instagram post

Strengthening the anti-bribery culture itself is Strengthening the anti-bribery culture canIt begins with building awareness that honesty and integrity are shared responsibilities, not just formal rules within an institution. An anti-bribery culture must be implemented through transparency, discipline, and the courage to refuse any form of gift or reward that could influence decisions. Furthermore, ethics education, consistent oversight, and leadership role models are needed to ensure anti-bribery values are implemented in daily life. With a shared commitment and an environment that supports honest behavior, an anti-bribery culture can develop into positive habits that foster trust, fairness, and better governance.

Research Findings

Based on interviews with key informants and other informants, several key topics were identified related to the use of the Instagram account @humasmahkamahagung as a public communication medium for publications aimed at strengthening an anti-bribery culture. These topics were identified based on similarities in answers and information patterns emerging from the interviews with the informants.

1. Instagram as a Public Communication Media in Conveying Anti-Bribery Cultural Messages

Based on the research results, the Supreme Court's Public Relations Department uses the Instagram account @humasmahkamahagung as a public communication medium to convey information and education about anti-bribery culture to the public. Instagram is utilized because of its wide reach and role as a fast and effective means of conveying information through various forms of content such as infographics, reels, activity documentation, and educational content.

This was conveyed by key informant Ishmah Purnawati, SIKom., MIKom as the admin of the Instagram social media @humasmahkamahagung who explained that:

We utilize the Instagram account @HumasMahkamahAgung as a public communication channel to convey information and education regarding the importance of an anti-bribery culture, both to the public and judicial officials. Through various forms of content such as infographics, reels, event documentation, and integrity campaigns, we strive to convey our message in an engaging and easy-to-understand manner.

Based on this statement, it's clear that Instagram isn't just used as a medium for publishing information, but also as an educational tool to build public understanding of the importance of integrity and preventing bribery. The use of simpler content formats, such as visuals and short videos, is a

strategy to make formal messages more easily accepted by the public.

This was also reinforced by the statement of informant 1, namely Revario, who said that the anti-bribery content published by @humasmahkamahagung was quite interesting and had a positive impact on society.

"Moreover, the Supreme Court's Public Relations Department itself, when posting, is certainly seen by the public at large, and it certainly has a very positive impact on readers who see and watch the Supreme Court's content itself."

Based on the interview results, researchers observed that Instagram plays a role as a liaison between institutions and the public. Through social media, information about the Supreme Court's programs and commitment to building an anti-bribery culture can be conveyed more openly and easily accessible to the public.

2. Content Presentation Strategies to Increase Public Understanding of Anti-Bribery

The research results show that in conveying anti-bribery messages, the Supreme Court's Public Relations Department employed a communication strategy that tailored the information delivery to the characteristics of Instagram users. This strategy involved the use of simpler language, engaging visuals, and selecting content formats that align with social media user habits.

Key informants explained that before content is published, there is a planning process starting from determining the theme, compiling the material, creating the design, to carrying out the review process.

"Before publication, each piece of content goes through a planning stage that includes determining the theme, compiling the material, creating the design, and the review process."

The interviews revealed that the publication of anti-bribery content was not spontaneous, but rather a process that considered the message it intended to convey to the public. The Supreme Court's Public Relations Department strived to ensure that the information provided adhered to institutional policy while remaining engaging and engaging for Instagram users.

This is also in accordance with the statement of informant 2 Misbahul who said:

"The language is quite formal, as it comes from a government agency, but it's still easy to understand. Plus, the photos of the activities make me more interested in reading the information."

Based on this statement, it can be seen that the use of formal language is still acceptable to the public if delivered in a more communicative manner. Researchers found that content visualization is one factor that helps the public understand messages about anti-bribery culture.

3. Instagram as a Means of Education and Raising Public Awareness of the Dangers of Bribery

Based on interviews, the use of the Instagram account @humasmahkamahagung has contributed to increasing public understanding of the dangers of bribery and the importance of maintaining integrity. The published content is considered capable of providing information on the Supreme Court's efforts to create a clean judiciary.

Informant 2 explained that through the published content, he became more aware of the bribery prevention program carried out by the Supreme Court.

"I think it's quite clear. From this post, I can understand that the Supreme Court has a special program, the Anti-Bribery Management System (SMAP), to prevent bribery practices within the judiciary."

This statement demonstrates that Instagram content serves not only as a medium for conveying general information but also plays a role in supporting broader dissemination and providing knowledge about concrete programs implemented by institutions. The public can learn about bribery prevention efforts without having to seek information through other media.

In addition, informant 1 also said that the content was a reminder to the public about the importance of avoiding bribery practices.

"After I read it, of course, besides adding to the information I got, increasing my knowledge, of course it also became a form of vigilance in itself."

Based on the interview results, researchers found that anti-bribery content published on Instagram has an educational function because it is able to provide understanding and build public awareness regarding the negative impacts of bribery practices.

4. Instagram as a Medium in Building Public Trust in the Supreme Court

Based on research findings and interviews with key informants, it was found that the use of the Instagram account @humasmahkamahagung serves not only as a medium for conveying information but also as a means of building public trust in the Supreme Court. Through publications on integrity and bribery prevention programs, the public can see the Supreme Court's commitment to creating a clean and transparent judicial institution.

Key informants explained that conveying information via Instagram was done as a form of openness from the institution to the public.

"We strive to build public trust by providing open and transparent information about various programs and policies related to strengthening integrity within the Supreme Court."

Based on this statement, it is understandable that information transparency is one of the communication strategies employed by the Supreme Court's Public Relations Department to build relationships and trust with the public. Publication of anti-bribery activities, policies, and programs demonstrates that bribery prevention efforts are not merely statements but are also realized through concrete actions.

This was also reinforced by informant 2 who stated that the content published through the Supreme Court's official Instagram account was able to increase his trust in the institution.

"I think it builds trust. The Supreme Court seems open in communicating its bribery prevention program and demonstrating the efforts it is undertaking."

From the interviews, researchers observed that the institution's official social media presence plays a crucial role in building a positive image. Consistently conveying information can help the public understand that the Supreme Court is committed to maintaining integrity and preventing bribery.

5. Instagram as a Media for Publishing Anti-Bribery Cultural Information

Based on the research, it was found that the Instagram account @humasmahkamahagung serves as a publication medium used by the Supreme Court's Public Relations Department to disseminate various information related to strengthening an anti-bribery culture to the public. Through Instagram, information previously formal and accessible only through specific media can be disseminated more widely by utilizing available digital features.

As a publication medium, Instagram is used to convey information about the Supreme Court's programs, activities, and commitment to building a work environment with integrity. This information is delivered through various forms of content, such as feed posts, reels, infographics, and documentation of activities. This aims to ensure that messages about the anti-bribery culture are received by the public in a way that is easier to understand.

Key informant Ishmah Purnawati, SIKom., MIKom explained that:

We use Instagram as a platform to convey information about the Supreme Court's policies, programs, and various bribery prevention efforts. This information is presented in a concise and accessible format so the public can gain a clear understanding of the steps the institution takes to maintain

integrity and transparency.

Based on this statement, it's understandable that Instagram is not only used as a medium for disseminating information but also as a means to foster more open public communication. Information about the anti-bribery culture published on Instagram provides the public with an opportunity to learn about the steps the Supreme Court is taking to maintain the institution's integrity.

Furthermore, the use of Instagram as a publication medium is also supported by the platform's characteristics, which allow information to spread quickly and reach a wider audience. This was conveyed by informant 1, who stated:

"Instagram is one of the largest media platforms used by Indonesians. So, with Instagram, when the Supreme Court's Public Relations Department began exposing itself and opening a political window that the public needs to understand, it was incredibly easy."

Based on the interview results, researchers observed that Instagram has advantages in making the process of disseminating public information more effective because people can access information directly and easily through the devices they use every day. Using Instagram also allows institutions to convey messages more flexibly than conventional publication media.

Furthermore, the use of Instagram as a publication medium also relates to the Supreme Court's Public Relations ability to tailor messaging to the characteristics of social media users. Information about the formal and serious nature of anti-bribery culture is packaged in a more engaging format to make it easier for the public to understand.

Informant 2 explained:

"I find this content quite interesting because it shows that the Supreme Court is working to strengthen its anti-bribery culture. The content of the post shows that there are concrete actions being taken, not just appeals."

From this statement, researchers found that publication via Instagram has an impact on shaping public understanding because the information provided is not only in the form of an invitation, but also displays activities.

The Supreme Court's real actions. Thus, Instagram serves as a publicity medium that helps demonstrate the institution's transparency while simultaneously strengthening the message about anti-bribery culture.

Discussion

The collected data shows that the use of Instagram @humasmahkamahagung in publishing "Strengthening Anti-Bribery Culture", it can be seen that Instagram has a role as a public communication medium used by the Public Relations of the Supreme Court of the Republic of Indonesia in conveying information regarding efforts to strengthen integrity and prevent bribery practices. The results of the study show that the use of Instagram is not only limited to being a medium for disseminating information, but also plays a role as a means of education, building relationships with the community, and strengthening the image of the institution.

Research findings indicate that Instagram is used through various forms of content, such as infographics, photos of activities, short videos, and educational information related to anti-bribery culture. This content is presented taking into account the characteristics of social media users who require information that is fast, simple, and easy to understand.

1. Meaning of Research Findings

Based on the research results, the main meaning of the use of Instagram @humasmahkamahagung is the change in the function of social media from previously only as a means of publishing information to a public communication medium that builds relationships between institutions and the community.

Instagram provides a platform for the Supreme Court to demonstrate transparency regarding programs and activities related to strengthening an anti-bribery culture. Through these publications,

the public can learn that bribery prevention efforts are implemented not only through internal regulations but also through conveying a message of integrity to the public.

These findings demonstrate that social media plays a crucial role in fostering more open communication between government agencies and the public. Information shared through Instagram can help the public understand the values of integrity, transparency, and the importance of rejecting all forms of bribery.

In the context of this research, Instagram is understood not only as a content-sharing platform but also as a strategic medium that supports public relations activities in building public understanding and trust. This aligns with the concept of social media utilization, which explains that the use of digital technology can provide benefits in improving information dissemination, communication effectiveness, and engagement with audiences.

2. Relation to New Media Theory and Previous Research

Based on the research results, the use of the Instagram account @humasmahkamahagung to publicize the Strengthening Anti-Bribery Culture program demonstrates that Instagram has been utilized as a new medium that supports the effective dissemination of public information. The findings of this study can be analyzed using New Media Theory, which emphasizes four main characteristics: Digitality, Interactivity, Dispersality, and Virtuality.

A. Digitality

The research findings show that the Supreme Court's Public Relations Department utilizes Instagram as a digital medium to convey information about the Strengthening Anti-Bribery Culture program through photos, videos, infographics, and captions. Presenting information in digital format makes it easy for the public to access, store, and share information at any time. This demonstrates that the characteristics of Digitality have been implemented in the management of the @humasmahkamahagung Instagram account.

B. Interactivity

Based on the interview results, Instagram is used as a communication medium between the Supreme Court's Public Relations Department and the public through various available features. Although the comments section on some posts is disabled, the public can still interact through other features such as direct messages and sharing posts. These findings indicate that Instagram has the characteristic of interactivity, enabling communication between organizations and the public through digital media.

C. Dispersality

Research findings indicate that information regarding anti-bribery culture can be disseminated to the public relatively quickly, without being limited by time and space. Through Instagram, information can be accessed by anyone who follows the @humasmahkamahagung account or by other users who encounter the post. This condition aligns with the characteristics of Dispersality, namely the ability of new media to distribute information widely through the internet.

D. Virtuality

Instagram has become a virtual communication space for the Supreme Court's Public Relations Department to convey information to the public. The Instagram account allows the public to obtain official information regarding the anti-bribery culture program without having to visit the Supreme Court in person. This demonstrates the application of virtuality through the provision of a digital communication space that can be accessed anytime and from anywhere.

Based on these four indicators, it can be concluded that the use of Instagram @humasmahkamahagung has reflected the characteristics of New Media Theory as a public communication medium in disseminating information regarding the Strengthening Anti-Bribery Culture program.

The results of this study are similar to those of Abidin et al. (2021).

which states that Instagram is used as a publication medium by

government agencies to convey information to the public. This similarity is evident in the use of

Instagram as a fast, easily accessible medium for disseminating information that can reach a wide audience.

Furthermore, this research aligns with research by Trisilia et al. (2023), which demonstrated that public relations plays a crucial role in publicizing government activities through Instagram. In this study, the Supreme Court's Public Relations Department also performed a similar function, conveying information about the Strengthening Anti-Bribery Culture program through informative digital content.

The difference is, this study not only explains the function of public relations in conducting publications, but also analyzes the use of Instagram based on New Media Theory, so that the discussion focuses more on the characteristics of new media, namely Digitality, Interactivity, Dispersality, and Virtuality, as a basis for explaining the effectiveness of Instagram as a publication medium.

3. Impact and Contribution of Research Findings

Based on research results, the use of the Instagram account @humasmahkamahagung has several impacts on public communication. The first impact is increased public access to information regarding the Supreme Court's integrity and bribery prevention programs.

By publishing on Instagram, the public not only acts as recipients of information but also as responders through digital interactions. This demonstrates that Instagram can foster more open communication than other one-way media.

The second impact is helping build public trust in the institution. Publication of anti-bribery activities and commitments demonstrates that the Supreme Court is making concrete efforts to maintain the institution's integrity. This demonstrates that the use of social media by government agencies can be an effective public communications strategy. Consistent social media management can help institutions convey messages, build a positive image, and increase public engagement.

Alternatively, it can also be argued that the use of social media by government agencies is an effective communication strategy for reaching the public. Continuous management allows institutions to convey information more optimally, build a good reputation, and strengthen public participation.

Implications of Research Findings

Based on the research findings, there are several implications that can be applied in real-world practice. First, for the Supreme Court's Public Relations Department, this study demonstrates the need for continued development of Instagram management as a public communication medium that focuses not only on conveying information but also on building interactions with the public. Utilizing more creative content formats, such as short videos, simple infographics, and storytelling, can be a strategy to increase public understanding of formal issues, such as anti-bribery culture.

Second, this study demonstrates the need for government institutions to optimize the use of social media as part of their public information disclosure strategy. Social media can serve as a communication bridge between institutions and the public by enabling rapid, easily accessible information delivery and reaching a wider audience.

Third, for the public, the existence of official Instagram accounts for government agencies makes it easier to obtain valid information regarding the programs and policies implemented by those agencies. This is expected to help the public better understand the importance of an anti-bribery culture and the values of integrity.

Research Limitations

This study has several limitations that should be considered. First, the study focused solely on the use of the Instagram account @humasmahkamahagung to disseminate the "Strengthening Anti-Bribery Culture" content, so the results do not encompass the use of other social media platforms by the Supreme Court.

Second, this study used a qualitative approach with a limited number of informants: one key informant from Instagram management and two Instagram users. Therefore, the results are more representative of the experiences and perspectives of the informants interviewed, rather than the entire Instagram user community.

Third, this study's limitations lie in the public interaction through the @humasmahkamahagung Instagram account. In this study, researchers were unable to delve deeper into the public's direct response through the comments section because the comment feature on the post was disabled. This limited the researchers' ability to analyze public interactions, such as responses, questions, and direct public opinions, regarding the "Strengthening an Anti-Bribery Culture" content.

Despite these limitations, this study still provides an overview of how Instagram social media can be utilized by government institutions as a public communication medium in conveying integrity messages and strengthening an anti-bribery culture.

Conclusion

Based on the research results, the use of Instagram @humasmahkamahagung in publishing "Strengthening Anti-Bribery Culture" shows that Instagram is used as a medium for public communication, publication, education, and information delivery regarding strengthening integrity and preventing bribery practices. The results of the study indicate that content management is carried out through the stages of theme planning, material preparation, design, and review before publication. The message is conveyed through photos, infographics, videos, and documentation of activities that are tailored to the characteristics of Instagram users. Based on New Media Theory, the use of Instagram reflects the characteristics of Digitality, Interactivity, Dispersality, and Virtuality. The published content also provides informants with an understanding of the SMAP program and the Supreme Court's efforts to strengthen an anti-bribery culture and contributes to building openness and public trust in the institution.

This study has limitations because it focused on only one Instagram post, used three informants, and could not examine broader public responses because the comments section on the post studied was not enabled. Future research is recommended to involve more informants, examine several Supreme Court content or social media platforms, and analyze public interactions and responses in more depth. Practically, the research results can be used as a consideration for the Supreme Court's Public Relations Department to develop Instagram management through informative, simple, visual, and interactive content so that messages regarding anti-bribery culture can be conveyed more easily and reach a wider public.

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