University's Official Instagram as a News Sources for The Media

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Abstract

Media relations play a crucial role in the public relations activities of universities, as they provide opportunities for increased media exposure. In today's journalism landscape, social media has become a prominent source of news for journalists. This includes official university accounts, which serve as valuable sources of information for journalists. Consequently, university public relations must understand the perspective of journalists when selecting and disseminating information through social media platforms. This article aims to explore how journalists utilize information from university social media accounts, specifically Instagram, as news sources. The concept of information subsidies is used to analyze the public relations activities involved in providing journalists with access to information and ensuring its quality. The research adopts a qualitative approach, utilizing interviews with journalists from the education sections of kompas.com and detik.com. The findings of this research highlight despite the prevalence of visual content, limited text, and informal language often used by university Instagram users, journalists still find value in quoting from Instagram. This suggests that the information available on social media platforms is sufficient to fulfill journalists' informational needs. Journalists also rely on university Instagram accounts as a source of news. The significance of higher education institutions acknowledging social media as a platform for distributing information to journalists. The prevalent topics covered in news articles include advice, contemporary matters, and education sector-related information. The majority of cited news items are derived from expert opinions or contributions from university lecturers. It is crucial to establish efficient strategies for social media management in order to accentuate various themes or content that showcase the expertise of university staff.

INTRODUCTION

Media relations, a fundamental aspect of public relations (written with PR hereafter), continues to play a crucial role in establishing credibility, trust, and reputation (Supa, 2014). PR professionals aim to influence mass media due to its extensive reach and perceived credibility among target audiences. Despite the emergence of the internet, newspapers, magazines, television, and radio remain highly regarded as effective channels for disseminating product information or corporate messages to a large audience within a short timeframe. This effectiveness can be attributed to both the technological capabilities of these mediums and the perception that media content managers, such as journalists and editors, maintain an independent and impartial perspective, thereby providing validation for organizational messaging (Young, 2011).

The rise of social media - and internet technology in broader context - has changed the media relations practices. Social media gives organizations direct access to stakeholders, and in certain circumstances allows conversation and interaction that truly builds relationships (Young, 2011). This has led to a shift in the traditional role of the media, as PR and organizations themselves can now function as the primary source of information (Apriananta & Wijaya, 2018; Rustandi & Gustini, 2021). However, rather than completely replacing traditional media relations, it is more advantageous to integrate social media into the overall communications strategy. This integration has the potential to enhance the mutual benefits for both PR practitioners and journalists (Supa, 2014).

In contemporary society, the emergence of social media platforms has provided organizations the opportunity to disseminate their own informational materials directly engaging with their target audiences. Furthermore, journalists have also embraced social media as a valuable source of news due to its accessibility and real-time updates. Journalists engage in various activities on social media, such as searching for relevant data (text, images), identifying current public concerns, and generating news ideas. It is worth noting that a significant number of journalists bring up issues discovered on social media in their respective mass media outlets (Paramadina University & Maverick, 2013). However, it is important to highlight that journalists do not immediately utilize the information obtained from social media. Instead, they undertake a verification process by reaching out to reliable sources before publishing the information as news (Rosemarwati & Lindawati, 2019).

This article aims to examine the utilization of Instagram by journalists as a primary source of information from universities. Previous research shows there was only a small number of journalists currently utilize Instagram platform as the news sources (Paramadina University & Maverick, 2013). However, it is worth noting that the number of Instagram users in Indonesia has significantly increased over time, reaching 92.53 million in the fourth quarter of 2021 (Rizaty,

2022). Media relations activities carried out by universities involve the dissemination of press releases, organization of interviews, preparation of press conferences, and the publication of the latest developments on the university's website (Setyanto and Anggarina, 2016). Journalists often access the university's website to gather information pertaining to recent developments. On occasion, information obtained from the website is directly quoted as a news source, with journalists paraphrasing it (Prastya, 2017).

The novelty in this research is the use of Instagram as a source of information for journalists. Generally, journalists prefer information releases that are dominated by writing or text, as it is easier to copy into news articles. Journalists are less fond of information that has too much visual content (Oktavianti, 2022). Journalists also refer to university websites as a source of news (Prastya, 2017). Meanwhile, the content of university social media tends to contain promotional activities for prospective students and build awareness among internal and alumni circles (Apriananta and Wijaya, 2018; Cahyani and Widianingsih, 2020).

As the case study authors chose on how journalist use the Instagram of Universitas Islam Indonesia, Yogyakarta (address : @UIIYogyakarta) as the news sources. The social media of UII gain several awards such as the 3rd Best Private University in Social Media Management in LLDIKTI V Region in 2023, and the 1st winner (gold winner) on "Public Relations Award" given by Indonesia Ministry of Educational and Research on 2023. Previously, the UII official website awarded the bronze winner on 2019 Public Relations Indonesia Award.

CONCEPTS/THEORIES
Media Relations: General Overview

Media relations become a crucial aspect of PR, serving as an effective means of establishing credibility, trust, and reputation among key audiences. The impact of social media on the professional relationship between PR practitioners and journalists. While many PR practitioners have embraced the personalization that social media brings, journalists have shown less enthusiasm towards the changes it has brought about (Supa, 2014)

Another important consideration in media relations is how PR professionals can facilitate journalists' access to information. PR activities within the industry generate a flow of news material and the constant promotion of ideas aimed at news desks. External sources of news material are also seen as valuable contributions to journalistic work and a means of reducing costs. The PR industry and other external sources often approach news desks with easily digestible and enticing material, such as complete articles with a newsworthy angle and content that appears truthful and unbiased (Larsson, 2009).

Media relations is about on how PR professionals serve as information providers to journalists and grant them access to information, or called information subsidies. In providing

information, PR practitioners must meet journalists' requirements for quality sources, including newsworthiness and information credibility. Additionally, the timing of PR releases should consider journalists' deadlines, and the organizations' spokespersons or informants should possess the necessary expertise. In terms of granting information access, PR professionals should promptly respond to journalists' inquiries and facilitate easy access for news coverage. This includes establishing simple procedures for journalists to cover news related to the organization, providing convenient access to interview top management, and ensuring journalists can easily contact PR professionals to obtain information (Kriyantono , 2019).

The media relies on universities as sources of information, particularly for expert opinions or insights related to current issues. In turn, universities depend on the media to gain publicity and cultivate positive images. Therefore, it is crucial for university PR departments to establish strong relationships with the media (Setyanto and Anggarina, 2016; Hakim et al., 2022). Several factors influence journalists' news coverage, including editorial policies, universities' PR responses to journalists' inquiries, the technical skills of university PR professionals in writing press releases, and universities' efforts to enhance the competencies of their lecturers in addressing current and public issues (Hakim et al., 2022).

Social Media Usage and Media Relations in Universities

Public relations practitioners no longer solely rely on media to broadcast their messages to target publics. Likewise, journalists can find more and more information online. Further, online tools have allowed public relations practitioners to communicate with journalists in new ways using social media and online news release distributors (Lee and Merle, 2018). The integration of social media in media relations activities, particularly for information sharing, is recommended. Recent trends in the use of social media by university PR in Indonesia indicate that social media is primarily utilized as a marketing tool, targeting high school students searching for colleges, their parents, current university students, and alumni (Cahyani & Widianingsh, 2020). Universities employ websites and social media platforms to cultivate a positive image by highlighting their achievements and unique characteristics (Apriananta & Wijaya, 2018). Additionally, research suggests that universities employ social media to engage in interactive communication with students' parents and the general public, using informal language and specific hashtags. Social media is also utilized for distributing survey questionnaires and responding to comments from internet users (Rustandi & Gustini, 2021).

Previous research indicates that universities do not utilize their social media platforms to reach journalists. Instead, journalists often rely on official university websites as a source of news due to their credibility. While journalists may directly cite information from these websites, it is important to note that they still prioritize conducting direct interviews with news informants

(Prastya, 2017). Another research shows journalists also explore the social media accounts of academics to obtain updated information on current issues. However, the research does not specify whether these academics are acting in an individual capacity or as representatives of academic institutions (Rosemarwati & Lindawati, 2019).

Studies in United States of America (USA) shows the rise of the Internet has changed the relationship between journalists and public relations practitioners, including those in a university setting. Most (97%) of the universities had a link directly to their newsroom on the university's official homepage/websites. The menu written in various words such as 'news', 'news and events', 'media relations', and 'media'. More than 60 percents of the newsrooms included a faculty expert database for journalists to search for topic-area experts to interview for news stories. The research use content analysis use content analysis of the digital newsrooms in 202 top universities in USA ranked by U.S. News & World Report shows (Lee and Merle, 2018).

Research in Switzerland measure how the news posted on official website of University of Zurich (UZH) used by the media. results suggest an increasing influence of university PR on science journalism. The findings shows the establishing and upgrading of PR departments at universities and an increased media orientation of university PR. The researchers also admits that their research did not consider the growing use of social media in university PR and also could be expanded to the survey to the journalist, especially in the science section (Volger and Schaefer, 2020)

METHOD

This study employs descriptive-qualitative methods and adopts a single case study Case studies are commonly used to investigate specific issues by selecting a case (such as an individual, multiple individuals, program, or activity) that can provide insights into the issue at hand. In this particular study, a single instrumental case study design is employed, wherein the researcher focuses on a specific issue or concern and selects one bounded case to illustrate it. The primary sources of information utilized in this research include interviews and social media materials, such as digital archives and social media text (Creswell & Creswell, 2022).

Therefore, the official Instagram account of UIIYogyakarta serves as the sample for this study. To determine the frequency of news articles from media outlets, the authors employed the keyword "seperti dikutip dari Instagram @UIIYogyakarta" (as cited from Instagram @UIIYogyakarta) in the Google News search engine.

Data crawling/searching was conducted on September 2021. The findings : there are two media outlets, Detik.com and Kompas.com that used the content from Instagram @UIIYogyakarta as their news sources. The reason in choosing Kompas.com and Detik.com because only both media that appeared in the search results from Google News. There were 31 news titles on

Kompas.com and 2 news titles on Detik.com, that use the information from Instagram @UIIYogyakarta. All the article published from September 2020 until August 2021.\

Author than conducted interview with the editor of education section from Detik.com and Kompas.com, to get information about the media's consideration in using Instagram as news sources, a. The interview held on October 4th 2021 with Kompas.com and October 5th 2021 with Detik.com. Both interview were online, using zoom meeting.

RESULT AND DISCUSSION

Journalist's Information Needs

In fulfilling the information needs related to higher education, journalists often rely on sources from media owned by universities. Previous research find on how official institution websites are used as reliable reference sources by journalists. Journalists trust information from educational institution websites to find out the latest information, develop news, and when there is a shortage of news sources (Prastya, 2017). Our finding shows on how journalist use university social media as their information sources. Both informant explained their reason and consideration before citing from the university social media. Kompas.com consider the content should have a wide impact for public, human interest element for readers, provides inspiring stories. Detik.com has considerations such as news value, human interest aspects, achievement value, and so on. To resumed, news themes covered by Kompas.com and Detik.com are about tips, whether it's tips on getting scholarships or tips on daily activities such as managing finances and health tips. Informant from Kompas.com and Detik.com explained their media did not consider whether the university have a formal partnership or not with their media, as the reason in citing the social media. Both informants stated the most important things was the news values contains on the social media content (interviews on 4 September 2021 and 5 September 2021).

According to Mr. Yohannes Enggar, the executive editor of education at Kompas.com always tries to be present for its readers by trying to answer all the problems and needs of its readers. However, in general, Kompas.com classifies it as hard news, such as information about new policies, information related to universities, and other hard news. Another information were about education tips or the timeless articles (interview, October 4th, 2021).

Kompas.com education section has several segments, including the school segment, which includes from early childhood education to high school education, including vocational schools and Islamic schools. There is also a segment for polytechnics and universities. There is also a sub-channel related to special education. Kompas.com has a special commitment to students with special needs, and recently, Kompas.com also tries to meet the needs of children who study from home and need learning materials. Finally, there is a story sub-channel that discusses general knowledge, meaning this sub-channel is not only for school children but also for related

individuals who have knowledge related to history or general knowledge (interview, October 4th, 2021).

Mr.Pasti Liberti Mapappa, the editor of DetikEdu, stated that DetikEdu usually covers education-related topics, such as those with human interest themes that are certainly related to education. In addition, Detik.com also discusses central and regional government policies in the field of education, discusses achievements of both universities and schools, and so on. In addition, there are also press releases, both those directly collaborating with universities and those taken from university social media. Detik.com also has a segment that covers school lessons segmented in DetikPedia (interview, October 5th, 2021).

How Journalist Use Instagram as News Sources

The most commonly covered themes in the news articles were tips, current issues, and information related to the education sector. The word "UII'' prominently appeared in the headlines of these news articles, and its presence extended to various sections of the articles, including the title, first paragraph, and body.

Table 1. News Article Published by kompas.com

No.	The Title on News Article	The Title on Instagram UII (@uiiyogyakarta)	News Uploaded Date	Position of the word UII in the news 1. Title 2. First Paragraph 3. News Body
1.	Alumni UII: Mahasiswa, Lakukan Langkah Ini Saat Kamu Usia 20 Tahun	KataAlumni: Lakukan Sejak Usia 20-an!	21 September 2020	1,3
2.	Alumni UII: Fresh Graduate Ingin Cari Kerja, Lakukan Hal Ini	KataAlumni: Tips Bagi Lulusan Baru!	11 Oktober 2020	1,3
3.	Kenapa Iklan di Medsos Bisa Sesuai Keinginan? Ini Penjelasan Akademisi UII	SinauSarengSareng: Bukan Kebetulan, Ini Bisa Dijelaskan!	08 Desember 2020	1,3
4.	Ikut Kuliah Daring Mudah Capek? Begini Lho Posisi Duduk Ideal	SinauSarengSareng: Keluh Kesah Akan Punah Kalau Kamu Tahu Kuncinya!	01 Desember 2020	3
5.	9 Tips Skripsi Lancar Saat Pandemi Ala Alumni UII	KataAlumni: Skripsi Lancar karena Pandemi Bukan Penghalang	20 Desember 2020	1,3
6.	Dosen UII: Belajar SKS Ada Dampak Buruk Ini Lho Tips Belajar Efektif	SinauSarengSareng: Terus Aja Lakukan SKS (SistemKebut Semalam) .Kalau mau terjadi hal ini!	05 Januari 2021	1,3
7.	Akademisi UII: Perubahan Iklim Bisa Dicegah dengan Hal Ini	SinauSarengSareng :Ketika Manusia Dibuat Resah karena Iklim yang Berubah	22 Januari 2021	1,3

No.	The Title on News Article	The Title on Instagram UII (@uiiyogyakarta)	News Uploaded Date	Position of the word UII in the news 1. Title 2. First Paragraph 3. News Body
8.	Mahasiswa Ingin Investasi? Kenapa Tidak, Ini Tipsnya Bagi Pemula	#SinauSarengSareng : Berinvestasi dan Bermain Saham Ala Pemula	30 Januari 2021	3
9.	Akademisi UII: IniCara Mengelola Sampah Masker Sekali Pakai	#SinauSarengSareng : Akibat Buang Masker Sembarangan, Rusaklah Ekosistem Lingkungan	16 Februari 2021	1,3
10.	Ruangan Tak Nyaman karena Pencahayaan, Dosen UII Bagikan Tips	#SinauSarengSareng: Ruangan Tak Nyaman karena Pencahayaan	26 Februari 2021	1,3
11.	Dosen UII: Begini Cara Cek Masker Kain yang Ideal	#SinauSarengSareng: Kamu Pengguna Masker Kain? Yakin Bahannya Sudah Oke?	10 Maret 2021	1,3
12.	Prodi Rekayasa Tekstil UII Satu-satunya di Indonesia, Ini Prospek Kerjanya	#SapaProdi Menuju 78 Tahun Berdirinya UII, Telah Lahir…Program Studi Satu-Satunya Tingkat S-1 di Indonesia	12 Maret 2021	1,3
13.	Tips Waktu yang Tepat Isi Daya Ponsel ala Dosen UII	#SinauSarengSareng : Kapan Waktu yang Tepat untuk Mengisi Daya Gawai?	27 Maret 2021	1,3
14.	Dosen UII Berikan Tips Mata TetapSehat Saat Belajar Daring	#BelajarBarengUII : TIPS Mencegah Mata Minus!	11 April 2021	1,3
15.	5 Tips Pengeluaran Tak Membengkak Saat Ramadhan ala Dosen UII	#SinauSarengSareng : Tips Pengeluaran Tidak Membengkak Saat Ramadan	17 April 2021	1,3
16.	Dapat THR Lebaran? Dosen UII: Alokasikan untuk 6 Hal Ini	#SinauSarengSareng :Alokasikan Tunjangan Hari Raya (THR) di Masa Pandemi	14 Mei 2021	1,3
17.	UII Siapkan 6 Beasiswa bagi Hafiz Al Quran hingga Atlet, Buruan Daftar	#SudahSaatnya: Kuliah di UII dengan Beasiswa? Oh Bahagianya!	17 Mei 2021	1,3
18.	Ini Kampus Swasta dan Islam Paling Lestari di Indonesia Versi UI GreenMetric	Selamat Hari Lingkungan Hidup Sedunia! Bagaimana posisi UII dalam isu lingkungan?	7 Juni 2021	3
19.	Menariknya Prospek Kerja Prodi Kimia, dari Analis hingga Chemist	Belajar Kimia untuk Gapai Cita-cita!	5 Maret 2021	3
20.	Kuliah D3 apakah masih relevan? Ini penjelasan FBE UII	Masih Relevankah belajar di program Diploma 3?	4 Juli 2021	1, 3.
21.	UII Yogya: Kenali Teknik Proning Untuk Tingkatkan Saturasi Oksigen	Teknik proning: Lakukan ketika Tabung Oksigen Susah Didapatkan.	8 Juli 2021	1,3.

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No.	The Title on News Article	The Title on Instagram UII (@uiiyogyakarta)	News Uploaded Date	Position of the word UII in the news 1. Title 2. First Paragraph 3. News Body
22.	Dosen FK UII: Susah Dapat Oksigen,Lakukan Teknik Proning	Teknik proning: Lakukan ketika Tabung Oksigen Susah Didapatkan.	9 Juli 2021	1, 3.
23.	5 Cara Mengelola Sampah Masker Sekali pakai ala Dosen UII	Akibat Buang Masker Sembarangan, Rusaklah Ekosistem Lingkungan	11 Juli 2021	1, 3.
24.	Mahasiswa Wajib Tahu, Begini Tips Investasi di Masa Pandemi	Tips Investasi di Masa Pandemi dari Sang Ahli!	22 Juli 2021	3
25.	7 Tips Berinvestasi Saat Pandemi dari Alumnus UII	Tips Investasi di Masa Pandemi dari Sang Ahli!	26 Juli 2021	1,3
26.	Dosen UII Yogyakarta Jelaskan Toxic Positivity dan Cara Menghindarinya	Jika Teman atau Kerabat Terkena Covid	30 Juli 2021	1,3
27.	Akademisi UII: Ini 8 Cara Terhindar dari Toxic Positivity	Jika Teman atau Kerabat Terkena Covid	1 Agustus 2021	1,3
28.	Mahasiswa, Cermati 7 Tips Memulai Bisnis ala Alumnus UII	Ikhtisar #BajakAkun : Tips Memulai Bisnis ala Alumni IP UII	20 Agustus 2021	1,3
29.	Dosen Psikologi UII Jelaskan Kondisi Cancel Culture dan Dampaknya	Cancel Culture: Harus Dihindari atau Diikuti?	23 Agustus 2021	1,3
30.	Dosen UII Beberkan 5 Tips Mengelola Keuangan Bagi Generasi Muda	5 Tips Mengelola Keuangan Sejak Dini, Agar Tak Menyesal di Kemudian Hari	28 Agustus 2021	1,3
31.	5 Tips Kelola Keuangan Mahasiswa dari Akademisi UII	5 Tips Mengelola Keuangan Sejak Dini, Agar Tak Menyesal di Kemudian Hari	28 Agustus 2021	1,3

Source: Kompas.com, Instagram@UIIYogyakarta.

Tabel 2. News Article Published by Kompas.tv

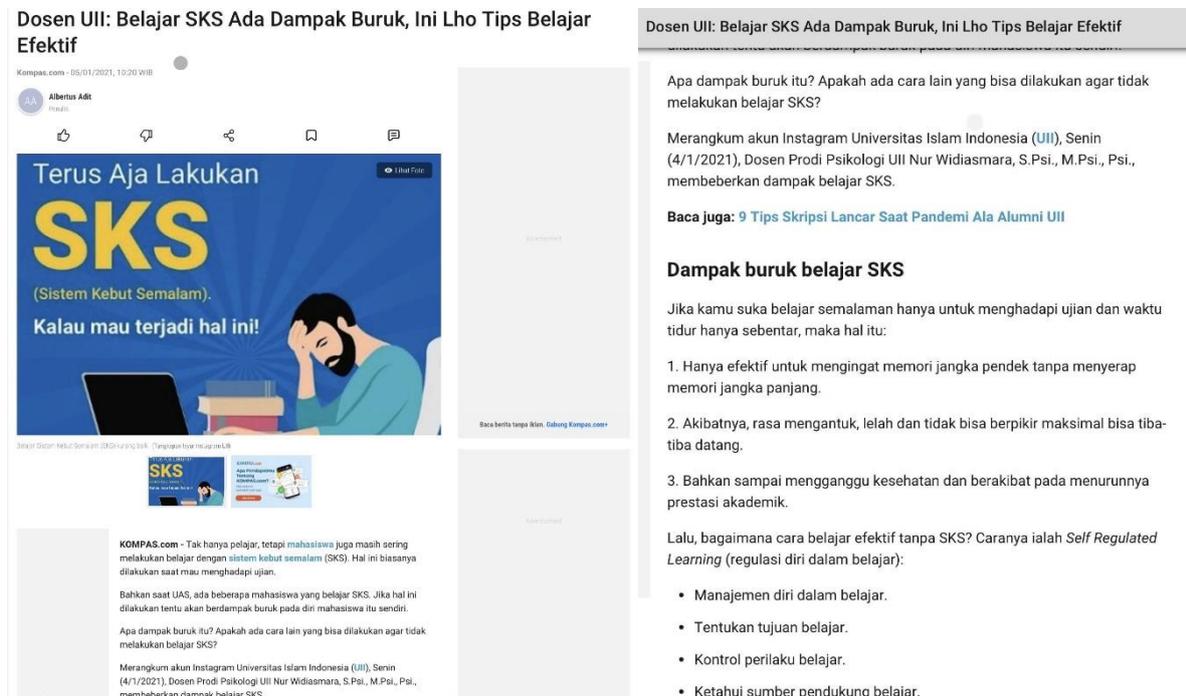| No.	The Title on News Article	The Title on Instagram UII (@uiiyogyakarta)	News Uploaded Date	Position of the word UII in the news 1. Title 2. First Paragraph 3. News Body
1.	Banyak Pengeluaran Saat Ramadan, Ini 5 Tips Ala Dosen UII Yogyakarta untuk Mengontrolnya	#SinauSarengSareng : Tips Pengeluaran Tidak Membengkak Saat Ramadan	17 April 2021	1,2,3

Source: Kompas.com, Instagram@UIIYogyakarta

Tabel 3. News Article Published by Detik.com

No.	The Title on News Article	The Title on Instagram UII (@uiiyogyakarta)	News Uploaded Date	Position of the word UII in the news 1. Title 2. First Paragraph 3. News Body
1.	Jangan Boros! Ini 6 Tips Alokasi THR di Masa Pandemi dari Dosen UII	#SinauSarengSareng :Alokasikan Tunjangan Hari Raya (THR) di Masa Pandemi	15 Mei 2021	1,3
2.	6 Beasiswa UII: Gratis Biaya Kuliah hingga Bisa Dapat Dana Rp 5 Juta	#SudahSaatnya: Kuliah di UII dengan Beasiswa? Oh Bahagianya!	17 Mei 2021	1,2,3

Source: detik.com, Instagram@UIIYogyakarta

In addition to the mention of UII in news articles, there is another aspect regarding the use of UII's official Instagram content by journalists. In some news articles that quote content from the UII Instagram account, journalists use the same illustrations as those found on the @uiyogyakarta Instagram account. This can be observed in the screenshot of a news article on kompas.com below:

Figure 1. Screenshots from kompas.com

Source: https://edukasi.kompas.com/read/2021/01/05/102014971/dosen-uii-belajar-sks-ada-dampak-buruk-ini-lho-tips-belajar-efektif?page=all

Not only visually, but the content of the news from kompas.com quoted from the Instagram account @uiiyogyakarta is also not significantly different. Although the content on Instagram is presented with dominant visuals and concise wording, it does not alter the nature of the news. The screenshots in figures 1 and 2 reveal the similarity in content between the Instagram account @uiiyogyakarta and the news articles on kompas.com. The wording used in the official UII Instagram account is exactly the same as that used in the news articles on kompas.com. The noticeable difference lies in the choice of titles. Upon closer examination of table 1, 2, and 3 above, it can be observed that the titles used by the official UII Instagram account tend to employ informal language, trendy words commonly used by young people, and a tendency to use rhyming words at the end. On the other hand, the titles used by the news portal emphasize the communicator or information source by using words that assert the capabilities of the source, such as experts, lecturers, academics, and alumni of UII, and tend to be more formal. In fact, journalists often reproduce the content of Instagram captions in their news articles, making only minor modifications to the headlines. This suggests that the information available on social media platforms is sufficient to fulfill journalists' informational requirements.

Figure 2. Screenshots from @uiiyogyakarta, instagram official of UII

Source: https://instagram.com/uiiyogyakarta

Our findings shows that journalists also rely on university Instagram accounts as a source of news. This finding contradicts existing literature, which suggests that journalists prefer written press releases with minimal visual content (Oktavianti, 2022). Social media platforms are increasingly being recognized as a valuable source of news, replacing traditional sources such as university websites (Prastya, 2017). Previous studies also recommended the need to gain information from journalist point of view towards the information that they cited from university official media (Volger & Schaefer, 2020).

The "UII" words written on the body of all news published by Kompas.com and Detik.com. One particular things are on the news headline or news tittle, when the word UII written in almost all the news in Kompas (27 news out of 31 nees) and all of the Detik.com news. News headline function are to assist the readers to get the main point of the article, and for the media become the primary way of getting a potential reader interested in article (Kuiken, et.al., 2017). In online media, the goal of the headline is to attract the reader to the article page, so that the headline should provide information on the actual content of the article (Tervonen, et.al., 2021). It indicates media may considered the name of UII as the important information, or at least contains the news value, because news headline become important part in the news online.

The content most frequently quoted by journalists from the Instagram account of UII Yogyakarta pertains to topics such as career advice, learning tips, current issues, and information beneficial to students, including scholarship opportunities. The majority of the quoted news items are based on expert opinions or input from university lecturers. In a broader context, journalists seek information from universities regarding their perspectives on current issues, tips, and stories with human interest. These findings align with previous research (Prastya, 2017; Hakim, et al., 2022), especially in university shows the thought or tips from the university members (lecturers, student, alumnae) in deal with Covid-19 situation. . It is worth noting that the tendency for journalists to quote from official higher education social media accounts is also influenced by the Covid-19 pandemic, which has limited journalists' ability to report directly and has significantly reduced higher education activities. Social media has become a valuable resource for journalists during the pandemic, providing them with lighter news content (Reyhanrafif & Prastya, 2023).

These findings highlight the importance for higher education institutions to consider social media as a channel for disseminating information to journalists. Furthermore, there is a growing trend among journalists to rely on external sources of information, rather than conducting direct reporting (Larsson, 2009; Lee and Merle, 2018). Journalist may not become the main target audiences for university social media account. Regarding the university use social media as marketing purposes, therefore, the target audience of university social media is prospective students. Additionally, social media is also used to build brand awareness internally, targeting the academic community of students and alumni (Apriananta & Wijaya, 2018; Cahyani & Widianingsh, 2020; Rustandi & Gustini, 2020). The availability of social media platforms facilitates information dissemination to journalists in a timely manner, as they can access it at any time. The ability of an organization's PR team to promptly respond to journalists' inquiries and provide newsworthy information is a crucial factor in journalists' utilization of press releases (Hakim, et al., 2022).

CONCLUSION

The emergence of social media and internet technology has had a significant impact on media relations practices. Journalists have increasingly turned to social media platforms as a valuable source of news due to their accessibility and ability to provide real-time updates. Journalists engage in various activities on social media, including searching for relevant data, identifying current public concerns, generating news ideas, and even using platforms like Instagram as a source of news. Despite the prevalence of visual content, limited text, and informal language often used by university Instagram users, journalists still find value in quoting from Instagram. In fact, the content of news articles often mirrors the captions uploaded on university social media accounts, with only minor changes made to the news titles. This demonstrates that the information available on social media is sufficient to meet journalists' information needs.

These findings highlight the importance for higher education institutions to recognize social media as a channel for disseminating information to journalists. The most commonly covered themes in news articles are tips, current issues, and information related to the education sector. The majority of quoted news items are based on expert opinions or input from university lecturers. In a broader context, journalists seek information from universities to gain their perspectives on current issues, obtain tips, and share stories with human interest. Therefore, the findings of this research can be utilized by university PR practitioners to enhance their media relations efforts. It is crucial to develop effective social media management strategies that highlight various themes or content showcasing the expertise of university figures. Additionally, content related to educational tips and current issues can be further developed to increase audience awareness of universities.

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