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Grounded Theory Analysis of High School Students' Content Needs and Wants on the Bakrie University Management Study Program Instagram @manajemen.bakrie

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Abstract: Instagram is a social media that aims to help its users share photos with other users. Many universities already have Instagram accounts. The Bakrie University Management Study Program has an Instagram account, namely @manajemen.bakrie, which is used to build interaction with prospective students who are high school students. To build this interaction, you first need to know what kind of content high school students need and want. This research uses qualitative methods with a Grounded Theory Analysis approach. Based on the analysis carried out in this research, there are 3 themes and 9 content categories that high school students need and want. The themes obtained from the results of the coding analysis are Quality, Cost, and Delivery. The categories obtained from the results of the coding analysis are Motivation, Education, Campus, Price, Scholarship, Competition, Activity, Entertainment, and entrance. This analysis found that the highest frequency of themes was in the Quality themes, and the highest category frequency was in the Quality themes in the Campus category.

Keyword: Instagram, Content, Grounded Theory, Coding

INTRODUCTION

In the current digital era, we face all the trend developments and updates that occur in the digital world. This certainly has a relationship with society's need for information and technology. To fulfill their needs, people use various methods and media. This cannot be separated from the increasingly significant development of communication media with the sophistication of technology and the internet worldwide. The rapid development of technology and the internet has helped people obtain and convey information.

People use the internet for everything, especially when communicating and searching for information. Social media is a place that people often use to obtain and convey information. Instagram is a social media platform that people, especially the younger generation, are increasingly using. Instagram is a social network that aims to help its users share photos with others. Instagram is a social media that focuses on content through images and videos. This habit of people in the digital era who prefer concise and visual things has made Instagram increasingly popular. It is used for various purposes of communication, not

only individually but also by corporations, educational institutions, government, and social institutions.

Many universities have created social media accounts, including Instagram accounts. Bakrie University is one of the universities that has an Instagram account; in fact, each study program at Bakrie University has an Instagram account. Instagram social media is usually used for branding and internal communication.

One of the study programs at Bakrie University, which has an Instagram account, is the Management Study Program. The Bakrie University Management Study Program has had an Instagram account username @manajemen.bakrie since 2016. The Bakrie University Management Study Program realizes that its marketing activities can be focused on Instagram to introduce, promote, and build interest and engagement with the community, especially high school students. By using Instagram, we can build more interaction with high school students to create interest and attachment to the Bakrie University Management Study Program and increase brand engagement for the Management Study Program.

Building interaction with the audience, namely high school students, can be done by presenting content that suits the audience's needs on Instagram @manajemen.bakrie. So, in creating content, we must first know what content the audience needs and wants. By knowing what content high school students needs and wants on Instagram @manajemen.bakrie, the Bakrie University Management Study Program can realize the hopes and objectives of creating Instagram @manajemen.bakrie, namely to build interaction with high school students so that it can create interest and attachment to the Management Study Program. Bakrie University.

METHOD

This research uses qualitative methods to answer the questions "what," "how," or "why" of a phenomenon (McCusker & Gunaydin, 2015). According to Strauss and Corbin (Creswell, 1998), qualitative research produces discoveries that cannot be achieved with statistical procedures or quantification and helps understand unknown phenomena.

This research uses a grounded theory approach, which systematically develops theory inductively from data (Glaser & Strauss, 1967). Grounded theory starts with vague questions and generates theory based on information from sources (Strauss & Corbin, 1998).

Samples were taken using purposive sampling, selecting informants who were considered to know best about research expectations (Sugiyono, 2010). Informants are high school students who follow or do not follow Instagram @manajemen.bakrie.

Data was collected through interviews with 10 respondents who were high school students. According to (Moleong, 2017), data analysis involves organizing and sorting data into patterns, categories, and basic descriptions to find themes and formulate hypotheses. Researchers carried out manual coding analysis to determine the content students need for Instagram @manajemen.bakrie. Codes in qualitative research are often short words or phrases that reflect the summative and essential attributes of the data (Saldaña, 2013)..

RESULTS AND DISCUSSION

From the interviews conducted with 10 resource persons who are high school students, various codes were obtained, which will be analyzed using manual coding analysis.

The following is a table of coding analysis results from the interviews that have been conducted:

Table 1. Results of Open Coding and Axial Coding

Respondent	Code	Category	Frequency
Respondent 1 (MA)	Cost information	Price	1
	Study program information	Campus	1
	Motivational content	Motivation	1
	Booming news content	Entertain	1
	Investment content	Education	1
Respondent 2 (AS)	University Major Information	Campus	1
	SNMPTN information	Entrance	1
	Campus entrance route	Entrance	1
	Tips for Entering University	Entrance	1
	Study program information	Campus	1
	Information about competitions and the Olympics	Competition	1
Respondent 3 (FD)	What is studied in the management major	Education	1
	Providing knowledge and lessons	Education	1
	Hard skills and soft skills content	Education	1
	Q&A content	Entertain	1
	Podcasts	Entertain	1
	University Excellence	Campus	1
	University activities	Activity	1
Respondent 4 (LC)	University Information	Campus	1
	Scholarship information	Scholarship	1
	Regarding competition	Competition	1
	Activities on campus	Activity	1
Respondent 5 (FA)	Faculty and Study Program Information	Campus	1
	Scholarship information	Scholarship	1
	UKMA Information	Activity	1
	University excellence	Campus	1
	Alumni information	Motivation	1
	Accreditation information	Campus	1
	Infographics and short videos	Entertain	1
	Self-improvement and self-development content	Education	1
Respondent 6 (MS)	Activities at the University	Activity	1
	Faculty and major information	Campus	1
	Competition information	Competition	1
	Insightful content	Education	1
	Motivational content	Motivation	1
Respondent 7 (MN)	Scholarship information	Scholarship	1
	Department information	Campus	1
	Interesting content	Entertain	1
	Motivational content for high school students	Motivation	1
Respondent 8 (RA)	University Information	Campus	1
	Study program information	Campus	1
	University entrance test	Entrance	1
	New student quota	Entrance	1
	Department information	Campus	1
	Motivational content like the best alumni	Motivation	1
	Webinars	Education	1
	Competition information	Competition	1
	Business Tips	Education	1
	Management Tips	Education	1
Respondent 9 (WT)	University info	Campus	1

Respondent 10 (ZD)	University entrance test	Entrance	1
	Study program information	Campus	1
	Motivational content, such as achievements	Motivation	1
	Admission of new students	Entrance	1
	Content of daily life or life on campus	Activity	1
	Competition information	Competition	1
	Daily life or activities at the university	Activity	1
	Entrance route or university entrance test	Entrance	1
	Updated informative content	Entertain	1
	Daily Quiz content	Entertain	1
	Content in the form of videos	Entertain	1
	Podcasts	Entertain	1

Table 2. Results of Selective Coding

Category	Frequency	Theme	Total
Motivation	6	Quality	30
Education	9		
Campus	15		
Price	1	Cost	4
Scholarship	3		
Competition	5	Delivery	28
Activity	6		
Entertain	9		
Entrance	8		

Based on the results of the coding analysis, the results showed that the highest frequency of themes was in the Quality theme, with a total of 30, and the lowest frequency of themes was in the Cost theme, with a total of 4. The category frequency of each theme was in the Quality theme; the highest category frequency was in the Campus category, with a total of 15. In the Cost theme, the highest frequency category is the Scholarship category, with a total of 3. In the Delivery theme, the highest frequency category is the Entertain category, with a total of 9. So it can be concluded that high school students need and want content that shows quality, such as content regarding campus information, accreditation, the advantages of the study program, content that shows the best alumni so that it can be used as motivation, content that provides motivation, educational content such as webinars, tips, and others.

Content in the campus category is based on coding obtained from interviews with high school students, namely content that provides information related to universities or campuses, information related to faculties, information related to study programs or majors, information about the advantages of campuses or study programs, related information accreditation, and other information related to universities and study programs. Content showing this campus category has been created and uploaded on Instagram @manajemen.bakrie. It has been found that content with quality themes and the highest category, namely the Campus category, has quite a high number of likes. The following is an insight into some content in the campus category:

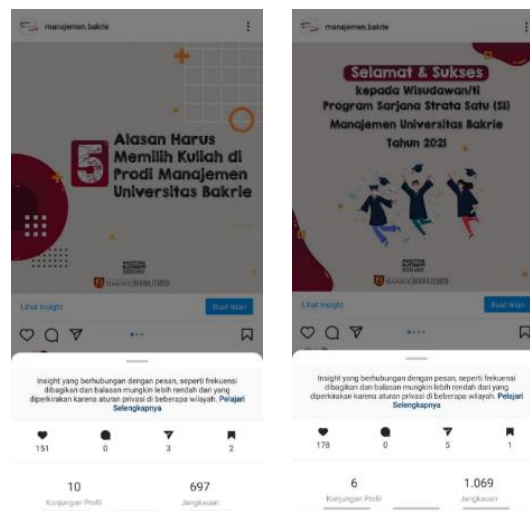


Figure 1 Campus Category Content Insights on Instagram @manajemen.bakrie

CONCLUSION

This analysis was carried out to determine what kind of content high school students need on University Instagram. Based on this analysis, the results showed that more high school students need and want content with quality themes in the campus category, which is based on coding from the results of interviews conducted with high school students, content with quality themes in the campus category, namely content that provides information related to universities or campuses, related information. Faculties, information related to study programs or majors, information regarding campus or study program advantages, information related to accreditation, and other information related to universities and study programs. The results of this analysis will be used as a reference when creating content on Instagram @manajemen.bakrie. By optimizing the use of Instagram @manajemen.bakrie as an information and marketing medium for the Bakrie University Management Study Program, the Bakrie University Management Study Program can build more interactions with high school students so that it can create interest and attachment to the Bakrie University Management Study Program and can increase brand engagement with the Bakrie University Management Study Program..

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