

Analysis Of Community Branding Communication On Digitaldesa.Id Social Media: Instagram Case Study With A Critical Discourse Analysis Approach

Analisis Komunikasi Community Branding Pada Media Sosial Digitaldesa.Id Studi Kasus Instagram Dengan Pendekatan Analisis Wacana Kritis

Ade Gumilar^{1*}, Harliantara², Iwan Joko Prasetyo³, Farida⁴, Nurannafi Farni Syam Maella⁵

Prodi Magister Ilmu Komunikasi, Universitas Dr Soetomo Surabaya^{1,2,3,4,5}

adegumilar10@gmail.com¹, harliantara@unitomo.ac.id², iwan.joko@unitomo.ac.id³,
farida@unitomo.ac.id⁴, nurannafi@unitomo.ac.id⁵

*Corresponding Author

ABSTRACT

This research aims to analyze the brand communication strategy used by Digitaldesa.id on the Instagram platform, focusing on community expression and interaction in social media. The methodology used is critical discourse analysis to understand the narratives and representations created by Digitaldesa.id to build brand identity and image among Instagram users. Data is collected by observing user interactions with content published by Digitaldesa.id and its community. The results of research collected from the Instagram account @digitaldesa.id are that the platform has succeeded in playing an important role in strengthening the DIGIDES brand identity through various informative and inspiring content. Through its focus on education, active interaction, community empowerment, and promotion, this account informs and mobilizes community participation in adopting digital technology at the village level.

Keywords: Discourse Analysis, Branding Community, Instagram, Digitaldesa.id

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi merek yang digunakan oleh Digitaldesa.id di platform Instagram, dengan fokus pada ekspresi dan interaksi komunitas di media sosial. Metodologi yang digunakan adalah analisis wacana kritis untuk memahami narasi dan representasi yang dibuat oleh Digitaldesa.id untuk membangun identitas dan citra merek di kalangan pengguna Instagram. Data dikumpulkan dengan mengamati interaksi pengguna dengan konten yang dipublikasikan oleh Digitaldesa.id dan komunitasnya. Hasil penelitian yang dikumpulkan dari akun Instagram @digitaldesa.id adalah bahwa platform tersebut telah berhasil memainkan peran penting dalam memperkuat identitas merek DIGIDES melalui berbagai konten yang informatif dan inspiratif. Melalui fokus pada edukasi, interaksi aktif, pemberdayaan masyarakat, dan promosi, akun ini menginformasikan dan menggalang partisipasi masyarakat dalam mengadopsi teknologi digital di tingkat desa.

Kata kunci: Analisis Wacana, Branding Komunitas, Instagram, Digitaldesa.id

1. Introduction

Social media is growing rapidly in response to the growth and ease of access to information provided by the power of communications technology. This social media has a huge impact on political communication in Indonesia (Indrapuspita et al., n.d.).

Quoted from website Peran Media Sosial Dalam Membangun Citra Positif Organisasi (n.d.) states that social media has several features, one of which is **brand identity (branding)**. Social media continues to develop to serve various human needs, including branding. Branding itself is a method used by an individual or organization to build an image in the eyes of many people

Communication is very important in a brand community because the main element of a brand community is communication design. The communication link does not need to be active, but at least its presence can be detected. This means that communication is carried out through social media. (Skripsi & Wijayanti, n.d.).

The world of marketing has never been separated from the brand concept (Utari & Warmika, 2015). In the era of increasing digitalization, the role of social media is not only limited to brand communication but has become an important platform for marketing products and services. Social media plays a role in advertising, electronic word of mouth, customer relationship management, as well as branding, and company performance. (Alalwan et al., 2017)

As one of the most popular platforms among digitally active users, Instagram allows organizations and initiatives like Digitaldesa.id to not only communicate their values and vision but also to engage with their audience. Instagram provides users with opportunities for self-development, a platform for creativity, and enables acts of self-expression. (Schmittinger & Ethnologie, n.d.)

Instagram can not only be used to promote products and services but also as a channel for disseminating information regarding village development (Pratama Porwokerto et al., n.d.). Digitaldesa.id is an excellent example of efforts to empower villages through digital technology, by utilizing Instagram as the main channel for disseminating information about village development, promoting products and services offered by villages, as well as promoting various activities and building communities from active program participants.

This research uses a qualitative approach with an emphasis on discourse analysis techniques. The methodological approach used in this research is a qualitative method that focuses on critical discourse analysis based on the structure-function paradigm of discourse research.

2. Research Methods

In this research, researchers used qualitative methods. Qualitative research involves quite a complex process (Sitasari, 2022). This research uses a qualitative approach with an emphasis on discourse analysis techniques. The methodological approach used in this research is a qualitative method that focuses on critical discourse analysis based on the structure-function paradigm of discourse research.

This method was chosen to better understand how Digitaldesa.id uses Instagram as its main platform for brand communication and community interaction. The focus of the analysis is on key elements of brand identity construction, such as brand legitimacy, brand loyalty, and the nature of awareness, including elements of ritual and tradition. Discourse analysis allows researchers to examine the meaning, images, and interests contained in written texts in the context of the social environment of a society. (Fadiyah & Simorangkir, 2021). This framework emphasizes the need to look at the textual and contextual elements of communication so that one can fully understand how media stories are created and broader social impacts are shaped (Riduansyah et al., 2024).

Literature Review

Digital Desa (DIGIDES)

Digital Village (DIGIDES) is an information system specifically designed to manage various aspects of implementation and services at the village level. This platform integrates website technology and Android applications to facilitate computerized village management. The main objective of DIGIDES is to increase the efficiency and effectiveness of public service delivery at the village level through the use of information technology.

Digital Villages (DIGIDES) is an innovation that changes the paradigm of village management in Indonesia through the use of information technology. DIGIDES focuses on

increasing administrative efficiency and improving public services and aims to encourage the informatization of village government through websites and Android application platforms. The aim is not only to provide easier access to information for village communities but also to increase transparency and accountability in all aspects of government operations.



Picture 1. Number of Village Digital Users

Source : (DIGIDES Transformasi Digital Desa, n.d.)

According to the DIGIDES website, this project currently covers 196 districts in Indonesia and provides an integrated solution for more efficient and organized village administration. With more than 1,458 registered villages, this platform allows village governments to manage population data, financial management, and public services more effectively. The use of the DIGIDES application by 25,583 users shows widespread acceptance of digital technology as a tool to improve the quality of life in rural communities.



Picture 2. Feature DIGIDES

Source : (DIGIDES Transformasi Digital Desa, n.d.)

DIGIDES currently offers six main features that significantly improve the efficiency and quality of administrative services and public services at the village level. These features include Village Administration, which supports village office functions in population administration, planning, reporting, asset management, and budget management, as well as village service and correspondence applications. Village Services makes things easier for the community in general administration, population, marriage, and land affairs. Furthermore, Taxation services (PBB-P2) provide facilities for tax recording, including recapitulation, reports, and daily land and building tax revenue data. Social Assistance Services (Bansos) enable effective management of data on social assistance recipients, from recording to managing the type of assistance received.

DIGIDES also provides a Village Profile Website which allows villages to have and maximize village profile pages with various important content, such as government profiles, village activities, statistical data, and tourism potential. Meanwhile, the DIGIDES Android application allows village residents to access village information, use integrated marketplace features, and manage population services easily via their cell phones.

The Andi Smart feature, which is integrated with the DIGIDES application, allows village residents to request correspondence and print letters directly at the village office. Meanwhile, the DIGIDES Attendance and Guest Book features to replace the manual system with more detailed and accurate data input for village officials and village guest visits.

By providing these various features, DIGIDES not only changes the traditional way of managing villages but also encourages the creation of villages that are more connected and efficient in public services. Through the integration of information technology, DIGIDES provides comprehensive solutions to advance village administration to a more modern and adaptive level to current developments.

DIGIDES not only offers platforms and applications to improve village administration and public services but also uses social media to expand reach and engage communities. DIGIDES has an Instagram account with the username @digitaldesa.id which functions as a channel for sharing updates, success stories, and village activities using the DIGIDES platform. Through Instagram, DIGIDES can get closer to users and the community and provide insight into the possibilities and benefits of using information technology at the village level. Apart from that, DIGIDES is also active on the YouTube platform which shares tutorial videos, user testimonials, and successful experiences of implementing this information system in villages.

The aim of these videos is not only to promote the DIGIDES platform but also to provide education and inspiration to other village governments interested in modernizing their public administration through digital technology.

With a presence on social media such as Instagram and YouTube, DIGIDES utilizes information technology not only as a tool to improve public services but also as a means to educate, motivate, and inspire villages throughout Indonesia for village development and management.

Brand Community

Inside (Muniz & O'Guinn, 2001) Brand communities offer consumers a variety of meaningful benefits reflected in three key dimensions. First, the presence of a brand community acts as a powerful consumer agent, allowing the brand community's voice and aspirations to be heard more strongly than in other situations. In these communities, consumers feel like they have a platform to voice their opinions regarding certain products and services, giving them a greater role in determining brand direction and policies.

Second, brand communities are a very important source of information for consumers. This community environment allows consumers to easily interact with other users of the same product or service. This allows us to share experiences, tips, and insights to help consumers make informed decisions. Information from brand communities is often more satisfying than information from other sources because it is more personal and relevant. Third, membership in a brand community, like any other community, also provides additional benefits for its members. These benefits may include exclusive access to new products, special discounts, or the opportunity to participate in special brand events.

Therefore, active participation in a brand community not only increases the sense of ownership and loyalty to the brand but also brings measurable added value to the overall consumer experience. Overall, brand communities are not only a platform to increase interaction between brands and consumers, but also to actively participate, exchange information, and enjoy the special benefits of partnering with brands that love your brand. Social media brand communities increase interaction between brands and consumers, facilitating the sharing of information and real benefits (Zollo et al., 2020).

3. Results And Discussion

Before delving deeper into these findings, it is important to understand the background and significance of the role of the @digitaldesa.id Instagram account in the DIGIDES brand communication ecosystem.

This account is not only a platform for sharing IT information in the village, but also an important bridge between DIGIDES as a service provider and the user community. Through the use of visualizations, stories, and active interactions, @digitaldesa.id consistently prioritizes values such as innovation, community involvement, and improving the quality of life through the use of technology. Through a variety of content ranging from tutorials to best practices, this report not only provides information to rural communities but also helps them utilize and

maximize the benefits of DIGIDES in the modernization of public administration and public services.

Analysis of the @digitaldesa.id account will open up insight into how digital brand communication can strengthen and increase community involvement in the era of digital transformation at the local level. The following is a table diagram of research findings on the @digitaldesa.id account:

Table 1. Brand Community Research Findings Diagram



Strengthening Brand Identity

The Instagram account @digitaldesa.id effectively contributes to strengthening the DIGIDES brand identity through quality and targeted content. Posts about village activities, success stories of DIGIDES implementation, and user reports consistently demonstrate brand values such as efficiency, innovation, and strengthening village communities through IT (Information Technology).

Active Interaction

The DIGIDES brand community on Instagram is a place of active interaction between the brand and users, as well as between users, and comments from users sharing their experiences with DIGIDES receive positive responses from the official brand engagement account and allow you to listen and respond to the wishes and contributions of the community.

Education and Information

This account will be your main source of information about various features and benefits of using DIGIDES, @digitaldesa.id helps users better understand the benefits of information technology in village government through useful content such as how-to tutorials, tips, and practical guides.

Community Empowerment

The DIGIDES community on Instagram also provides a platform to support village communities to share knowledge, experiences, and strategies regarding the use of this platform.

This is reflected in active discussions in comments and collaboration between users to improve the implementation of DIGIDES in their respective villages.

Promotion and Engagement

This Instagram account is not only a medium for education and interaction, but also an effective promotional tool for DIGIDES. The Instagram account @digitaldesa.id has succeeded in building a positive image and increasing engagement among its followers through community activities, the latest feature updates, and posts about village projects successfully implemented with support from DIGIDES.

Discussion

Strengthening Brand Identity

In strengthening brand identity, the Instagram account @digitaldesa.id plays an important role in strengthening DIGIDES's brand identity through various content. A specific example is content that focuses on providing training on Digital Village services. Through this contribution, @digitaldesa.id not only provides information on existing training programs but also shows DIGIDES' commitment to increasing the capacity and ability of village communities to utilize information technology. Kaplan and Haenlin in (Khotimah et al., 2023) define social media as a set of Internet-based applications that utilize Web 2.0 ideology and technology, and where users can create or share information about the application.

In strengthening brand identity, the Instagram account @digitaldesa.id plays a crucial role in strengthening the DIGIDES brand identity through the various content presented. One concrete example is content that focuses on providing training for Village Digital services. Through these posts, @digitaldesa.id not only informs about available training programs but also illustrates DIGIDES' commitment to increasing the competency and capacity of village communities in managing information technology.

Every content about DIGIDES service training on Instagram presents a clear and informative visualization of how information technology can empower villages. The materials distributed include a guide to using the platform, concrete benefits from implementing DIGIDES, and testimonials from training participants who have felt the positive impact. This content not only shows that DIGIDES is a leading solution provider in village digital transformation, but also invites village communities to be actively involved in the process of implementing this technology.

By focusing on providing training services, @digitaldesa.id not only builds a strong brand image as a leader in the technological revolution at the village level but also mobilizes community participation in driving positive change. Through this communication strategy, DIGIDES not only educates but also builds meaningful relationships with village communities, strengthening emotional ties and commitment to the brand in advancing the quality of life in Indonesia.

On the Instagram account @digitaldesa.id, strengthening the DIGIDES brand identity is realized through various content that highlights the provision of Digital Village service training in the Julumate'ne area, Gowa Regency, South Sulawesi. This content not only informs activities but also builds a strong narrative about DIGIDES' commitment to developing and improving the quality of services at the village level through information technology.



Picture 3. Instagram Reels posts @digitaldesa.id

The post about Digital Village service training in Julumate'ne provides detailed information regarding the objectives, benefits, and process of the training held. In this context, @digitaldesa.id not only promotes the successful implementation of technology in villages but also highlights how this technology can empower local communities. Through photos and stories on Instagram, the DIGIDES community follows the training journey, from preparation to results achieved, such as increasing village administration capabilities and efficiency of public services.

The use of content that focuses on providing training not only strengthens DIGIDES' brand identity as a technological innovator in the field of public services but also builds close relationships with village communities, especially in Julumate'ne, Gowa. In this way, @digitaldesa.id is not only a channel for sharing information but also a tool to inspire and educate the public about the benefits of information technology in improving the quality of life and services at the local level.

Active interaction

Active interaction on the Instagram account @digitaldesa.id not only involves sharing testimonials from DIGIDES user experiences but also includes entertaining and inspiring content. One prominent example is content in the form of a poster parody of the film "I-in-law is Death" which is currently busy on TikTok and has become a trending topic on platform X within a few days.



Picture 4. Instagram Post @digitaldesa.id

The poster depicts a strong message, namely "Villages without Digital are Death", which was uploaded with a caption that emphasizes DIGIDES' commitment to spreading digital transformation to remote villages throughout Indonesia. This message not only attracts attention but also builds awareness of the importance of adopting information technology in advancing villages. Content like this is not only entertaining but also provides an inspiring and educational point of view. Through discussions and comments that emerged, such as comments from the @desa_piasan account which expressed support with fire emoticons, it can be seen that this content has succeeded in building emotional resonance and positive support from the @digitaldesa.id community of followers.

With a creative approach and daring to take trends from other social media, @digitaldesa.id is not only a hub for information about village technology, but also builds deep engagement with the community, expands the scope of important messages, and promotes the values of digital transformation. essential for the development of Indonesia from the village level.

Education and Information

On the Instagram account @digitaldesa.id, there is educational content that highlights the importance of full commitment to the digital transformation of villages. One example of this content is a poster that displays a triangle that connects the government, society, and other stakeholders. The message is clear: "Digital transformation does not tolerate half measures."



Picture 5. Education on Instagram @digitaldesa.id

This poster not only conveys a message about the importance of commitment to adopting digital technology at the village level but also emphasizes that this transformation requires complete support from all relevant parties. Through the accompanying caption, "Unfortunately, it's enough to do it half-heartedly, don't do digital transformation," @digitaldesa.id builds a narrative about the urgency and necessity to adopt digital technology fully and with commitment.

This content not only aims to provide information but also to educate village communities about how important digital transformation is in improving the quality of life and public services. Combining powerful visuals and a bold message, this account not only informs but also inspires action.

Through smart communication strategies like this, @digitaldesa.id not only builds awareness of digital transformation but also encourages village communities to be actively involved in this process. In this way, this account is not only a source of information but also a driving force for change towards more advanced and connected villages in the digital era.

Community Empowerment

On the Instagram account @digitaldesa.id, community empowerment is carried out not only through providing knowledge about DIGIDES but also through opportunities to actively participate as volunteers. One concrete example is when the account held an open volunteer recruitment with the theme "Village Digital Transformation: Building Indonesia from the Village". This activity offers an opportunity for the community to be directly involved in efforts to advance digital transformation in Indonesia, especially in the villages of Konawe Regency.



Picture 6. Open volunteer activities Instagram @digitaldesa.id

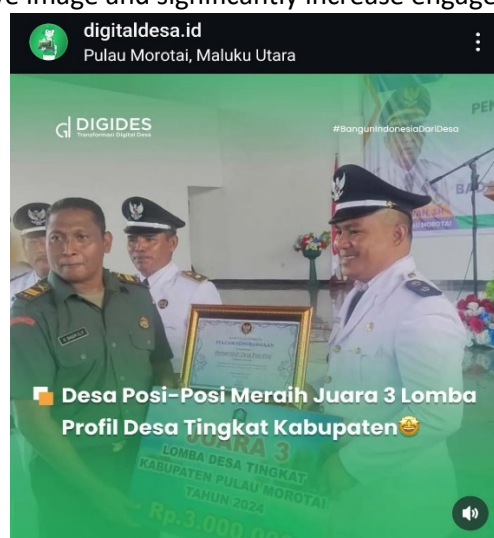
This post not only informs about volunteer recruitment but also invites the community to be part of significant changes in the application of digital technology at the village level. With certain terms and conditions, such as certain skills or time commitment required, @digitaldesa.id invites its followers to contribute directly to the DIGIDES project.

Through this activity, DIGIDES not only builds awareness of the importance of digital transformation but also builds a community that is actively involved in the process. Selected volunteers have the opportunity to learn more about information technology, share experiences with village communities, and support the implementation of innovative digital solutions.

With this approach, @digitaldesa.id not only functions as an information platform but also as a forum for building unity in creating positive change. Village digital transformation is not just about adopting technology, but also about empowering communities to reach their full potential in the digital era.

Promotion and Engagement

Apart from functioning as a medium for education and interaction, the Instagram account @digitaldesa.id is also effective as a promotional tool for DIGIDES. Through various posts reviewing community activities, the latest updates regarding platform features, as well as the success of village projects that have been implemented with the help of DIGIDES, this account can build a positive image and significantly increase engagement with its followers.



Picture 7. Winner of District Level Village Profile

One example of success highlighted by @digitaldesa.id is the award given to Posi-Posi village as the winner of 3rd place in the best village profile website competition at the district level. This appreciation post not only promotes the village's success in maximizing their village profile page with the help of DIGIDES but also provides inspiration and motivation for other villages to adopt similar technology.

By strengthening the DIGIDES brand identity through the Instagram account @digitaldesa.id, the content presented not only focuses on providing digital village service training but also reflects a deep commitment to digital transformation at the village level. In strengthening the DIGIDES brand identity through the Instagram account @digitaldesa.id, it can be seen that the content presented does not only focus on providing Digital Village service training but also reflects a deep commitment to digital transformation at the village level. This content not only informs available training programs but also visualizes how information technology can empower village communities. For example, by providing training in Julumate'ne, Gowa Regency, DIGIDES not only shows the success of technology implementation at the local level but also builds a strong narrative about the progress and positive changes that can be achieved through technology adoption.

More than just information, every post about DIGIDES service training on Instagram presents a guide to using the platform, concrete benefits of the technology, as well as direct testimonials from training participants. Through this approach, @digitaldesa.id not only strengthens its brand identity as a leader in village digital transformation but also invites active community participation in sustainable change. By utilizing social media to share success stories and community support, DIGIDES has succeeded in building a positive image that not only educates but also inspires change towards more advanced and digitally connected villages in Indonesia.

4. Conclusions

The conclusion from the research results collected from the Instagram account @digitaldesa.id is that the platform has succeeded in playing an important role in strengthening the DIGIDES brand identity through various informative and inspiring content. Through its focus on education, active interaction, community empowerment, and promotion, this account informs and mobilizes community participation in adopting digital technology at the village level.

The content presented not only promotes DIGIDES products or services but also educates village communities about the benefits of digital transformation and how to implement it effectively. Thus, the Instagram account @digitaldesa.id is not only a channel for sharing information but also a tool for building awareness, and inspiring and motivating positive change in village communities.

Overall, the results of this research highlight how smart, value-oriented communication strategies can help build a strong brand image and expand DIGIDES' positive influence in improving the quality of life and public services in Indonesia's rural communities.

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