# **JURNAL AR RO'IS MANDALIKA (ARMADA)**

Journal website: https://ojs.cahayamandalika.com/index.php/armada

ISSN: 2774-8499 Vol. 6 No. 1 (2026)

### Research Article

# Analysis of Information Quality of Social Forestry on the Instagram Account of the Social Forestry Office (BPS) Manado

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### **Abstract**

This research aims to examine the quality of Social Forestry information presented on the Instagram account of Social Forestry Office Manado from April to August 2025, in terms of accuracy, timeliness, relevance, and completeness, as well as to identify the types of information deficiencies in the posts. The informants of this research are parties directly involved and responsible for conveying Social Forestry information through Instagram of Social Forestry Office Manado. This research was conducted at Social Forestry Office Manado, a Technical Implementation Unit under the Directorate General of Social Forestry, Ministry of Forestry, located at Jl. Raya Adipura, Kima Atas Village, Mapanget District, Manado City, North Sulawesi Province. This research uses a descriptive qualitative research method to systematically, factually, and accurately describe the quality of Social Forestry information on Instagram of Social Forestry Office Manado. Data collection techniques used are observation, interviews, and document analysis. Data analysis is done inductively to identify patterns and themes related to information quality. The results of this study indicate that the quality of Social Forestry information on the Instagram of Social Forestry Office (BPS) Manado from April to August 2025 meets the quality standards and has some deficiencies. It covers all four aspects of information quality as a whole and is interrelated between the aspects of accuracy, timeliness, relevance, and completeness. Out of 28 posts analyzed, 71.43% had good information quality, meeting all four quality aspects. Meanwhile, 14.29% had moderate quality. This indicates consistency in maintaining information Analysis of Information Quality of Social Forestry on the Instagram Account of the Social Forestry Office (BPS)

quality by enhancing completeness and covering key aspects like objectives, benefits, and outcomes, ensuring accuracy, timeliness, relevance, and completeness.

**Keywords:** Information Quality, Instagram, Social Forestry Manado.

### **INTRODUCTION**

The Social Forestry Office (BPS) Manado, as one of the Technical Implementation Units (UPT) under the Directorate General of Social Forestry, Ministry of Environment and Forestry, utilizes Instagram (@perhutsos\_manado) to disseminate information about the Social Forestry Program — including registration procedures, recent policies, achievements, and field documentation. Between April and August 2025, the account posted 45 contents: 28 photos, 12 short videos (Reels), and 5 infographics.

According to the Regulation of the Minister of Environment and Forestry No. 9/2021 on Social Forestry Management, Social Forestry is a sustainable forest management system carried out by local communities or Indigenous Peoples to enhance welfare, maintain environmental balance, and preserve socio-cultural dynamics through Village Forests, Community Forests, People's Plantation Forests, Customary Forests, and Forestry Partnerships. This policy allows communities to manage forest areas sustainably and benefit from them without causing degradation.

In today's digital era, public institutions are required to deliver information quickly, accurately, and transparently. Social media, particularly Instagram, has become a strategic communication channel for promoting education, outreach, and public engagement. Following Regulation No. 7/2025 concerning the Organization and Work Procedures of Social Forestry Offices, BPSILHK Manado officially transformed into the Social Forestry Office (BPS) Manado. To improve its information quality, BPS Manado must enhance data management processes such as content preparation, editing, packaging, and periodic updates to ensure that news, reports, and visuals are accurate and informative.

In communication science, information quality strongly influences public trust and message effectiveness (Maulana et al., 2022). McLeod (2007) states that high-quality information must be accurate, timely, relevant, and complete. However, some BPS Manado Instagram posts during April–August 2025 do not fully meet these standards — lacking detail, explanatory context, or supportive text — which may reduce message clarity. Optimizing data-driven content, infographics, and educational narratives could

improve public understanding and trust toward the Social Forestry Program.

Nonetheless, challenges remain, particularly in digital literacy and infrastructure. Prasetyo (2021) highlights that low digital literacy among both citizens and government employees hampers the effective use of digital platforms. Limited human resources and uneven internet access across Indonesia further constrain digital inclusivity. Therefore, strengthening digital competence through training, ensuring equitable digital infrastructure, and fostering cross-sector collaboration are essential.

In conclusion, information technology plays a crucial role in promoting transparent and efficient governance. Through digital transformation, public services can become more accessible and responsive. This study aims to analyze the information quality of Social Forestry content on BPS Manado's Instagram, assessing whether it meets communication quality standards and providing strategic recommendations to enhance public communication effectiveness in the forestry sector.

The purpose of this research is to provide both academic and practical recommendations for improving the quality of government communication through social media. Specifically, the study aims to assess the quality of information related to Social Forestry presented on the Instagram account of BPS Manado during the period of April to August 2025, focusing on the aspects of accuracy, timeliness, relevance, and completeness. Additionally, the research seeks to identify the types of informational deficiencies present in the Instagram posts during that period.

### **METHOD**

This study employs a descriptive qualitative approach to systematically, factually, and accurately describe the quality of Social Forestry information on the Instagram account of the Social Forestry Office (BPS) Manado. This approach enables an in-depth understanding of how information is communicated and perceived. The research emphasizes interactive and reflective engagement between the researcher and informants through in-depth interviews, observations, and document analysis to obtain authentic insights. Using McLeod's (2007) information quality theory—comprising accuracy, timeliness, relevance, and completeness—as its analytical framework, the study focuses on all Instagram content (photos, videos, infographics, and reels) posted between April and August 2025. Data were systematically coded and analyzed inductively to interpret the quality and presentation of information. This research

contributes to enhancing digital public communication strategies in government institutions, particularly in improving public awareness and understanding of Social Forestry issues.

This research was conducted at the Social Forestry Office (BPS) Manado, a Technical Implementation Unit under the Directorate General of Social Forestry, Ministry of Environment and Forestry. Located on Adipura Street, Kima Atas, Mapanget District, Manado, North Sulawesi, BPS Manado oversees Social Forestry programs in North Sulawesi, Gorontalo, and Central Sulawesi. The location was chosen due to BPS Manado's active use of Instagram (@perhutsos\_manado) as a communication platform for public outreach and education. The study took place from June to August 2025, covering all stages—initial observation, coordination with the institution, content documentation, in-depth interviews with the Public Relations Working Group, and data analysis—aimed at obtaining comprehensive insights into the quality of Social Forestry information shared through social media.

The data sources of this study consist of Instagram posts from BPS Manado related to the Social Forestry Program, collected online within a specified period. The research utilizes both primary and secondary data to ensure depth and validity of findings. Primary data were obtained through direct observation of Instagram content and in-depth interviews with personnel managing the account to assess information quality based on accuracy, timeliness, relevance, and completeness. Secondary data were gathered from literature, documentation, and official reports related to information quality, social media communication, and Social Forestry. As noted by Ardiansyah et al. (2023), qualitative research data are typically collected through interviews, observation, and documentation. This combination of data sources enables a comprehensive understanding of how Social Forestry information is presented and communicated through BPS Manado's Instagram platform.

The data collection techniques in this study include three main methods. First, observation was conducted on Instagram content uploaded by BPS Manado to evaluate information quality based on accuracy, relevance, timeliness, and completeness. A total of 28 posts meeting inclusion criteria—containing Social Forestry information with textual elements (captions)—were analyzed and digitally documented, including upload dates, content types, screenshots, and contextual notes. Second, interviews were carried out with personnel responsible for managing BPS Manado's Instagram account,

conducted either online or in person, to obtain primary data and perspectives on content management. Third, document analysis was used to gather secondary data from literature and reports related to information quality and social media communication. The unit of analysis consisted of Instagram posts from April to August 2025 on the official account of the Social Forestry Office (BPS) Manado.

The data analysis technique in this study employs a descriptive qualitative approach to examine the quality of information on BPS Manado's Instagram account. Data were collected through content observation and interviews with account administrators, then analyzed inductively to identify emerging patterns and themes. The process involved several steps: data collection, content analysis of posts (texts, images, videos), thematic analysis to identify key themes, and interpretation of findings to assess how Social Forestry information is communicated. The analysis focused on four aspects of information quality—accuracy, relevance, timeliness, and completeness—within the context of BPS Manado's Social Forestry initiatives. This systematic and reflective approach ensures the findings are valid, reliable, and provide meaningful insights into the effectiveness of digital public communication.

### **RESULT AND DISCUSSION**

Instagram, as a visual-based social media platform (photos, videos, and infographics), has been effectively utilized by the Balai Perhutanan Sosial (BPS) Manado in managing its communication and information dissemination. The BPS Manado Instagram account leverages Instagram's main features such as sharing posts, visual content, photos, and videos, as well as filters and effects to enhance the aesthetic quality of content. Additionally, Instagram allows cross-sharing to other social media platforms such as Facebook, Twitter, and WhatsApp, with shared posts linked back to the original content to encourage interaction and engagement.

BPS Manado also makes use of additional features like Instagram Reels, a short video feature similar to TikTok. Most of the posts related to Social Forestry Information consist of photo carousel posts (24 posts) and Reels (4 posts). The data analysis of these posts was categorized using McLeod's (2007) information quality theory, which includes four aspects: accuracy, timeliness, relevance, and completeness. One of the most important features supporting these dimensions is the caption, where users can provide contextual information, tag locations, and mention other users.

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The diversity of information shared through BPS Manado's Instagram includes Press Releases. Educational Institutional Meetings, Content, Activities/Reports/Planting Programs, Human (HR). Resources and Coordination/Collaboration Activities. Based on the data, the most frequently posted category was Institutional Activities/Reports/Planting Programs (32.14%), followed by Meetings (21.43%). This indicates that BPS Manado prioritizes sharing content related to institutional activities, helping raise public awareness about their programs. Meetingrelated content (21.43%) also ranks high, reflecting efforts to promote transparency and accountability. Meanwhile, Educational and HR content also represent significant proportions—17.86% and 14.29%, respectively—demonstrating a commitment to knowledge sharing and community awareness.

According to the Instagram Information Quality Assessment Table for BPS Manado, the results are as follows:

- 1. Good quality information: 20 posts
- 2. Fair quality information: 4 posts
- 3. Poor quality information: 4 posts

Total posts: 28

Hence,

- 1. Percentage of good-quality information:  $(20/28) \times 100\% = 71.43\%$
- 2. Percentage of fair-quality information:  $(4/28) \times 100\% = 14.29\%$
- 3. Percentage of poor-quality information:  $(4/28) \times 100\% = 14.29\%$

The analysis of accuracy showed that it aligns closely with completeness—a post tends to be complete when it is also accurate. However, some posts lacked time details or specific information, failing to meet all four dimensions of information quality. Similarly, the timeliness aspect was often linked with completeness—when posts were shared promptly, their content tended to be more comprehensive. Yet, some posts were delayed or lacked updates.

The relevance analysis revealed that posts with incomplete or unclear details (e.g., missing explanations of core tasks or public services) had low relevance scores. Meeting-related content sometimes lacked specific outcomes or resolutions, reducing its informational depth. Lastly, completeness was found to be an overarching aspect encompassing the other three dimensions—accuracy, timeliness, and relevance. Posts missing detailed information or context failed to meet the "5W1H" (who, what, when,

where, why, how) standard.

Overall, 71.43% of the posts were categorized as having good information quality, fulfilling all four aspects. Posts rated as fair or poor reflected missing elements across these dimensions.

A study by Zharfaningrum et al. (2020) on the social media of the Social Forestry Office in North Sumatra revealed that completeness alone was insufficient without visually appealing and interactive presentation. Likewise, BPS Manado's posts achieved higher quality when they combined explanatory text, visual documentation (photos), and contextual information (time, place, and message clarity).

Yulia et al. (2024) conducted training and research on content creation, showing that community members could use Canva and CapCut to promote local tourism, increasing visitor engagement. Similarly, BPS Manado's Educational and HR posts—17.86% and 14.29%, respectively—play an essential role in public awareness and learning.

Syah et al. (2021) studied public interest in textual information shared by Indonesia's Ministry of Environment and Forestry (KLHK). They found that wildlife content attracted the most attention, although the ministry had yet to prioritize social media for public communication. In comparison, the @perhutsos\_manado account demonstrates high engagement with content categories such as INFO (general institutional updates), ANOA (Sulawesi's endemic wildlife), QUOTES (environmental inspiration), and EVENTS (activities).

Interviews with the BPS Manado Public Relations Working Group (Pokja Humas) confirmed that data accuracy and consistency are top priorities. The team applies a multi-layered verification process—from field data collection to official approval—to ensure credibility, consistent with Grunig's (1992) Excellence Theory, which emphasizes formal communication systems and managerial participation for effective public communication.

BPS Manado's workflow begins during field activities, where documentation is collected, summarized, and reviewed before the PR team crafts and publishes final content. This structured process ensures that posts remain relevant, timely, and reliable.

The Social Forestry content is largely contextualized to local issues in Manado and North Sulawesi, as BPS Manado serves the working area covering North Sulawesi, Gorontalo, and Central Sulawesi. The institution ensures that shared information aligns

with community needs. From a communication science perspective, Instagram has become a strategic medium for delivering accurate and up-to-date public information.

Public perception of information completeness is generally positive—most users find the content sufficiently detailed, and those seeking more information are directed to the Coordinator of the BPS Manado Public Relations Working Group.

A study by Nurhaliza & Bachtiar (2025) found that using Instagram Reels for public information dissemination is a strategic approach to enhance engagement, strengthen institutional image, and improve accessibility. Similarly, BPS Manado effectively uses Reels and carousels to maintain content relevance and encourage audience interaction through infographics, documentation, and comment responses. This strategy enhances transparency, builds public connection, and promotes participation in Social Forestry programs.

Semi-structured interviews with key informants from Pokja Humas BPS Manado further revealed insights into content production, verification processes, and strategies for improving information quality, especially for technical topics that need to be presented in accessible, audience-friendly language through social media platforms like Instagram.

## **Findings**

The following are the findings on the quality of information from posts related to Social Forestry Information on the Instagram account of the Balai Perhutanan Sosial (BPS) Manado:

- There is a strong internal control system ensuring content validity before publication. The verification process occurs in two stages: initial verification by the PR team and final verification by the Head of the Agency or authorized officials. This multi-layered verification mechanism is key to maintaining data accuracy and information reliability.
- 2. The timeliness aspect still requires improvement, as some posts lack time information or show significant delays between the event and posting time.
- 3. The relevance aspect is closely related to completeness and accuracy, since complete and accurate information enables audiences to better understand the topic and gain precise insights.
- 4. The findings align with McLeod's Information Quality Theory, where the concept of

completeness—encompassing accuracy, timeliness, relevance, and the 5W1H elements—emphasizes the importance of these dimensions in determining overall information quality.

### **CONCLUSION**

Based on the research on the Analysis of Information Quality of Social Forestry on the Instagram Account of Balai Perhutanan Sosial (BPS) Manado during the period of April–August 2025, several conclusions can be drawn.

First, the four aspects of information quality—accuracy, timeliness, relevance, and completeness—are interrelated. From the 28 analyzed posts, 71.43% were categorized as good, fulfilling all four aspects. Meanwhile, 14.29% were rated as fair and 14.29% as poor, indicating that certain aspects were not fully met. This reflects the institution's overall consistency in maintaining the quality of information shared on its official Instagram account.

Second, posts categorized as fair or poor generally lacked completeness, followed by deficiencies in timeliness, relevance, and to a lesser extent, accuracy. However, credibility remains the strongest attribute, as all posts rely on verified official data, use terminology consistent with regulations, and consistently display institutional identity—demonstrating strong attention to information validity and institutional credibility.

Third, the most frequently shared information type was Institutional Activities/Reports/Planting Programs (32.14%), followed by Meetings (21.43%). Other content types, such as Educational and Human Resources (HR) posts, accounted for 17.86% and 14.29%, respectively. This indicates that BPS Manado employs a diverse content strategy, prioritizing updates on activities, reports, meetings, education, and human resource development.

### Recommendation

Based on the conclusions of the study on the Analysis of Information Quality of Social Forestry on the Instagram Account of Balai Perhutanan Sosial (BPS) Manado for the period of April–August 2025, it is recommended that to enhance the completeness of information, BPS Manado should ensure that each post includes all essential elements such as objectives, benefits, implementation process, and expected outcomes. This will

enable the audience to gain a comprehensive understanding of the information presented and make more informed decisions.

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