



Information repackaging strategy and information classification on the Instagram account @perpustakaan_umy

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ABSTRACT

The purpose of this research is to explore how the @perpustakaan_umy Instagram account is managed to support the dissemination of information from the university library information. The method adopting a descriptive qualitative approach, with study draws on observation, documentation, and in-depth interviews with the social media team at the University of Muhammadiyah Yogyakarta Library, with the secondary data. Data analysis using by Miles and Huberman model. Findings show the library's information repackaging strategy is both systematic and collaborative, made possible by creation of dedicated all from social media division, clear task assignments, and the developments of structure content plans. The efforts from the team's supported by a content planner and coordinated teamwork. In managing Instagram content, information is thoughtfully organized from three main pillars: education, entertainment, and information which is this together help to make a balanced the content from these three pillars. The conclusion of this study is that the activities of classifying and repackaging information on @perpustakaan_umy can foster interaction with users. Therefore, the UMY Library can promote its services and knowledge. This can serve as a reference for other library institutions in developing their own social media platforms.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pengemasan ulang informasi dan klasifikasi informasi dalam pengelolaan akun Instagram @perpustakaan_umy sebagai media penyebaran informasi perpustakaan universitas. Metode yang digunakan adalah deskriptif kualitatif, dengan teknik pengumpulan data berupa observasi, dokumentasi, dan wawancara mendalam dengan tim media sosial Perpustakaan Universitas Muhammadiyah Yogyakarta, yang dilengkapi dengan data sekunder. Analisis data dilakukan menggunakan model Miles dan Huberman. Hasil penelitian menunjukkan bahwa strategi pengemasan ulang informasi yang diterapkan oleh Perpustakaan Universitas Muhammadiyah Yogyakarta melalui akun Instagram @perpustakaan_umy telah dilakukan secara terstruktur melalui pembentukan Divisi Media Sosial, pembagian tugas, serta penyusunan rencana konten. Strategi ini dilaksanakan secara sistematis dengan dukungan content planner dan koordinasi tim yang terstruktur. Selanjutnya, klasifikasi informasi dalam pengelolaan konten Instagram dibagi menjadi tiga pilar utama, yaitu edukasi, hiburan, dan informasi, yang berfungsi untuk menjaga keseimbangan konten agar tetap informatif, edukatif, dan menarik. Kesimpulan dari penelitian ini adalah bahwa kegiatan klasifikasi dan pengemasan ulang informasi pada akun @perpustakaan_umy dapat meningkatkan interaksi dengan pengguna. Oleh karena itu, Perpustakaan UMY mampu mempromosikan layanan dan pengetahuannya. Hal ini dapat menjadi referensi bagi lembaga perpustakaan lain dalam mengembangkan platform media sosial mereka.

Keywords: Repackaging information strategies; Information classification; University library; Social media

1. INTRODUCTION

Information repackaging is defined as the process of reformatting information through different media, so that existing information can be made more concise, clear, and detailed without reducing or adding to the content of the information (Fitriyana & Husna, 2022). Information repackaging activities carried out by libraries are one of the efforts made to improve the quantity and quality of existing information services (Tupan & Nashihuddin, 2016). The repackaging of information can

be executed through a variety of methods, including the utilization of social media and electronic media as instruments for dissemination. For instance, the library at Sanatha Dharma University in Yogyakarta has adopted a strategy of information repurposing, whereby textual information is converted into audiovisual content and disseminated through the YouTube platform (Widiana & Zain, 2023). The libraries can make the power of social media to connect with other people and get them interest in the library has to often.

The Library University of Muhammadiyah Yogyakarta (UMY) connect with community through the social media platform Instagram, which is @perpustakaan_umy. On this account, they regularly share all short of interesting and varied content to keep followers informed and engaged. As of September 2025, the UMY Library's Instagram account had amassed approximately 12,000 followers, with a total of 1,400 diverse posts, including a feed of photos, as well as Reels (short-form videos) and Instagram Stories. The UMY Library uses Instagram to share updates about service and build a closer relationship with the followers. They focus on making creative content that really speaks to what their user needs and looking for.

The curated content published is carefully crafted, characterized by the accessible language and the presentation of information that is substantiated by clear references. In addition to improving library service information, the UMY Library's Instagram page features a diverse range of content, including trends, recommendations, tips and tricks, announcements, and general knowledge presented in a highly engaging manner. This finding is consistent with Santoso's (2021) proposition that repurposing information using technology can enhance its appeal to users. UMY Library has also produced several works through information repackaging, including podcast videos, bibliobattle videos, infographic designs, information literacy training videos, and others. Some of this content is published via UMY Library's YouTube and Instagram channels Kurniawan et al. (2022). These efforts led the UMY Library to win First Place in the Best Instagram category at the FPPTMA Awards SILASMA 2024. This achievement was certainly the result of a long process fraught with various challenges, including limited facilities and infrastructure. Nevertheless, these obstacles served as a driving force to continue innovating and producing high-quality content, even with limited resources.

When the library repackaging information, they are able to make their services better and help visitors find exactly what they need. Previous research has shown that the information repackaging process involves various stages, ranging from identifying information needs and determining formats to selecting information channels as media for presenting the repackaged products; therefore, a strategic approach is necessary for these stages. A study by Nashihuddin (2021) highlights that designing a strategy for information repackaging can be achieved by making it a flagship library program and a core librarian role, understanding the information behavior of digital native library users, disseminating digital information packages through social media and collaborative networks, transforming the librarian's role into that of a "social librarian" and "public knowledge" facilitator, and implementing Marketing and Public Relations (MPR) strategies to disseminate repackaged information products to users. Cahyadi & Zulaikha (2024) also emphasize that information repackaging can serve as an innovation in collection development to enhance the library's visibility and improve the quality of its services. In their study, Shinta & Rachman (2020) highlight examples of information repackaging practices carried out by the Bogor Agricultural University Library. Information repackaging activities are carried out by librarians on their own initiative and for professional development. However, the repackaged products produced are still in printed form, such as bibliographies, booklets, posters, standing banners, and leaflets. Additionally, Tupan & Nashihuddin (2016) found that repackaged information products can be tailored to the needs of users, whether they are digital natives or digital immigrants. They can also take the form of selected full-text information packages on a single topic presented as e-books and digital industry trees, as has been done by PDII-LIPI (BRIN) to meet the information needs of SMEs (Small and Medium Enterprises).

Although various studies have examined strategies, processes, practices, and the use of information repackaging in libraries, most still focus on general concepts and have not specifically examined strategies for repackaging information using social media platforms in university libraries. Previous studies on information repackaging have largely focused on strategies, processes, and the utilization of repackaged information in libraries, including identifying user needs, selecting information formats, and evaluating information products. However, these studies have paid little attention to how repackaged information is categorized and managed as digital content on social media platforms. This aspect really important for libraries to organize their Instagram posts into clear categories. This help keep the content consistent, makes sure it's always relevant, and keeps followers interested and engaged. Therefore, this study addresses this research gap by exploring the strategies implemented in the information repackaging process on the UMY Library's Instagram account and analyzing the classification of information presented through its content. The research questions in this study are: (1) What strategies are applied by the UMY Library in repackaging library information into Instagram content? (2) How does the UMY Library organize and classify repackaged information content to support information dissemination through Instagram? This study is expected to provide inspiration and serve as a reference for developing information packaging strategies for university libraries that have utilized social media as a form of innovation in the knowledge-sharing process. To carry out the strategic stages of information repackaging, one should refer to the six indicators identified by Tupan and Nasihuddin (2016), namely: (a) preparation of the initial brief, (b) analysis of the brief, (c) determination of design criteria for the message carrier, (d) selection of the message carrier, (e) production of the message carrier, and (f) content plan system planning.

2. LITERATURE REVIEW

Research on information repackaging has been extensively studied by previous researchers, who employed a variety of approaches and utilized it in a range of application contexts within information institutions, particularly libraries. The extant literature suggests that information repackaging entails more than mere re-presentation of information; it involves the implementation of strategies for identifying user needs, selecting the most appropriate information format, and determining the optimal medium for conveying the information. However, each information institution employs distinct strategies and approaches, tailored to its users' characteristics and the media used. As Athukorala (2024) asserts, in the contemporary context, libraries that adopt digital marketing strategies through social media can reach a broad spectrum of audiences with greater precision, thereby enhancing the effectiveness of existing library marketing initiatives. Shinta & Rachman (2020) described the information repackaging process carried out by the IPB Library. This process includes three stages: first, analyzing information according to the target audience; second, analyzing the target audience; and third, selecting the media used for information repackaging. The result of this process is printed information products such as bibliographies, booklets, banners, posters, and leaflets. The findings indicate that the efficacy of repackaging information is contingent upon the analysis phase and the selection of media, with the objective being to convey the information in a manner that aligns with users' needs. This assertion is consistent with the findings of Cahyadi and Zulaikha (2024), which indicate that the repackaging of information constitutes a pivotal innovation in collection development, with the potential to enhance the visibility and quality of library services in the new normal era. The strategies employed in this process include the identification of user needs, the selection of information and promotional materials, and the evaluation of each piece of information provided. Furthermore, Nashihuddin (2021) emphasizes the necessity of integrating information repackaging strategies as a flagship library design, taking into account the information behavior of digital native users, utilizing social media as a means of dissemination, and strengthening the role of librarians as social librarians through a marketing and public relations (MPR) approach.

Studies on digital content management also indicate a focus on presenting information in a way that is more appealing to users. Javmika & Erika (2024) conducted a study on the repurposing of digital content, focusing on script development based on information sources and the enhancement of storytelling techniques to increase the content's appeal. The efforts undertaken involved drafting scripts as content using various information sources relevant to the topic being developed, and incorporating distinctive elements into each video such as language style, facial expressions, and intonation—to capture the audience's interest. The survey results in the study by Ardhana & Asmara (2025) regarding the utilization of information repackaging in digital media fall into the high category with a score of 2.79 on a scale of 2.50–3.24, indicating that information repackaging services in digital media have a positive impact on facilitating users' information needs.

Based on a review of previous research, such studies generally focus on the aspects of strategy, process, and the general use of repackaged information, and have not specifically examined how this is implemented on the social media platform Instagram a medium characterized by visual communication. As Henez (2024) noted, libraries can use social media platforms like Instagram to present content that is far more engaging than books and other sources, encouraging visitors to visit and explore the library. Furthermore, existing studies have not extensively highlighted the classification of repackaged information based on the type and characteristics of its content. Understanding how information is organized really help user's find what they are looking for and makes it easier to spot patterns in how content is published. That's why this research takes a closer look how the UMY Library's repackages information on Instagram account and explores the different ways content is categorized there.

2.1 Information Repackaging

Information is defined as a message represented through communication media, thus establishing between the information and the user, ensuring the reception of the message. Concurrently, repackaging includes the dissemination of information in an alternative format designed to capture readers' attention (Rusandi & Muhammad Rusli, 2021). The dissemination of information by digital media is not only a matter of format but also involves the content of the message and the establishment of two-way communication between information institutions and their users. The implementation of two-way communication through library social media has been identified as a key strategy for building positive relationships with users, increasing engagement, and creating a more interactive information experience. Achieving this objective calls for the repackaging of information, entailing the presentation of library information in a more engaging, easily comprehensible format that aligns with the characteristics of social media users (Athukorala & Chiran Jayasundara, 2025a). In addition, Shinta & Rachman (2020) define information repackaging as the process of organizing information in an engaging and easily understandable format for the diverse types of library users who are the intended recipients of that information. The repackaging of information necessitates the implementation of several processes or stages, with the objective of rendering the information engaging and capable of increasing user interest. Tupan and Nashihuddin (2016) posit that information repackaging is comprised of several processes, including:

- a. Preparation of the first brief, which involves compiling information from various selected sources prepared by information professionals.
- b. Analysis of the brief, which involves briefly analyzing reference sources in relation to the target audience, information content, packaging budget, and the lifecycle of the information package. The repackaged information product must provide a clear and engaging description of the information topic so that it is well-received by users.

- c. Design criteria for the message carrier, which involves designing the information package to be as attractive as possible so that the information captures the reader's attention and does not feel monotonous.
- d. Selection of the message carrier, which involves designing the information package in various formats and sizes.
- e. Production of the message carrier: the information packaging must be well-designed before being produced in larger quantities.
- f. Feedback planning (content plan system planning): thorough planning is necessary to respond to user feedback or evaluations regarding the success of the repackaged information.

3. METHOD

This study employs a descriptive qualitative method to describe information repackaging strategies and content classification in the management of the Instagram account @perpustakaan_umy. The descriptive qualitative method is a research approach aimed at systematically and thoroughly describing the phenomenon under study (Rusandi & Muhammad Rusli, 2021). Additionally, qualitative research is used to explore the meanings embedded within a social phenomenon from the perspective of the research subjects, which are then presented in a descriptive format Malahati et al. (2023). This study was conducted from May to September 2024 at the Muhammadiyah University of Yogyakarta Library, located on the 3rd floor of Building D, Jl. Brawijaya, Tamantirto, Kasihan, Bantul, Special Region of Yogyakarta.

In qualitative research, several stages precede data collection. These include developing research instruments based on theories relevant to the study, so that the data obtained can yield valid new findings. This aligns with Hutasuht & Albina (2025) assertion that research instruments are developed to support the research process and ensure that the data collected is accurate and aligned with the research variables. In this study, data collection was conducted through observation, in-depth interviews with informants, and documentation. Data collection was conducted through interviews with members of the UMY Library's Social Media Division. The selection of informants in this study was tailored to the research subject. Since the Instagram account @perpustakaan_umy is managed entirely by the social media division, all informants were selected from that division. Data collection was conducted after obtaining official permission in the form of a research authorization letter issued by the relevant institution. This was done to ensure that the data obtained was accurate and relevant to the research objectives.

This study utilized two types of data sources: primary data and secondary data. Primary data was obtained directly through in-depth interviews with six informants, consisting of librarians and the social media team responsible for managing the library's social media accounts. The selection of these informants aims to obtain valid and relevant data aligned with the research focus, thereby comprehensively describing the information repackaging process (Nurjanah, 2021; Sari & Zefri, 2019). Meanwhile, secondary data were obtained from various supporting sources, such as journal articles and content documentation from the Instagram account @perpustakaan_umy. This secondary data is used to complement and strengthen the research findings. Data analysis was conducted using the Miles and Huberman qualitative model, which includes the stages of data reduction, data presentation, and drawing conclusions (Sugiyono, 2023). With this method, the data were collected can be processed systematically to produce valid and defensible research findings.

4. RESULT AND DISCUSSION

The Instagram account @perpustakaan_umy was launched in April 2018 and currently has 12,300 followers, with 1,484 posts published regularly. The account's features a distinctive design, with a color scheme dominated by white, red, and green the official colors of Muhammadiyah University of Yogyakarta.



Figure 1. Instagram account @perpustakaan_umy

Source: @perpustakaan_umy

On the profile page shown in Figure 1, the @perpustakaan_umy Instagram account displays key information about UMY Library services, such as operating hours. Additionally, there is a link to integrated the UMY Library's official website, which is accessible to the general public and supports more extensive information about various activities through detailed descriptions. This profile page also displays highlights from past Instagram Stories, allowing users to easily revisit previously published information. In Addition, the @perpustakaan_umy Instagram account was honored as the Best Instagram account at the 2024 Muhammadiyah and Aisiyiah Higher Education Libraries Forum Awards (*Forum Perpustakaan Perguruan Tinggi Muhammadiyah 'Aisiyiah*). This achievement reveals that the quality of the account's management has been nationally recognized within the Muhammadiyah and Aisiyiah university library community. This success also reflects the account's ability to support strong engagement with its followers. A various range of content, supported by structured categorization and consistent scheduling, is the main attraction that fixes this account apart from other university library Instagram accounts.

4.1 Information Repackaging Strategies

The UMY Library shares a variety of information presented in an engaging manner through its Instagram account @perpustakaan_umy. This information is presented as digital content including photos and videos featuring attractive designs that help viewers interested. The content on the @perpustakaan_umy Instagram account also consistently provides the latest updates related to the library and information for students. Particularly, the content from @perpustakaan_umy is designed to be user friendly, not just the UMY academic community. This implies an extension of the audience segment, shifting from a focus on the academic community to a more inclusive approach toward the general public. The implications of this strategy are clear in the improve insights or content reach,

indicating that the repackaging of information is not only effective in communicating messages but also successfully promote exposure and user engagement.

In this regard, the UMY Library established a Social Media Division with various team leaders responsible for tasks such as Instagram feeds and Reels, the website, and WhatsApp administration. In practice, there are several steps involved in the division of tasks among the social media teams when repackaging information for Instagram. Initially, this division offered only one service called “Ask a Librarian”. This service was designed to assist students seeking consultations outside of regular working hours. As student enthusiasm for this service grew, an Instagram team was formed to focus on operating, managing, and developing the @perpustakaan_umy account as a far more effective and efficient channel for disseminating information. Based on an interview with one of the members of the UMY Library Social Media Division, it was found that one to three pieces of content are published daily. Meanwhile, audiovisual content is published twice a week. This consistency has increased the engagement of followers of the @perpustakaan_umy Instagram account. Junaedi et al (2025) state that successful content publication requires a division of tasks and good cooperation to achieve the necessary targets.

This information repackaging strategy was developed based on the theory proposed by Tupan & Nashihuddin (2016), which includes the following stages:

4.1.1 Preparation

The first step involves brainstorming or gathering ideas from each member of the social media team through discussion forums or meetings; ideas are then developed by combining existing ideas with information that has been gathered. Anjaly & Ramdani (2025) state that brainstorming is conducted to ensure that all content presented is focused and aligned with the organization’s needs. These discussions are held montly to update the content planning used, ensuring that published content remains varied and aligned with current local developments. This aims to prevent users from feeling boring and to keep them consistently engaged with the content produced by the Instagram account @perpustakaan_umy. In line with what Naningsih & Budianto (2026) stated, the quality of informative content influences user interaction on social media. The search for content ideas, along with data and information, is aligned with the established content plan. Data collection is conducted primarily through journal articles as the main reference. This is done to ensure that the information presented is accurate and verifiable. Andera & Bachtiar (2025) also note that content development must be carried out carefully to maintain the credibility of information in the digital age and thereby attract users’ attention. This data and information is then repackaged using a communicative and easy-to-understand style to increase user interest in utilizing the information presented. As Nadifah & Indayani (2024) noted, good and engaging writing has a significant impact on marketing.

4.1.2 Analysis

The second step involves selecting information with the aim of filtering the various data obtained to create concise, substantive information that is relevant to the information needed. This statement is reinforced by Afriani & Nasution (2024), who states that high-quality information is derived from content, accuracy, and relevance. The social media division of the University of Muhammadiyah’s library has designated the academic community of the University of Muhammadiyah Yogyakarta as the primary target audience for information, by providing content related to academic needs and campus environment information. Meanwhile, the general public serves as the secondary target audience for the @perpustakaan_umy Instagram account through posts about general aspects of life, such as culinary recommendations, travel, and practical guide content that resonates with the general public. As stated by Gautam & Tripathi (2024) that utilizing social media needs defining the target audience based on age, interests, and ensuring the information shared adapts with user’s needs.

4.1.3 Design Criteria

This stage involves the process of repurposing information carried out by the social media division to create engaging content. Several factors must be considered, such as image and video editing concept than alignment with the content theme, the use of a color palette consistent with university guidelines, and visually engaging designs. The university team has an advisor or mentor for assisting with the selection of a color palette and creating a characteristic style for every Muhammadiyah University of Yogyakarta social media account. This aims to ensure that all information repackaging carries a characteristic style that represents the institution it serves. As noted by Saidah, et al. (2025), visual consistency represent an institution's values and personality, making authenticity a key factor valued by users in the digital age. Additionally, the social media team incorporates unique and engaging elements into their visual designs, such as featuring young librarians as talent in the content they create.

The editing process is crucial in the repackaging of information, so the social media division utilizes several editing applications to manage content for publication. For example, Canva is used for visual editing, and Capcut is used to produce video reels with a maximum duration of one minute. This is because video content longer than one minute is considered too long, and it is unlikely that many people would want to watch such lengthy videos. In addition to visual and video requirements, published content must have an engaging concept and align with the themes the Social Media Division aims to create. These adjustments are made by searching for and exploring various references to serve as inspiration for the content to be created and crafted as effectively as possible. This is reinforced by the statement from (Ridwan & Sari (2023), who note that in creating interactive content, creativity is essential to produce content that stands out from others.

4.1.4 Selection

This stage focuses on selecting the types of information to serve as the primary reference for content creation. The UMY Library's social media division uses three types of information as guidelines for categorizing content: Education, Entertainment, and Information. These three types of information are used to facilitate the content creation process and keep pace with evolving information trends on social media. This aligns with the statement by Amarta & Anwar (2023), who noted that creating attention content requires following trending topics. RN also emphasized this principle regarding the three pillars of information types at the the UMY Library's Social Media Division.

"jadi kita itu punya 3 pilar; isinya ada education biasanya berisi tips-tips, informative biasanya berisi layanan perpustakaan, dan entertain biasanya buat seru seruannya yang disusun setiap dua bulan sekali dan udah ngetag tanggal tanggal yang sudah ada hari besarnya." (RN, Interview, Mei 28, 2024).

Those categories (Education, Entertainment, and Information) are not simply used as labels for content classification but as a strategic mechanism to confirm that the information delivered remains varied, relevant, and consistent with users information needs within the social media environments. The implementation of these three pillars shows that the UMY Library's has created a structured approach to managing information in social media instagram. The Education pillar is utilized to present knowledge-based content, such as literacy tips and academic guideline, while the Information pillar focuses on conveying library services and institutional updates. Meanwhile, the Entertainment pillar serves as an engagement strategy by presenting lighter content designed to improve audience interaction. This classification represent that the library not only prioritize information dissemination but also analyses how that information is consumed and responded to by social media users. Similarly, as noted by Santoso (2021), the choice of content type significantly influences online engagement levels, meaning that each type of content has its own target audience.

All content published through the UMY Library's social media channels is categorized by type, to prevent information duplications and ensure that the content remains always up-to-date in line with the latest scholarly developments. Damayanti et al. (2023) also state that content is considered "active" if it demonstrates varying levels of engagement.

4.1.5 Production

The UMY Library's Instagram content production process involves several stages, including a review of the packaged information—whether in the form of visual designs or videos. The review process is conducted by the division head, and publication approval is granted by the social media division manager to determine whether the content is suitable for upload according to schedule or requires further revisions. Amartha & Anwar (2023) state that every piece of content to be published on Instagram must undergo an evaluation stage by the authorized party or team leader in accordance with on-site conditions. Muhardillah et al. (2025) also note that content production optimization is carried out to maintain brand identity consistency, with one method being effective team coordination in managing the content production process.

The process continues with a review stage conducted by all members of the social media division. This is done to minimize technical errors, such as typos or conceptual errors in the posts to be uploaded. Subsequently, the content to be uploaded must undergo final approval by the head of the social media division to determine whether the content is suitable for upload according to schedule or requires additional revisions. After the review, create captions to support the content to be published. These captions should be written in language that is informative and easy to understand. Jayanti (2021) states that captions serve several functions as content descriptions, including providing relevant information and capturing users attention.

The structure of the captions use the AIDA technique. The AIDA method (Attention, Interest, Desire, Action) is a technique developed to express consumers attention during the advertising process, as it influences consumers decision-making in every transactions. Furthermore, the use of the AIDA technique is regarded as a promotional activity that influences whether an advertisement successfully captures customers attention and interest (Johar et al., 2015). Its application involves utilizing hashtags to enhance the captions on Instagram. The use of the AIDA technique in writing captions aims to present content messages concisely while remaining informative and capturing users' attention. This aligns with the findings of Anjaly & Guruh Ramdani (2025), who state that the AIDA approach is employed to generate user interest in utilizing digitally produced products and to foster positive interactions in order to achieve digital communication objectives. Auliasari et al. (2021) also state that the application of the AIDA technique serves as a strategy to promote products owned by each institution with the aim of building a corporate image and attracting user attention. In addition to using the AIDA technique, captions also include several fixed hashtags owned by the UMY Library, such as #sobatminpus or #perpusumy, as well as additional hashtags relevant to the posted content. As stated by SN, a member of the social media division at the UMY Library.

"Jadi untuk penulisan caption disini berisi dua paragraf dan kita pernah belajar copywriting AIDA, kaya pertamanya ada introduction kedua isinya dan terakhir penutup buat kaya interaktif pembacanya. Terus ditambahin hashtag juga." (SN, Interview, Mei 28, 2024).

Ramadhan et al. (2024) also noted that using the AIDA copywriting technique can help tailor each piece of content to its target audience, with the advantage being that it can increase user engagement with future content. All of these processes have made the UMY Library's social media content especially on Instagram more dynamic, interactive, and active. This is also supported by the consistent schedule and publication of content on the UMY Library's Instagram, ensuring that it remains consistent to this day and continues to receive support and acceptance from many parties. Damayanti et al. (2023) also note that the implementation of a structured content strategy can foster user engagement with compelling content, thereby creating an impact on every post shared.

4.1.6 Feedback Strategy

Feedback planning is based on evaluation results obtained from all content published on Instagram. The UMY Library's social media division conducts evaluations through the analysis of insights, Instagram algorithm data, and feedback provided by users via the messaging feature. This data is then compiled to serve as the basis for the social media division's evaluation. Evaluation activities are conducted routinely and under specific conditions, such as when issues arise that require immediate collaborative solutions. Wardana et al. (2025) state that performance optimization is reflected in the process of developing programs that are optimal and aligned with targets. This is further reinforced by the statement from Muhardillah et al. (2025) that effective team coordination leads to consistent content production. For example, when the algorithm fluctuates unusually, the social media division holds meetings to resolve the issue so that Instagram's social media algorithm can continue to improve in terms of both data insights and visitor numbers. Therefore, the information repackaging activities carried out by the UMY Library via Instagram are very well-executed and organized. This is because every problem identified or piece of feedback received serves as input and inspiration, and solutions are developed through collaborative discussions. As noted by Gradiano & Andiansari (2024), organizations or institutions that respond to user complaints via social media can generate a positive public response. For this reason, the UMY Library is one of the libraries that maintains an Instagram account with consistent and active posts to this day.

4.2 Classification of information in the management of the instagram account @perpustakaan_umy

The success of consistent information management stems from an equitable distribution of job responsibilities and the creation of a content planner every two months. The content planner, developed by the Instagram administrators, is based on three pillars of information: Education, Entertainment, and Information. The selection of these three pillars takes into account Instagram's characteristics as a semi-formal social media platform. Therefore, the Education and Information pillars are deemed sufficient to address the need for formal information dissemination regarding library services. To avoid an overly rigid and formal impression, a third pillar Entertainment was added. The implementation of this pillar aims to organize content management and create a balanced content mix, promoting that the UMY Library's Instagram account remains informative while also engaging and communicative for the followers. Every piece of published content is predicted to integrated these three pillars. Content should not only focus on communicating library services but also include student-related information and various engaging activities that can be enjoyed at the UMY Library. Additionally, content may address topics relevant to current trends and lifestyle (lifestyle) in society.

Organizing content requires categorizing the types of content to be published. This is done to ensure that all published content appears organized and is arranged according to its respective categories. Andrianti et al. (2024) also state that the process of categorizing content is intended to make it easier for users to meet their information needs and to attract their attention through an engaging content layout. The following is an overview of how information is classified in the management of the Instagram account @perpustakaan_umy. The table below presents a classification of content derived from the researcher's analysis and filtering of posts on the Instagram account @perpustakaan_umy. This data is further supported by interviews with the social media team, who confirmed that content classification is a step taken prior to the content production process; thus, every post uploaded follows a pattern that can be classified as shown in the table below.

Table 1. Classification of Instagram content from @perpustakaan_umy

No.	Classification	Content Type	Content
1.	<i>Education</i>	Tips & Tricks	How to prevent your laptop from slowing down
		Guide	How to access scopus
		Do's & Don't	Eid Al-Adha Special
		Tools Tips	Tips for using canva tools
		Thesis Tips	Sharing thesis-related tips, such as how to automatically check for types
		PDF Hacks	Solutions for using PDFs
2.	<i>Entertainment</i>	Types of Students	Different types of students during vacation
		Recommendations	Food, Graduation gifts, Drama, Souvenirs, Activities, Study Spots, Favorite Places, Books, Novels, AI Websites
		With Minpus	Making an Iftar Menu, Food Hunting
		Fun Fact	Some things we don't know about Buya Hamka
		Life As Librarian	What activities are involved in being a librarian
3.	<i>Information</i>	Giveaway	Every Twin Date
		Weekly News	At the Library, On Campus
		LibInfo	Library service, Overdue fine payment, Translate, Library regulations, Contest, After Report, Report
		Ask Mylibrarian	Assignment Consultation and Q&A About the Library
		Friday Reminder	Daily Friday Verse, Reminders and Friday Sunnah
		Library Tour	Amcor Tour, Ilkom Library Tour
		Excerpts	PdcastLib Excerpt Regarding a discussion about a novel.

Source : Proccesed Primary Data, 2024

Table 1 shows that the content outlined in the content plan is published on a rotating basis and distributed throughout the week. In reality, the posting schedule for each piece of information does not yet have a fixed schedule. However, certain types of content, such as quotes, are always posted on Fridays, as are holiday greetings. Nevertheless, content scheduling is generally flexible and can be adjusted to accommodate urgent information needs. This makes the content plan dynamic, so the social media team needs to revise and adjust the schedule if there is information or an activity that must be prioritized for publication first. Creating a content plan for social media management is the right step, as it facilitates the content creation process for managers. From brainstorming ideas to scheduling content uploads, everything can be properly documented. This is reinforced by Roudhotun (2023) statement that creating a content plan is important because it helps us with the process of planning, creating content, and scheduling content uploads. By creating a content plan, we can easily map out and track what content has already been posted, what information has been shared, and facilitate the analysis of insights gained from social media based on the content's performance. This is reinforced by Roudhotun (2023) statement that creating a content plan is important because it can help us with the process of planning, creating, and scheduling content uploads. By creating a content plan, we can easily track and identify which content has already been posted, what information has been shared, and facilitate the analysis of insights gained on social media from the published content.

The implementation of a content planner integrated with the three-pillar classification system has made the @perpustakaan_umy Instagram feed more varied, structured, and engaging. This is supported by the statement by Putri et al. (2021) that dynamic content is content capable of generating various activities to actively encourage interaction with users, which in turn produces diverse types of content through ongoing engagement. The variety of content presented demonstrates the team's competence to understand the needs and preferences of social media users. Thus, the classification system is designed to make it easier for users to quickly find relevant information. The content

is not only informative but also educational and entertaining, by doing so providing added value to users in both academic and non-academic contexts. Thus, content classification not only as an internal organizational tool but also as a strategy to improve the quality of the user experience, especially in understanding the information presented. Pratama, (2025) explains that effective media planning can result in effective communication, make sure that the conveyed message is understood by the target audience. This also makes it easier for the social media team to focus on content and maintain consistency in their posts to keep them up to date. Adapting the classification system with the content planner allows more targeted content management and avoid information duplication. Every piece of published content has a clear purpose, ensuring that the flow of information becomes more systematic and sustainable.

The information repackaging strategy was carried out on the @perpustakaan_umy Instagram account makes the information conveyed easier for the public to understand. As stated by Shinta & Rachman (2020), the concept of information repackaging aims to make data easier for library users to understand and utilize. Consequently, the UMY Library's social media division employs several engaging strategies in its information repackaging activities on the @perpustakaan_umy Instagram account, including the process of identifying information. Specifically, the @perpustakaan_umy Instagram team consistently gathers information for each piece of content based on feedback and information needs from the academic community of Muhammadiyah University of Yogyakarta. Since the primary focus of the content produced is the UMY academic community, the information generated is predominantly about the concerns raised by them. Consequently, the interactions between users and the Instagram administrators foster positive engagement. This aligns with the view of Faimnasi & Kusumajanti (2026) that changes in communication style can influence interactions between users and administrators, making them closer and fostering positive engagement.

Despite having achieved various milestones, the UMY Library's social media team continues to develop content on an ongoing basis. This development is based on an analysis of insights from each post as well as user feedback, whether through comments or direct messages. As a consequence, the content management strategy is not fixed but flexible to the needs and preferences of the audience. But, the issues still appear in its implementation, such as sudden changes to the publication schedule, which readjustments to the content planner. This situation needs the team to be more flexible in managing content, while also serving as a basis for evaluation to improve the effectiveness of future content planning. In general, the process of repackaging information implemented by the UMY Library's social media division has been systematic. Synergy within team members, supported by structured content planning, has resulted in optimal social media management and had a positive impact on information dissemination. Therefore, the Instagram account @perpustakaan_umy can be categorized as an example of best practice in utilizing social media as a means of information dissemination within a university library setting.

5. CONCLUSION

Based on the result and discussion, can be concluded that the information repackaging strategy implemented by the Muhammadiyah University of Yogyakarta Library with Instagram account @perpustakaan_umy has been implemented in a structured manner by the creation of a Social Media Division, the division of tasks, the development of content plans, and the application of the three pillars of content classification: information, education, and entertainment. This strategy highlights the notion that information repackaging involves more than just changing the form, includes accurate planning, systematic organization, and adaptation of content to the characteristics of user needs. The implementation of content classification facilitates the maintenance of information diversity, the regulation of publication patterns, and the assurance of more systematic information delivery on Instagram. However, this study is constrained by the perspective of social media managers and does

not provide a comprehensive account of users' experiences in receiving and using published content. Furthermore, this study has not measured the relationship between content classification types and user interaction levels. Consequently, future research endeavours could broaden the scope of the study by exploring users' perspectives and conducting a comprehensive analysis of the influence of each content category on user engagement levels on library social media.

DECLARATIONS

Data Availability

Aulia, Khaira Nadhlif; Fadhila, Alfia Nur; Mudawamah, Nita Siti, 2026, "Strategy for Repackaging Information on the Instagram Account @perpustakaan_umy", <https://hdl.handle.net/20.500.12690/RIN/EVV8QU>, RIN Dataverse, V1

CRedit (Contributor Roles Taxonomy)

Khaira Nadhlif Aulia: conceptualization writing original draft preparation, **Alfia Nur Fadhila:** validation, methodology, **Nita Siti Mudawamah:** Supervision, Editing

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Competing Interest

We declares that throughout the research process, from start to finish, there were no conflicts of interest whether financial or related to personal relationships that could have affected the objectivity of the research presented in this article.

The use of AI or AI-assisted technologies

During the writing process, the author used DeepL to facilitate the translation process. After using this service, the author reviewed and edited the text as necessary and assumes full responsibility for the content of this publication.

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