Communication Strategy in Disseminating Agricultural Innovation through Instagram: A Comparative Study on BSIP Indonesia and RDA South Korea

Beny Nabila Happy Fauziah*, Dyah Woro Untari, Ratih Ineke Wati
Agricultural Extension and Communication, Faculty of Agriculture,
Universitas Gadjah Mada, Indonesia
*E-mail: beny.nabila3103@mail.ugm.ac.id

ABSTRACT

The digital transformation in agriculture has encouraged public institutions to utilize social media as a strategic channel for disseminating innovation. This study explores and compares the communication strategies of the Agricultural Instrument Standardization Agency (BSIP) in Indonesia and the Rural Development Administration (RDA) in South Korea through their respective Instagram accounts. Using a mixed methods approach, the research combines quantitative content analysis of Instagram posts from January to December 2024 with qualitative interviews involving key informants from both institutions and experts. The study identifies differences in content focus, visual style, audience targeting, and branding consistency. BSIP emphasizes formal institutional narratives and food security themes, while RDA adopts a youth-oriented strategy with visual storytelling and interactive content. The findings highlight the importance of adaptive communication strategies in digital agricultural outreach. Recommendations include enhancing content variety, improving visual identity, and aligning messaging with audience preferences to strengthen innovation dissemination through social media.

Researchers have increasingly acknowledged agricultural innovation as a catalyst for sustainable development, especially through the Agricultural Innovation System (AIS) framework (Adekunle & Fatunbi, 2013; Sirnawati & Syahyuti, 2019). Nevertheless, the delivery subsystem, which is essential for ensuring innovations reach their intended users, has received relatively little attention. In the Indonesian context, institutions have shown strong capabilities in producing innovations, yet they continue to face challenges in dissemination due to weak strategic communication and low levels of public trust (Indraningsih, 2017; Lakitan, 2013).

Public institutions have increasingly utilized digital platforms such as Instagram to disseminate agricultural information (Kaplan & Haenlein, 2010; Vargas et al., 2022). However, research-based on the strategic communication of innovation via social media remains limited. Existing studies predominantly address technical aspects of ICTs or general dissemination practices (Steinke et al., 2021; Zhang et al., 2016), without examining how communication strategies influence audience engagement and message effectiveness. To address this gap, this study employs Laswell's communication model (Wenxiu, 2015) to analyse and compare the strategic elements (communicator, message, channel, audience, and effect) used by BSIP Indonesia and RDA South Korea on Instagram, offering insights into institutional approaches to innovation dissemination across national contexts. RDA was chosen as a comparative account due to its similar institutional role, parallel Instagram adoption timeline, and South Korea's top-tier digital public service ranking.

This study employed a mixed methods approach, combining quantitative content analysis of Instagram posts from BSIP Indonesia and RDA South Korea (January–December 2024) with qualitative interviews. Key informants included BSIP public relations officers, RDA account administrators, agricultural communication experts, and a lecturer specializing in Korean language and culture, with experience in cross-cultural teaching in Indonesia. Lasswell's communication model guided the analysis of strategic elements (communicator, message, channel, audience, and effect) while triangulation ensured data validity through multiple sources and techniques.

Content analysis (Table 1 and 2) showed that @bsipkementan had a higher upload frequency (22 posts/month) but lower engagement (0.54%), dominated by performance reporting and formal

institutional messaging. BSIP's PR officer explained, *"We are working more on mandatory tasks… downstream information to build public trust."* The account follows a "one day one content" policy, emphasizing consistency and branding through official logos and slogans.

In contrast, @rdakorea posted less frequently (11 posts/month) but achieved higher engagement (1.96%), focusing on educational content and smart agriculture. The account admin stated, *"Instagram is popular among youth, so we use it to share agricultural information with them."* A Korean language and culture lecturer added, *"Public institutions must present relevant and useful content, this determines how often people engage."*

@bsipkementan maintains formal visual consistency using institutional logos and slogans to reinforce credibility and branding. In contrast, @rdakorea applies thematic segmentation and informal visuals to appeal to younger audiences. A BSIP officer noted, "*The logo is a form of accountability for the information we share,*" while an Indonesian official observed, *"RDA has a blueprint and moves in one direction, we (Indonesia's institution) haven't reached that level yet."*

Despite BSIP's intensive posting strategy, key informants acknowledged the risk of social media fatigue due to repetitive content. In contrast, RDA's selective and thematic approach enhances content relatability and retention. These differences reflect how institutional constraints, audience targeting, and strategic planning shape communication effectiveness on Instagram. These findings are consistent with previous research on the impact of content characteristics and visual identity on engagement (Henisa & Wilantika, 2021; Kaplan & Haenlein, 2010; Kaur & Kaur, 2021), as well as the risks of social media fatigue from repetitive posting (Lee et al., 2022). The importance of content diversity and interactivity for building trust and engagement is also highlighted by Lovejoy & Saxton (2012) and Santini et al. (2020).

Table 1. Recapitulation of content types on @bsipkementan (January-November 2024).
Source: Content Analysis of @bsipkementan (2025)

Overall Content Recap			
Content Type	Total	(%)	Average (/month)
Performance Reporting	73	30,04	7
National Commemorations	53	21,81	5
Agricultural Information	47	19,34	4
Motivational Quotes, Quizzes, Intermezzo	41	16,87	4
Agricultural Practices	23	9,47	2
Agricultural Technology	7	2,88	1
Total	243	100,00	22
Content Format			
Feeds	151	62,14	14
Reels	92	37,86	8
Total	243	100,00	22

The two accounts demonstrate distinct content priorities. @bsipkementan primarily focuses on performance reporting (30.04%), showcasing institutional achievements and alignment with government programs such as food self-sufficiency. This reflects its role in fulfilling mandatory tasks and building public trust. In contrast, @rdakorea emphasizes agricultural information (52.10%), using Instagram as an educational tool to promote smart and sustainable farming practices, particularly among younger audiences. This strategic difference highlights how each institution aligns its content with national objectives and target demographics.

Table 2. Recapitulation of content types on @rdakorea (January-November 2024)
Source: Content Analysis of @rdakorea (2025)

Overall Content Recap			
Content Type	Total	(%)	Average (/month)
Agricultural Information	62	52,10	6
Motivational Quotes, Quizzes, Intermezzo	28	23,53	3
National Commemorations	9	7,56	1
Agricultural Practices	7	5,88	1
Performance Reporting	7	5,88	1
Agricultural Technology	6	5,04	1
Total	119	100,00	11
Content Format			
Feeds	94	78,99	8,55
Reels	25	21,01	2,27
Total	119	100,00	11

Content analysis of @bsipkementan and @rdakorea's Instagram accounts reveals distinct strategies: @bsipkementan posts more frequently with formal, institution-focused content but achieves lower engagement, while @rdakorea's selective, educational, and youth-oriented posts generate higher interaction. These differences reflect how institutional goals and audience targeting shape communication effectiveness. To enhance engagement, public institutions should balance posting frequency with content value, diversify content types, tailor messages to audience needs, and use data-driven insights for continuous improvement. This study contributes practical recommendations for optimizing social media strategies in public sector communication.

Keywords: *Communication Strategy, Innovation Dissemination, Agricultural Social Media, Lasswell's Model, SWOT Analysis*

References

Adekunle, A. A., & Fatunbi, A. O. (2013). The concept of innovation funds for Agricultural Transformation (IFAT). *World Applied Sciences Journal*, *22*(6), 787–795. https://doi.org/10.5829/idosi.wasj.2013.22.06.1132

Henisa, D., & Wilantika, N. (2021). Content Characteristics of Government Social Media and the Impact on Citizen Engagement Rate. *Proceedings - 3rd International Conference on Informatics, Multimedia, Cyber, and Information System, ICIMCIS 2021*, 349–355. https://doi.org/10.1109/ICIMCIS53775.2021.9699299

Indraningsih, K. S. (2017). Agricultural Innovation Dissemination Strategy in Supporting Agricultural Development. *Forum Penelitian Agro Ekonomi*, *35*(2), 107–123.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, *53*(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Kaur, H., & Kaur, K. R. (2021). Investigating the effects of consistent visual identity on social media. *Journal of Indian Business Research*, *13*(2), 236–252. https://doi.org/10.1108/JIBR-06-2020-0174

Lakitan, B. (2013). Connecting all the dots: Identifying the "actor level" challenges in establishing effective innovation system in Indonesia. *Technology in Society*, *35*(1), 41–54. https://doi.org/10.1016/j.techsoc.2013.03.002

Lee, D., Bang, Y., & Kim, M. (2022). A Conceptualization of Social Media Fatigue and Its Dimensions. *The Institute of Management and Economy Research*, *13*(3), 35–57. https://doi.org/10.32599/apjb.13.3.202209.35

Lovejoy, K., & Saxton, G. D. (2012). Information, Community, and Action: How Nonprofit Organizations Use Social Media. *Journal of Computer-Mediated Communication*, *17*(3), 337–353.

https://doi.org/10.1111/j.1083-6101.2012.01576.x

Santini, F. de O., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. *Journal of the Academy of Marketing Science*, *48*(6), 1211–1228. https://doi.org/10.1007/s11747-020-00731-5

Sirnawati, E., & Syahyuti. (2019). Evolution Innovation of Agricultural Development in Indonesian Agricultural Agency for Research & Development (IAARD): from Transfer Technology. *Forum Penelitian Agro Ekonomi*, *36*(1), 13–22.

Steinke, J., van Etten, J., Müller, A., Ortiz-Crespo, B., van de Gevel, J., Silvestri, S., & Priebe, J. (2021). Tapping the full potential of the digital revolution for agricultural extension: an emerging innovation agenda. *International Journal of Agricultural Sustainability*, *19*(5–6), 549–565. https://doi.org/10.1080/14735903.2020.1738754

Vargas, D., Cruz, D. G. Dela, & Beltran, Y. L. P. (2022). Social Media as an Information Dissemination Arm to Promote Agricultural Knowledge Among Farmers' in Time of Pandemic. *Www.Journal.Innovation.Com*, *June*. https://www.researchgate.net/publication/361490558_Social_Media_as_an_Information_Dissemination_Arm_to_Promote_Agricultural_Knowledge_Among_Farmers'_in_Time_of_Pandemic

Wenxiu, P. (2015). Analysis of New Media Communication Based on Lasswell's "5W" Model. *Journal of Educational and Social Research*, *5*(3), 245–250. https://doi.org/10.5901/jesr.2015.v5n3p245

Zhang, Y., Wang, L., & Duan, Y. (2016). Agricultural information dissemination using ICTs: A review and analysis of information dissemination models in China. Information Processing in Agriculture, 3(1), 17–29. https://doi.org/10.1016/j.inpa.2015.11.002