


Strategy For Repackaging Information On Instagram Social Media (Case Study: Bookstagrammer Indonesia)

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Article Info	ABSTRACT
<p>Keywords : Information Repackaging, Social Media, Bookstagram</p>	<p>This study aims to determine the strategy of Indonesian bookstagrammers in packaging information that is interesting and informative for their audience , the format or content used in packaging information , the impact of bookstagrammer accounts on their audience , and how bookstagrammers can build a strong identity and community through this information packaging strategy . In this research process , the author uses a qualitative research method with a case study research type . The data collection method is carried out using the triangulation method by combining observation , FGD (Focus Group Discussion) and documentation . Furthermore , the stages in analyzing data using the Miles and Huberman model which functions of 3 main things : Data Reduction (simplification) , Data Presentation , and finally Conclusion Drawing / Verification . The results showed that bookstagrammers apply the five hierarchies of design needs , namely the levels of functionality , reliability , usability , profession and creativity . The information packaging strategy activities carried out by bookstagrammers aim to disseminate information related to books , reading places. places that are reviewed in the selected content format to shows their characteristics or characteristics as bookstagrammers . Bookstagrammer becomes a reference and motivation for followers to read books , buy books through its repackaged content . In this case , bookstagrammers also build communications both with Instagram followers , with other bookstagrammers .</p>
<p>This is and open access articles under the CC BY-NC license</p> 	<p>Corresponding Author : Ummi Afzah Amirah Program Studi Ilmu Perpustakaan, Fakultas Ilmu Sosial, Universitas Islam Negeri Sumatera Utara, Kota Medan, Provinsi Sumatera Utara, Indonesia ummiafzaha@gmail.com</p>

INTRODUCTION

Science and technology are developing increasingly rapidly, resulting in almost all aspects of human life being influenced by it, both directly and indirectly. Thus information and communication technology becomes very important because the need for fast information and communication. Globally, information and communication technology covers all aspects, including techniques, engineering and management techniques used to control, process and use information. (Wiryaningtyas et al., 2022) With these developments, managers of information

sources must work even harder to ensure that they remain relevant with the times (Fathurrahman, 2016) .

In this modern era, the development of technology and the internet has caused many levels of society to integrate technology into their lives. One of the developments is social media (Suhendar et al., 2023) The population of Indonesia is 256.4 million people. Overall, *We Are Social* recorded that there were 139 million social media user identities in Indonesia in January 2024. This number is equivalent to 49.9% of the total national population (Annur, 2024) .

Social media itself is an *online platform* for communicating and interacting remotely without being limited by space and time, with social media every individual can connect with one another and can also create interactions. One of the social media that is currently in great demand is Instagram. Instagram is a social media that is widely used to exchange ideas and information as well as to share moments or stories through *audio-visual displays* . Even now, Instagram has various interesting features, including the *Instagram story feature* with various forms of Instagram filters, Instagram *reels* , *live* Instagram and other features (Agianto et al., 2020) .

Instagram as one of the popular media with 85 million active users offers enough space for them to be creative using the features it contains and the form of publication can be in the form of photos and videos. Therefore, thanks to Instagram, many people have become content creators or what is usually called *content creators* who use social media to share knowledge and information, one of which is by carrying out activities to repackaging information on certain works (Tiara, 2021) .

Before we can understand what information repackaging is, we must first know what information and repackaging are. Information is a message conveyed through communication or expression media. Whether a message is informative or not depends on the perception of the person receiving it. Repackaging, on the other hand, is the reissuing of books that have been previously published in a different format to attract readers (Tupan & Nashihuddin, 2016) .

According to Prakash Donardive, information repackaging is the process of repackaging information that has been analyzed and organized so that it can be used by users (Dongardive, 2013). Thus, information repackaging activities can also be interpreted as a process of collecting, restructuring, reformatting, organizing and consolidating information available in various forms of resources for the benefit of specifically defined target groups. This activity can take the form of translation from one language to another, interpretation, analysis, summary or even annotation which is repackaged in a new format (Nashihuddin, 2021). The importance of repackaging information aims to increase the quantity and quality of information. According to UO Ugwougu (2015) For data and information to be repackaged and become a new product, it must go through several stages, including: 1) Determining specific knowledge or topics based on target users; 2) Finding out user needs; 3) choose a packaging format that suits user needs and interests; 4) Determine the media for disseminating information; 5) Plan a feedback system to see the effectiveness of repackaged product utilization; 6) Ensure that repackaged information is truly evaluated to see accuracy,

completeness, ease of access and is free from the interests of certain groups. (Shinta & Rachman, 2020) .

Current information repackaging activities are not only packaged in physical form but also in digital form by utilizing social media as access to share information. Repackaging information helps meet people's need for organized and engaging information . (Humaira & Purwaningtyas, 2023) The increasing number of social media users, especially Instagram in Indonesia, has introduced a new phenomenon on Instagram which focuses on uploading photos or videos related to books known as bookstagram. Bookstagram is a term used by the book community who dedicate their Instagram accounts to upload photos or videos related to books and channel the enthusiasm for reading for themselves and others (Zulvi, 2021). Another opinion says bookstagram contains a variety of posts that can all be considered self-presentations. These posts include photos of someone's personal bookshelf, as well as photos of the books they own, libraries and bookstores (Hammoudi, 2018)

Bookstagram content contains uploads of book cover displays accompanied by a summary of the book's contents, *unboxing of new books*, recommendations for reading books, recommendations for places to read books, questions and answers about books, *give away* books and so on which are packaged in the form of uploads in the form of interesting photos or videos. Those who upload photos or videos and write book *reviews* on Instagram are usually called bookstagrammers or in other terms, book lover celebrities.

Based on observations made by the author on Instagram social media, there are many Indonesian bookstagrammer accounts, including @awaywithbooks, @rasi.buku, @tiarahanaa, @vioreadsbooks, @ayladwiandra and others. Each bookstagrammer account has its own characteristics, such as the account for the @awaywithbooks account with the account owner named Wahyu Nur Isnain Novianto, the types of books uploaded vary from books by Indonesian authors and foreign authors in various book genres, @rasi.buku with an account owner named Laksmi Mutiara Prameswari, the types of books uploaded are nonfiction, literary and women's books, @tiarahanaa with an account owner named Tia Raihana has 2 Instagram accounts which both contain book *reviews* , the types of books repackaged are also varied, starting from the angst, romance, *self-improvement genres* , and so on. Furthermore, on the @vioreadsbooks account with the account owner named Viona Christina, the types of books uploaded are varied, ranging from fantasy books, novels in the *romance genre* , as well as educational books. On the @ayladwiandra account, with owner account named Ayla Rizky Dwiandra The types of books uploaded are fiction books such as novels with *the romance* , *family* and *angst genres* . The characteristic of this account is that the account *feed display* is made with a soft and *aesthetic feel* .

In line with matter that , then writer use theory hierarchy need adapted design from theory hierarchy needs by Abraham Maslow. Maslow said that everyone has need basic must fulfilled , which is shared into five levels : needs physiological , needs will security , need will ownership and love darling , need will rewards , and needs will actualization self. Manufacturing design also has Hierarchy A must need fulfilled according to the levels are the same like theory Hierarchy Need . If design fulfill the five principles important This that is functionality (*functionality*) , trust (*reliability*) , usefulness (*usability*) , expertise (*proficiency*)

, and creativity (*creaticity*), design will considered fulfil standard and considered Good. (Lidwell et al., 2003)

This research focuses on strategies for repackaging information on Instagram social media with a case study of Indonesian bookstagrammers to make it easier for users to access information to meet their needs, such as reviewing *books* of various genres, sharing information about book recommendations, sharing important quotes. in a book, shares motivations in life based on the books *reviewed*. The upload can be seen on the official bookstagrammer Instagram account Wahyu Nur Isnain Novianto with *the username* @awaywithbooks and can be accessed at the link <https://www.instagram.com/awaywithbooks?igsh=MWp3YTNkeTZqbmt paw==>, Next Laksmi Mutiara Prameswari with *username* @rasi.buku and can be accessed in the link <https://www.instagram.com/rasi.buku?igsh=Z3UzOHoydnh0NXA2>, bookstagrammer Tia Raihana with *username* @tiaraihanaa can be accessed on the link <https://www.instagram.com/tiaraihanaa?igsh=ZW9pZmkzajl1MWt0>, bookstagrammer Vio Christina with *username* @vioreadsbooks and can be accessed at the link <https://www.instagram.com/vioreadsbooks?igsh=b3Zjem40bzN1am5w> and bookstagrammer Ayla Dwiandra with *username* @ayladwiandra and can be accessed at the link <https://www.instagram.com/ayladwiandra?igsh=MXAycGoyYm15Nnl0aQ==>

Previous research that is in line with this research is research conducted by I Gede Satwika Bayu Darma, Sherina Friskila Nurtiara, Rebecca Amanda, Rosi Nindyana, and Moh. Naufal Rifki Meisandy in 2020 who discussed *the Bookstagram Community's Book Review: A Reciprocal Ethnography Study* or Bookstagram Community Book Review: A Reciprocal Ethnography Study which includes the bookstagram community in repackaging information and there is a relationship between the book *review tradition* and its influence on bookstagram readers and followers. This tradition is an effort to attract audience interest in reading and understanding recommended books and the unique identity of the bookstagrammer community stems from efforts to maintain interaction with each other by sharing, talking and discussing books. This requires the creativity of bookstagrammers in creating content to repackage information so as to produce new forms of information that are easy to understand (Bayu Darma et al., 2021)

More specifically, this research aims to determine bookstagrammer strategies Indonesia in repackaging information that is interesting and informative for its audience, the format or content used in repackaging information, the impact account bookstagrammer towards his audience, and how bookstagrammers can build a strong identity and community through this strategy of repackaging information. It is hoped that this research can increase the scope of knowledge and expand information repackaging activities which are not only carried out by the Bookstagram community, but can be carried out by various parties.

METHODS

In the research process This writer use method study qualitative with type study studies case. Study qualitative is research that intends to understand phenomena about what is experienced by research subjects, for example behavior, perception, motivation, action, etc.

Meanwhile, a case study is a series of scientific activities carried out intensively, in detail and in depth about a program, event and activity, both at the individual, group of people, institution or organization level to obtain in-depth knowledge about the event. (Rusandi & Muhammad Rusli, 2021) Data collection methods were carried out with method triangulation with combine observation , FGD (*Focus Group Discussion*) and documentation . (Santoso & Sayekti, 2022) .

FGD (*Focus Group Discussion*) is is semi- structured interview about topic that has been determined previously and led by a moderator (N Amirotu, 2023) FGD (Focus Group Discussion) on research This done in a way online via application Google Meet with submit a number of question related topic to be discussed together . As for the informant in research This is owner accounts @awaywithbooks, @ rasi.buku , @tiaraihanaa, @vioreadsbooks and @ayladwiandra which are a bookstagrammer . Furthermore writer do observation towards the informant's Instagram social media , where social media is a lot of media used For distribute information . On his social media , the author analyze form content who posted and how response from follower account that and last documentation form fill content that has been packed repeated and posted on each account bookstagram .

The next stage in analyzing data using the Miles and Huberman model which consists of 3 main things: Data Reduction (simplification) the process carried out is simplifying the data according to what is needed, Data Presentation where the data is presented systematically so that it can make it easier for the information to be used, and that Last Withdrawal Conclusion/Verification based on data that has been obtained and simplified. (Miles, M.B., & Huberman, 1994)

RESULTS AND DISCUSSION

In packaging strategy research repeat information on social media Instagram with studies case Indonesian bookstagrammer is guided by theory hierarchy need adapted design from theory needs by Abraham Maslow namely need physiological , security , appreciation , sense of belonging , and actualization self . This theory load various level , of level low to level tall . Tiers First is functionality that discusses How design or content works with Good from other needs . The second is *reliability* or thing that can be trustworthy , that is How design can create the data you want delivered can issued in a way consistent and stable . Furthermore *usability* or thing used determine how much it's easy design or content the used For convey information . The fourth is *proficiency* or expertise , that is is A design or content Can in a way easy seen and seen comprehensive design can unite with perfect . Furthermore last level is creativity (*creativity*) how design or content the can made with innovative , fulfilling visual hierarchy , attractive *layout* , usage the appropriate color is also the text that can be read However Still can interesting attention audience . (Hadinoto et al., 2022)

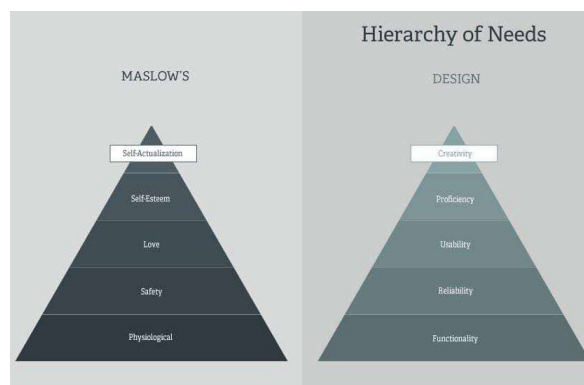


Figure 1. Display Maslow's Hierarchy of Needs Pyramid with Design Needs Hierarchy Pyramid

In doing activity pack repeat information , bookstagrammers have the same goal that is utilize social media For interact and share information as well as opinion they related books already read . For election packed books repeat , bookstagrammer choose their books like in various genres and also some is book cooperation with writer or publisher book the . However , every bookstagrammer own type book or different genres of books .

For push study this , researcher has five sources namely @awaywithbooks, @ rasi.buku , @tiaraihanaa, @vioreadsbook and @ayladwiandra, they is Indonesian bookstagrammer who dedicates account his Instagram For load contents activity pack repeat related information with book . Each of them have characteristics or characteristic typical that becomes differentiator between account bookstagram one with others , like as following :

Table 1. Typical Characteristics of Each Bookstagram Account

No.	Bookstagram Account Name	Characteristics or Characteristics
1.	@awaywithbooks	Draft <i>carousel feed</i> with appearance beginning form holding photo book , <i>review</i> type book in various genres of Indonesian writers as well abroad .
2.	@ rasi.buku	Visual style with use <i>typography</i> , type <i>the</i> books reviewed varied like book nonfiction , literature and women .
3.	@tiaraihanaa	Draft <i>carousel feed</i> with appearance complete <i>aesthetic</i> with <i>review</i> of book , type the book under <i>review</i> contains angst , romance , also self - improvement genres .
4.	@vioreadsbooks	Draft book <i>reviews</i> with self - showing videos explanation book , type the book being reviewed <i>is</i> like book fantasy , romance novels and books education .
5.	@ayladwiandra	Appearance <i>feeds</i> with nuances color <i>soft</i> and <i>warm</i> , kind The book reviewed is : book fiction such as novels with the romance , family and angst (sad) genres .

Packaging strategy repeat information carried out by Bookstagrammer Indonesia

Based on theory above, below is discussion results findings based on researcher's discussion do together bookstagrammer @awaywithbooks, @ rasi.buku, @tiarahanaa, @vioreadsbooks and @ayladwiandra. Bookstagrammers This start do activity pack repeat information in 2017 namely @awaywithbooks and @vioreadsbooks, then in 2020 @tiarahanaa, in 2022 @ rasi.buku and @ayladwiandra at the beginning in 2023. Bookstagrammers what we can be certain of is has its own strategy in make content book on his account, such as format or style that content. Research result show that bookstagrammer apply fifth hierarchy need design the. At level *functionality*, content packaged by bookstagrammer works with good and can seen from exists impact Good from activity pack repeat the information carried out, also exists cooperation between bookstagrammer with publishers or similar things that influence the relationships and interactions that are built. Next at the second level, *reliability* show data or information conveyed and distributed by bookstagrammers originate from Trusted sources and bookstagrammers are also consistent For Keep going give information related book or the like to his followers on Instagram and also the public crowded. At the third level *usability*, design content created by bookstagrammer serve required information audience, as in uploads book *review* by @tiarahanaa and @ rasi.buku, design content form *typography* can interesting attention and loading required information audience, and in the caption created, bookstagrammer serve completely about opinion their, description fill the book is also good the bad story from book the. Next on levels fourth that is *proficiency* demonstrated design content implemented by bookstagrammer can found with easy, like use of keywords and hashtags or good *hashtags* That hashtag main, special and trending hashtags containing gathering information from upload bookstagrammer. And the last that is *creativity*, design content must be made with creativity so that can interesting attention audience, bookstagrammers demonstrate his strategy and abilities in make innovative design beside must informative, use of visuals, text or Language is also a combination color become things implemented by bookstagrammers. Like the accounts @tiarahana and @ayladwiandra which have characteristic typical in the post that is use matching color For every the post.

The results of the researchers' findings get it show exists similarities and differences from each bookstagrammer in do activity pack repeat information. In terms of this, researcher share it become three part as following:

1. Content Format Or Style

Every account what we can be certain of is have style content separately For maximize post the content can interesting attention audience on Instagram. On research This found the content format used bookstagrammer namely Instagram *feeds* and Instagram *reels*. For Instagram *feeds format*, bookstagrammer use draft *carousel* or photos per *slide*, *slide* beginning load book cover photo, next *slide* containing *quotes-quotes* from books, photos One page from fill book, short *review* fill book, or also contains a table of contents book. Furthermore Instagram *reels format*, bookstagrammer use draft in the form of a video with duration time One until One half loading minutes information books, recommendations place reading, information *events* books, also videos of their activities do.

As for types content used by bookstagrammers the among others , namely content book *review* that presents information related books , content *give away* or the usual kind cooperate with publishers book or fellow bookstagrammer , content challenge or activity certain like discussion about books , content recommendation place reading (libraries , cafes and bookstores) , content *unboxing* the book with Name content *unboxing* bookmail , content *mindful reading* (reading with full attention) and some trending content in the future now such as PoV (Point of View) or other content being trend .



Figure 2. View of the Bookstagram account @vioreadsbooks

2. Use *Captions*

Captions are created text as description For accompanying Photo or video and load explanation information certain . (Salim, 2023) In session discussion related use *caption* , @awaywithbooks delivered the strategy that is :

"p there is a book upload by first reading the entire contents of the book, then share a little of the content or story of the book without spoilers and will be informed at the beginning if it contains spoilers , reading experiences, good and bad book stories, and other things that you want to talk about. Meanwhile, for recommended places with captions or notes contain basic information about the place such as opening hours, location, transportation access, etc. and the results of chats from managers or information from the internet ."

This matter in line with opinion another bookstagrammer in manage *caption* for post they . For *caption* usually bookstagrammer include description fill book , okay the bad story or fill books , experiences they in read book these , as well opinion or conclusion from book such , as well as for recommendation loading places experiences and opinions they about place such and possible information required by seekers information . *Captions* become a matter important as complement information that contains ideas or objective from content and language used influence response audience and who only those who are interested . For that , *caption* made with easy language understandable Good from circles young until old .

ayladwiandra You Had Me at Hello by Ailee
 "SHE HAD A GRAVITY GREATER THAN EARTH." 🍷

 Apa gak salbruuufft ni alias saltnik brutal kalo cowo nya modelan kayak Galen?? 🤔, apalagi ini salah satu Ald Jeno nct, wadawwww>>

Novel ini bercerita tentang Sabina Mikalisha yang harus tinggal di rumah teman Mamanya untuk sementara waktu. Gadis yang manja ini harus menghadapi cowo yang bernama Orion Galendra, yang cuek dan jutek abis. Terlebih Galen ini adalah anak teman Mama nya, otomatis mereka harus tinggal secepat.

Awalnya Sabina sangat kesal karna Galen yang tak pernah ramah dengannya, apalagi mereka harus berangkat ke kampus bareng. Namun, siapa sangka karna kedekatannya dengan Sabina malah membuat Galen merasakan jatuh cinta. Terlebih mereka harus bertemu setiap hari dan berinteraksi di rumah setiap waktu, meskipun Galen sempat merasakan denial. Apalagi pikirnya Sabina ini anak yang sangat manja dan masih seperti anak kecil, justru itulah yang membuat Galen tertarik. 🥰

 Singkat cerita, hubungan Sabina dan Galen harus sedikit merenggang karna ada teman masa kecil Galen yang datang, namanya Ara. Terlebih lagi ada cawok bernama Arseno yang diam-diam suka juga dengan Sabina sampai buat mereka berdua salah paham.

 Dari segi narasi aku suka yaa, rapi dan nyaman untuk dibaca. Alur juga ngalir dan gak ngebosenin sama sekali. Ada ilustrasi tipis-tipis juga didalam nya yang super gemeshh >>

Penggambaran tiap karakternya tu juga bagus banget, tiap tokoh kerasa hidup. Apalagi ada tokoh-tokoh tambahan, yaitu Haikal, Renan, Nalen dan Sheila sebagai sahabat Sabina dan Galen. Mereka punya ciri khas masing-masing, jadi aku kadang ngerasa ikut dibikin ketawa juga sama tingkah mereka. 🥰

Untuk konflik ini termasuk ringan yaa dan minim juga. Ini jadi salah satu cerita kesukaan aku, karna termasuk bacaan yang ringan. Apalagi buat interaksi Sabina sama Galen yang super gemeshh! 🥰 Galen ini tipe cowo love language nya Words of Affirmations, apa gak makin-makin looolll? Dahlahh aku sampe abis bacawaa saltnik aak ada abiemaa 🥰

Figure 3. Display Book review caption by @ayladwiandra

👍 Disukai oleh umniatzahamirah dan 280 lainnya

awaywithbooks Bisa baca isi bukunya dulu sambil minum kopi, Wonder Bookstore di @ashtheadistrict jadi tempat paling menyenangkan di mall ini.

Sempat datang saat soft opening, setelah buka, ternyata semakin seru. Menyediakan buku-buku berbahasa Inggris, ada fiksi, nonfiksi, komik, buku anak, pengembangan diri, bisnis, semuanya ingin diboyong.

Ada buku-buku sample yang GRATIS dibaca di tempat. Buat intip isinya atau sekedar baca dulu. Kamu juga bisa tanya pelugasnya kalau di rak "free reads" nggak tersedia. Bahkan waktu lihat-lihat buku, tanpa ditanya sudah dikasih tahu. Baik dan sat set betul. Meski yang diintip sama yang dibawa ke kasir, kok, beda, ya. 😊

Jadi sambil baca, kamu juga bisa pesan kopi dari @bananarover.espressobar. Rasanya cocok. Selain espresso based standar, signature beverage-nya juga menarik. Rover's Zesty Brew-nya seger dengan perpaduan manis, asam, mint. Banana's Coffee Recipe-nya creamy, tebal, aroma pisanginya pas, dan legit! Kalau beli 5 minuman apa pun gratis 1 americano, juga promo payday setiap tanggal 28-30.

Selain buku dan kopi, ada alat tulis dan barang-barang seru yang menarik banget untuk hadiah. Buat orang lain atau diri sendiri—sampai rumah masih kepikiran sama tumbler gemasnya. 🥰

Oiya, kamu bisa dapat potongan 10% juga kalau daftar jadi member @wonderstore.co.id, tinggal kasih nama dan nomor hp. Bertaku untuk yang di Hub Life juga.

#wonderbookstore
 #awaywithbookstore #awaywithbooksinacafe #bookstagram
 #bookstagramindonesia #unitedbookstagram #awaywithbookishspot
 Lihat semua 12 komentar

Figure 4. Display Captions on Content Recommendation Place Reading By @awaywithbooks

3. Usage (#)

Hashtags or regular ones called *hashtags* are A attractive marker a topic , in its use hashtag works For makes it easier in find all over required information . (Ram Ghani, 2022) Same as other social media *platforms* , in use Instagram hashtags too important thing Because besides make it easier invention information , hashtags also have objective For grouping information that has been distributed . On research this , hashtag or *hashtags* can grouped become three part , ie as following :

a. Main Information Hashtags

Informational hashtags main is hashtag basics related to uploads. For example for uploads got the book use the hashtag book title , author and publisher's name book . Whereas For Uploading place recommendations can use hashtags, place names and locations .

b. Hashtag Kh gut

Custom hashtags is hashtags used and owned in a way personally by the maker content . For example as in the account bookstagram @awaywithbooks which has hashtag special that is #awaywithpram for Pramoedya Ananta Toer's books , #awaywithbookstore for bookstores, #awaywithlibrary for libraries and reading rooms , #awaywithliteraryevent for *the events* he visited and several hashtag other . On the @ rasi.buku account have hashtag special like #female_rationbook For books about women who have *been* reviewed by him . The @tiaraihanaa account has hashtag #thanavreviewbooks for books that have been *reviewed* by him . Meanwhile, on the @vioreadsbooks and @ayladwiandra accounts , they No have hashtag special in load the content . Use hashtag This is done with the aim of finding out about the reading collections that have been uploaded or marking places that have been visited.

c. *Trending* Hashtags

Trending hashtags is hashtags related to issues/trends/challenges in the upload content . For example #reading in Indonesia for uploads related to books from Indonesian authors , #pinjamdiperpus #bacadimanasaja as a marker of following certain challenges, or commonly used trends such as #booksgram #bookstagramIndonesia #unitedbookstagram #books.

#panduanehariharikaumintroverdanmager
 #luciapriandarini #awaywithpoetry
 #membacaindonesia
 #bookstagram #bookstagramindonesia
 #unitedbookstagram

Figure 5. Use of hashtags in @awaywithbooks posts

In uploading posts , bookstagrammers try serve accurate and useful information for those who see or read it . For term time in manufacture content related books , them No have benchmark specifically , will but they always try For consistent in make content the . Under This there is content uploaded by bookstagrammers , as following :



Figure 6. Content Tia Book Review 2024 By @tiaraihanaa First Slide



Figure 7. Content Tia Book Review 2024 By @tiaraihanaa Third Slide

Content book *reviews* basically done with displays formerly photo of the book cover containing title books , authors and publishers book , then on the next *slide* followed with *review* or opinion short from fill book . In the post bookstagram another , second *slide* and so on something is loading about photo of table of contents books and *quotes* from *the* book being reviewed . Use *typography* and tools Other supporters are something necessary Because produce attractive appearance For seen , so information can also be obtained delivered to audience .



Figure 8. Content Recommendation Book Reading *Realistic Ending* By @vioreadsbooks First *slide*



Figure 9. Content Recommendation Book Reading *Realistic Ending* By @vioreadsbooks Second *slide*

Content recommendation book reading basically grouped in accordance with type the book and the genre of the book . This matter done to make things easier audience or follower account bookstagram For find the books he was looking for as material reference they For read or buy desired book . Recommendation book not even reading only load title book course , will but also load opinion bookstagrammer as someone who has read book the . Information addition related content recommendation book reading This is also found in the text *caption* that contains information about place get the books , prices or discount from book these and other supporting matters information about content the .



Figure 10. Content Recommendation Place Reading By @awaywithbooks

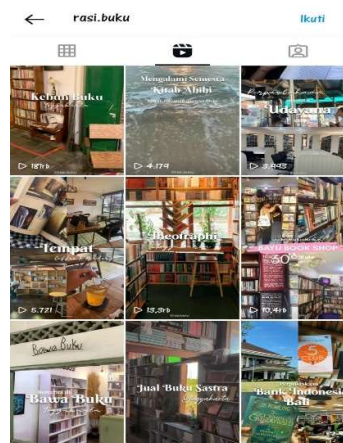


Figure 11. Content Recommendation Place Reading by @ rasi.buku

Content recommendation place reading loaded in appearance Instagram *reels* and also views photos per *slide* . However , bookstagrammer most use Instagram *reels* for content recommendation place reading . For content this , loading information about Name place , location place , operating hours place that , as well as experience bookstagrammer sure place the . Duration in one content video This around One minute .



Figure 12. Content *Unboxing Bookmail* By @ayladwiandra

Content open fill package book or the usual one given Name with *Unboxing Bookmail* is displayed with form content Instagram *reels* or video form and accompanying with *caption* that contains information related book such as a purchase link book , name shop book , publisher book , PO (*Pre Order*) date of book those and opinions they related book the . For content This usually there is cooperation between bookstagrammer with publisher book .



Figure 13. Content Challenge or Trending By @awaywithbooks

Content challenge is activities carried out by bookstagrammers and audience crowded about issue or trend certain . As did @awaywithbooks who followed #30harireadpui challenge organized by the @berpuisigembira community . Activity This usually filled with read poetry from book poetry that they have and convey opinion they about poetry the . Activity This aim For preserve return books current poetry This start forgotten Because most reader more like reading like novels and the like , besides That activity This aim For get used to self in conquer challenges and expectations become habit new useful for himself Alone nor anyone else.



Figure 14. Content Discussion With the theme *Mindful Reading* by @ rasi.buku

Mindful Reading is activity discussion , exchange opinions held by bookstagrammers . *Mindful Reading* yourself has the meaning of reading with full attention and awareness . Nowadays , *Mindful Reading* becomes A challenge new for bookstagrammers in read the book you want reviewed by him . In reading what we can be certain of is We must focus on the book you are reading . In Content This usually bookstagrammer share results discussion they are made in appearance more informative so that message and purpose activity can delivered with Good . In content Discussion , bookstagrammer No limit for Who only those who want to join . Because in reality , reading and exchanging thought to book reading become their thing like it and always will want to they do .



Figure 15. Collaboration Content by @ rasi.buku

On content Here , bookstagrammer get offer cooperation from various party related moderate issue happens , as the image above shows exists cooperation between the @beritabaik.id and @ rasi.buku communities are uplifting theme " Building Interest in Reading with Book Constellations ". Not only until There , the collaborations that exist are varied like discussion related tips and tricks in start reading and so on . Activity This expected can open knowledge and becoming motivation for audience to re -grow Spirit read.

Impact Repack Activities Bookstagrammer Account Information

The results of the findings and discussions that have been carried out done researcher to the bookstagrammers @awaywithbooks , @ rasi.buku , @tiaraihanaa , @vioreadsbooks and

@ayladwiandra and also see from followers ' comments account bookstagram show exists impact in activity pack repeat information , impact activity the is as following . In reality , they are bookstagrammer motivated from account bookstagram too, account bookstagram is also used as reference in buy book reading and bookstagrammer sometimes also share purchase links book or information about purchase book the . Apart from that , bookstagram become motivation and enthusiasm for audience For start read book again and read book Where just as well as become motivation For beginner If want to start read book . Not only in context books just , deep context places You can also read readings and *events* shared by bookstagrammers become reference for those who need it . As in the picture The following shows impact from pack repeat information carried out by bookstagrammers .



Figure 16. Impact Repack Activities Information on the @awaywithbooks account



Figure 17. Impact Repack Activities Information on the @vioreadsbooks account

Interaction Bookstagrammer With Followers and Bookstagrammers Other

Based on discussion and observation about interaction bookstagrammer with followers and bookstagrammers other obtained results as following . For build communication or interaction with Instagram followers , something bookstagrammers do that is with repay comments on each post them and try For always replying to DM (*direct message*) and also fishing discussions on Instagram *stories* such as open *open tags* in Instagram *stories* regarding the content of books that have been repackaged , make session ask answer with features available on Instagram *stories* and also with always engage followers in activities related book like discussions through *google meet* and activities others who support good interaction and communication .

Whereas For build communication with bookstagrammer others , usually they each other *follow* first first , then do Send message For discuss related matter certain or invite For do collaboration , and also bookstagrammers each other reply comments on uploaded posts as well as share upload book *reviews* on Instagram *stories* as form appreciation and support on content the book he did . Not only until there , bookstagrammers build identity and community they with meet directly in the real world , like visit to places reading , coming to

existing and created *events* activity discussion or related *sharing* book or at a certain moment like day book national , day book international and so on .

CONCLUSION

Conclusion that can be taken on research This is activity pack repeat information carried out by bookstagrammers for no other purpose For spread information related books , places reading , also information others as possible needed by the audience . In doing activity This bookstagrammer review it in their content format choose For show characteristics or characteristic typical they as a bookstagrammer . Not only That's it , bookstagrammers have also become reference and motivation of followers For read books also bought book through contents pack he repeated . In terms of This too, bookstagrammers also build A communication Good That with followers on Instagram as well as bookstagrammers other . This matter expected can become motivation for all circles in take advantage of existing social media with as good as Possible .

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