

Abstract

The emergence of social media has revolutionized the way people engage in political discourse, providing a platform for citizens to express their aspirations and feedback. In the city of Palembang, the Instagram account @Ratudewa, managed by an opposition figure named Ratu Dewa, has become popular as a channel for residents to voice their political aspirations. This study examines the significance of the Instagram account @Ratudewa as a channel for political aspirations in Palembang. This research employs a qualitative descriptive methodology, utilizing primary data from content analysis of the @Ratudewa Instagram account by analyzing posts shared by the account from March 2023 to March 2024, along with secondary data from journals and related studies to investigate the role of the @Ratudewa Instagram account as a channel for political aspirations in Palembang.

The results of this study indicate that the @Ratudewa Instagram account plays a significant role in shaping political discourse in Palembang by highlighting issues deemed important by the public, particularly related to political aspirations. The active participation of residents through the @Ratudewa Instagram account reflects a new dynamic in the interaction between local government and its citizens, mirroring the public's push for transparency and participation in local governance. The two-way communication facilitated by this account supports the growth of collaboration between local government and residents in forming more inclusive and responsive policies to meet community needs.

Categories identified include road repairs, flood management, power outages, waste management, traditional market revitalization, and support for local SMEs, as well as topics related to infrastructure improvement and public services. By identifying the main themes and issues discussed in these posts, this study elucidates the role of the Instagram account in shaping the political agenda among Palembang residents. Recommendations for improving the management of official local government social media accounts also highlight the importance of better interaction between the government and citizens through social media, in line with efforts to enhance political information access for all Palembang residents.

Keywords: Instagram Account, Political Aspirations, Agenda Setting, Social Media.

