

Communication Analysis Through Computer-Mediated Communication on the Instagram Account @Widyhartono

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ABSTRACT

In this digital age, interpersonal communication has been shifted massively to social media, including the culinary field, which is inseparable from the role of food vloggers. Widy Hartono, a local food vlogger, is notable for his ability to build rapport with his followers through informative, personal, and consistent content. The purpose of this study was to examine communication practices through computer-mediated communication on the Instagram account @widyhartono, owned and managed by Widy Hartono. The descriptive qualitative research method was employed in this study through data collection techniques, including interviews, observations, and documentation. The results showed that, according to Social Information Processing Theory, three key aspects had emerged. The first was interpersonal communication, which reflected an interest in using social media. In publishing information, Hartono's Instagram account tends to emphasize a friendly persona and nonverbal communication online through emoticons. The second aspect was the interpersonal perspective, reflected in regular publishing content that presented a friendly and approachable persona. The third one was hyper-personal communication, where Widi Hartono argued that communication carried out using social media and face-to-face is identical, depending on the individual's personality and the context in which the message is conveyed. In conclusion, the strategy analysis for using Instagram by @widyhartono was to provide information that is more enjoyable and easier for the audience to understand, to approach the audience on social media so that they don't get bored, and to stay consistent in publishing and following a specific schedule for the content to be published.

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INTRODUCTION

Today, in this digital era, the communication paradigm shift is increasingly significant. Communication that was originally limited to face-to-face meetings is now increasingly shifting towards the online realm. This phenomenon is inseparable from the rapid development of information and communication technology, which facilitates interaction among individuals without having to be in the same location. This is referred to as new media, which acts as the main platform for online communication. New media play an important role in the process of social change in society. Social change is a process experienced by members of society and all elements of a culture and social system, in which all layers of social life, either spontaneously or due to the influence of external factors, can leave a system and adapt or implement a new system. (Bungin, 2021). In this era, audiences can gather online without any restrictions on space or time, and it is also possible to communicate without feeling worried about distance. (Ghfar, 2024). Additionally, new media serve as a tool that enables individuals to communicate more swiftly (Zempi et al., 2023).

This shows that information and communication technology has become crucial in every aspect of human life, improving social connections and fulfilling everything that is needed. Yet, certainly, there are differences between face-to-face communication and connection mediated by technology or communication media. The use of computer-based technology supported by the internet as a communication medium is referred to as computer-mediated communication (Putri & Irwansyah, 2020). The concept of computer-mediated communication was first proposed by John in December 1996, which discussed how humans could communicate with others mediated by computer-based devices. (Setiawan et al., 2020). One form of computer-mediated communication that is widely used today is social media. Social media has massively changed individuals' views on communication. This media can help audiences communicate freely despite geographical factors. (Fattah & Sujono, 2020).

One form of social media that is interesting, given its large number of users, is Instagram. Instagram is considered the second-largest social media platform used by Indonesians. As of April 2023, there were 109.33 million Instagram users. It increased by 3.45% compared to March 2023, which was 105.68 million (Rizaty, 2023). Instagram is a photo and short-form video sharing social networking service. It allows users to apply digital filters and share them on various social media network services connected to Instagram, such as Facebook, WhatsApp, TikTok, and other media sites. Active Instagram users in Indonesia often use Instagram's Stories, Feed, and Reels features. These features are used to share information related to daily activities and personal experiences. These features make Instagram attractive to its users, especially young people. In terms of age, 38% of Instagram users in the country are between 18 and 24 years old. Up to 30.1% of social media users belong to the 25-34 age group (Rizaty, 2023). The use of social media as a means of communication has rapidly grown over time. This phenomenon has a significant impact on human interaction (Tania & Nurudin, 2021). Computer-mediated communication on social media affects communication patterns between individuals. These changes include a shift from traditional face-to-face communication to text, image, and multimedia-based interactions. Recent studies have shown that aspects such as the

speed of the response, depth of content, and changing social norms are becoming major concerns (Tita et al., 2024).

Essentially, Information published on social media is utilized as a medium to communicate, to disseminate information, and to share entertaining and varied content online. The one that is currently in great demand is food content or food vlogging, an activity in the form of documentation regarding food and beverage reviews that are popular and published online. (Adzra et al., 2023). The phenomenon of food vloggers is worth exploring further, as it has undergone a significant transformation in role alongside the advancement of digital communication technology. Initially, food vloggers primarily emerged on YouTube platforms, featuring lengthy videos that provided informative and in-depth reviews of the taste, price, and location of food items. However, the transformation of social media, which increasingly prioritizes speed, visualization, and brief interactions through platforms such as Instagram and TikTok, has shifted the format of food vlogging to be more concise, visual, and aesthetically appealing.

Today, food vloggers not only serve as information providers but also as influencers who can shape public eating habits, create new culinary trends, and become part of digital marketing strategies in the food industry. Their role has even become similar to that of opinion leaders in the food world, through a more personal and experience-based approach to communication. According to Kartika and Kusumawardani (2020), culinary influencers on social media play a crucial role in shaping how people perceive food products and influencing what consumers decide through the trust and connections they build online. Therefore, the role of food vloggers today is closely tied to the social media ecosystem as an effective space for interaction and promotion in today's food scene.

One of the Instagram accounts that consistently publishes food reviews is @widyhartono. Currently, Instagram @widyhartono has 44.1 thousand followers. This account, owned and managed by Dr. Widy Hartono, was first established in 2011, when Instagram began to gain recognition. In managing social media, Dr. Widy Hartono has chosen concepts and forms of communication similar to those used on social media. Essentially, social media is a medium with no restrictions. Essentially, social media is a medium with no boundaries, and Instagram is one of the social media platforms that can achieve high penetration in delivering information to its users (Putri et al., 2023). Therefore, the limitless nature of social media is the reason why Dr. Widy Hartono utilizes social media and consistently strives to be an informative educator. The message to be informed should be packaged in a more fun and easy-to-understand way for the audience.

In this context, social information processing theory becomes relevant because it offers a unique perspective on how individuals process social information through online interactions. Furthermore, Joseph Walther proposed the social information processing theory, which is a perspective on the phenomenon of computer-mediated communication. Social Information Processing Theory emphasizes that through computer-mediated communication, individuals can form strong and significant social relationships, even though it involves communication that is limited to text and symbols. (Hayden et al., 2021). However,

technological developments and changing social media dynamics can affect the effectiveness of this social information processing process. (Oktaviani et al., 2023).

In Social Information Processing Theory, there are three levels in analyzing computer-mediated communication in social media, namely impersonal, interpersonal, and hyperpersonal. (High et al., 2023). The impersonal level encompasses the formal and limited aspects of online communication, whereas the interpersonal level explores how individuals establish relationships virtually. On the other hand, the hyperpersonal level explores the phenomenon where online relationships can be more intense and idealistic compared to face-to-face communication. (Oh et al., 2018). At the impersonal level, communication through social media tends to be formal and limited. Individuals may face difficulties in expressing their emotional nuances effectively due to the limitations of the medium used. Information processing can also be affected by the lack of nonverbal expression, such as body language and voice intonation. (Chiasson et al., 2018).

Furthermore, at the interpersonal level, the focus shifts to forming relationships in cyberspace. This process takes longer than in face-to-face communication, as individuals need to gradually gather information to create a deeper understanding of the other person. Level of interpersonal closeness can be achieved through computer-mediated communication despite its physical limitations. The hyperpersonal level addresses the phenomenon where online relationships can be more intense and more idealistic than face-to-face communication. Factors such as selectivity of self-presentation and positive interpretation can strengthen virtual closeness (High et al., 2023). Based on this, the author seeks to examine how computer-mediated communication occurs on the @widyhartono Instagram account from the perspective of Social Information Processing Theory to know how to analyze communication through computer-mediated communication on @widyhartono's Instagram account.

RESEARCH METHOD

The research method used is descriptive qualitative research. Descriptive qualitative research is a research method that involves describing the written words that come from the research subjects being studied. Qualitative research is a research method that involves data that contains written descriptions and research topics under study (Creswell, 2023). In addition, the decision to use qualitative research methods aims to better understand how a group or individual views a particular topic. (Schoonenboom, 2023). Furthermore, qualitative research is theory-based research that is developed and controlled. (Kusuma & Sugandi, 2019).

This research focuses on computer-mediated communication on the @widyhartono Instagram account. Therefore, the subject of this research is Dr. Widy Hartono, as the owner and also the manager of the @widyhartono Instagram account. Data collection includes in-depth interviews, observation, and documentation. Observing is done by examining the content, while documenting is also accomplished by reviewing the content. The data validity technique employed is data triangulation, which aims to obtain valid and reliable data or information. The data analysis technique used is interactive model data analysis, namely, data

reduction, data presentation, and data withdrawal/validation. (Miles and Huberman in Nugrahani, 2014).

RESULTS AND DISCUSSION

Impersonal

Impersonal communication is carried out massively to its audience by using the media to convey information or messages thoroughly. Social media enables the creation of relationships between users; it provides various facilities for sharing, establishing relationships, forming groups, engaging in conversations, and maintaining profiles, all of which facilitate interaction and networking. (Wolf et al., 2018). This is evident in Dr. Widy Hartono's work, which demonstrates an interest in utilizing social media. Essentially, when users publish content and have a social media account, it is implied that there is interest from the individual, and this interest leads to the creation of online communication.

In interviews conducted by researchers with informants, namely Dr. Widy Hartono, basically, the beginning of publishing content on Instagram was a coincidence, but from this coincidence, it became a blessing, and could provide education to the public:

"So, actually, if you can say that everything is completely coincidental. So maybe I can explain why it's actually a blessing in disguise or a blessing that is also related to the way I provide education to followers." (WH, August 8, 2023)

Based on this information, it can be ascertained that Dr. Widi Hartono shows an interest in using social media. Essentially, with users publishing content and having a social media account, it is implied that there is an interest on the part of the individual. From this, online communication begins to be created. Furthermore, this perspective also states that online communication lacks support for personal aspects because, essentially, internet media is unable to provide nonverbal communication, which is crucial for individuals when establishing interpersonal interactions.

Face-to-face communication tends to be more focused and uses a lot of nonverbal communication, such as voice, intonation, facial expressions, and so on. However, it is different from online communication, as it is difficult to show nonverbal communication. In publishing information, Hartono tends to emphasize a pleasant tone, aiming to ensure that his audience, especially followers, do not feel awkward or reluctant to respond to the content published on his social media.

This is in line with what Dr. Widy Hartono stated regarding the reasons for publishing food vlogger photos or videos on his Instagram social media, even though he is a doctor:

"So our society prefers that. Rather than the ones where it's like, Oh, how difficult the doctor is. He told me to eat this, eat this, eat this. In fact, I see it as an obstacle, you could say. For us to provide more education that can help them. In fact, I find it easy, people who know me as a person who likes food, as a person who is more fun, friendly, and close. They can tell, our people like to be curious about their personal lives. And they want to know what the doctor does daily, which turned out to be a joke, too. Oh, the doctor wasn't that serious. Once we provide health education, it is much more

inclusive. We get more responses. I don't know if in life it's something like that. But what I see from now on, that in our society, it's like that. So it's more into forms of content that are easier to accept. So it's closer, and that's what I feel, starting from food, then it's easier to educate. Because people know that we actually have no boundaries."
(WH, August 8, 2023)

Furthermore, Dr. Widy Hartono also stated:

"Anyway, the expression that I show is more of a relaxed, friendly, and light expression. It is easier to accept and does not cause defense in the recipient of the message. It doesn't seem patronizing but rather provides information." (WH, August 8, 2023)

Based on the researcher's analysis of the results of the interviews presented above, it can be concluded that publishing content on social media is an effective way to do in conveying information. In publishing information, Hartono tends to emphasize a pleasant tone, aiming to ensure that his audience, especially followers, do not feel awkward or reluctant to respond to the content published on his social media. From this, it can be seen that there is hope that the published content can replace the role of nonverbal communication when interacting. It can be seen that the publication of content on social media plays a role in nonverbal communication through computer-mediated communication because the published content displays tone of voice, intonation, facial expressions, and so on. It happens because computer-mediated communication occurs in cyberspace, where a metaphor can describe physical space in the form of files, messages, graphics, etc a computer system. (Giswandhani & Hilmi, 2025). Technological developments have changed the nature of human interaction into a positive trend, both physically and psychologically, towards meetings in cyberspace, where people can increase their attention, recognize others, and read other people's emotions virtually. (Kapriadi & Firwansyah, 2020).

The use of online nonverbal communication using emoticons emerged in Figure 1, especially social media, through computer-mediated communication. The use of emoticons is directly interpreted based on the message context. Moreover, the use of emoticons can reduce the misunderstanding of the meaning of a message because it shows the emotions in the message. Walther and D'Addario in Silvia et al., (2022) suggest that the function of verbal communication and online emoticons used to communicate in an interaction affects the way messages are interpreted in the emoticons.



Source: (Instagram.com/widyhartono, 2023)

Figure 1 Use of Emoticons in dr. Widy Hartono's Instagram Content

This was stated by Dr. Widy Hartono regarding the use of emoticons in captions as a substitute for nonverbal communication:

"In using emoticons, I use them to be able to show and strengthen the meaning of the message that I want to convey. It shows the emotion that we want to convey from the message. Often, the written word can be misinterpreted. The use of emoticons can reduce that misunderstanding. But don't overuse them, and emoticons are very helpful in describing the communication we do nonverbally through social media." (WH, August 8, 2023)

Based on the results of the interview, it can be seen that the use of emoticons in publishing content on Dr. Widy Hartono's Instagram is very crucial. It can be represented based on the message context. Therefore, each emoticon appears in each message content. Moreover, the use of emoticons can reduce the misunderstanding of the meaning of a message since it shows emotions.

This can also provide support for personal aspects, with a touch of nonverbal communication through computer-mediated communication on published content that can help build interpersonal relationships. As a result, the audience, especially followers of an account, will feel happy when seeing and listening to the messages conveyed and can indirectly develop and form impressions and interpersonal relationships. As stated by Juhani (2019), by computer-mediated communication, it can indirectly shape the user's identity in the cyber world through impression management, so that someone influential in the cyber world can create texts and symbols that represent their identity.

Interpersonal

Interpersonal is the answer to the perspective described in impersonal communication. Essentially, the interpersonal communication perspective asserts that nonverbal communication cannot bridge the gap in attitude adjustment, whether it is consciously acknowledged or not, because in communicating, the audience will definitely adjust to the surrounding factors. Furthermore, from an interpersonal perspective, computer-mediated communication aims to create a positive impression and also invites its audience to feel happy with the content it publishes, depending on the user's purpose or context (High et al., 2023). This is also done by Dr. Widy Hartono, who regularly publishes content on his Instagram. By consistently publishing content on social media, Dr. Widy Hartono not only presents himself openly but also gains insight into how the audience responds.

This is in line with what Dr. Widy Hartono stated:

"Yes, every day I post on Instagram, Instagram stories are the most mandatory every day. Instagram stories are beneficial in inviting followers to respond to my content, and I always talk like a friend. Still, I also incorporate scientific quotes, and I am indeed a doctor myself. We do indeed want to tell something based on science. Yes, it's much more comfortable for them. Oh yes, I've also experienced this. It's true that the doctor gave it, and yes, my neighbor has experienced this too. Many people DM about their personal

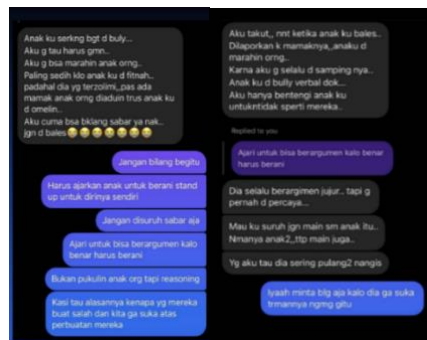
The comment feature is a comment column provided by social media users to channel all their opinions or opinions. Meanwhile, a share is a form of feature that serves to disseminate information that has been previously published. Furthermore, Dr. Widy Hartono's pleasant demeanor and open figure encourage followers to ask personal questions through direct messages (DM) to approach him directly. This can basically help and build interpersonal communication relationships because direct messages on Instagram are a more personal and exclusive communication medium, and it is an excellent place to provide feedback in more depth through computer-mediated communication. Hartono also provides input or advice to followers who ask him through direct messages on Instagram. The input and suggestions conveyed by Dr. Widy Hartono essentially contain good explanations for future endeavors, aligning with the requested theme or topic.

"Praise God that from the beginning, no one has ever commented negatively. Even though maybe, yes, you know, I am non-Muslim, sometimes I post non-halal things, if the others have been attacked completely, no one has commented negatively. So far so good lah So far so good lah So far so good lah So far so good lah So far so good lah So far so good lah So far so good lah So far so good lah So far so good lah So far so good lah So far so good lah So far so good lah So far so good lah. Interaction in DM is really strong, asking and answering each other. Friends who are on Instagram do not hesitate to ask all kinds of questions. Plus, the interludes of my posts often explore social issues, and the questions and answers in the DM are strong." (WH, August 8, 2023)

"I try to reply to DMs faster. Anyway, even when it's problematic, I still reply, because I never take my phone off. So the screen time is extraordinary. DMs rarely take long to reply. Usually, I reply immediately. So I often check." (WH, August 8, 2023)

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direct messages on Instagram are a more personal and exclusive means of communication. Direct messages are an excellent platform for providing more in-depth feedback through computer-mediated communication. Dr. Widy Hartono offers advice or suggestions to followers who reach out to him via direct messages on Instagram. The advice or suggestions provided by Dr. Widy Hartono primarily consist of helpful explanations for future actions that align with the theme or topic being discussed. Regarding the criteria for responding to direct messages, no specific criteria that limit who will receive a response. Responses are tailored to the relevance or connection of the topic being discussed, whether through posts on Instagram Stories or the Instagram Feed. With this approach, interactions feel more natural and contextual, while maintaining an open and humanistic communicative tone between Dr. Widy Hartono and his followers.



Source: (Instagram.com/widyhartono, 2023)

Figure 2 Instagram DM of dr. Widy hartono

This is a form of personal communication implementation through new media. As stated by Parks and Roberts, individuals use various channels in cyberspace, such as private discussion rooms, to communicate interpersonally with other users. (O'Sullivan & Carr, 2018) . Furthermore, social media users use private messages on social media to communicate privately with others to seek and receive social support. (Lee, 2023), as well as to provide personalized feedback (Carr & Foreman, 2016). The utilization of the direct message feature on Instagram, as a form of interpersonal communication through computer-mediated communication, provides distinctive advantages in building and maintaining relationships. Direct messages can create a space where people can share information, stories, or thoughts more freely.

Hyperpersonal

Hyperpersonal is a form of communication that is carried out by utilizing a medium. Furthermore, hyperpersonal communication focuses more on the absence of nonverbal communication, which can help in interaction. In addition, hyperpersonal communication supports people's feeling comfortable expressing their thoughts on communication media rather than direct talk.

This is in line with the results of interviews conducted by researchers, as expressed by Dr. Widy Hartono, namely:

"In my view, both face-to-face communication and communication using social media actually have their own advantages and disadvantages. But it depends on the person and the context of the message you want to convey. Some things are easier to convey face-to-face. The meaning can be better captured. We can see expressions and gestures. Online is also no problem as long as you master the delivery of the message so that it does not cause misunderstanding. Delivering messages face-to-face or online is actually the same ... as long as the message does not cause misunderstanding is fine ... But still, the possibility of misunderstanding through online will be greater. Especially if the online is only verbal, not visual...so in social media it prefers a relaxed, friendly and light expression so as not to cause misunderstanding, the topic is light, not heavy...." (WH, August 8, 2023)

Based on the results of the interview above, Dr. Widi Hartono stated that communication carried out using social media or face-to-face is the same thing. Each form of communication has its own advantages and disadvantages. Dr. Widy Hartono also suggested that, for communication on social media, it is better to deliver messages rather than use any other feature, especially if it is related to a light topic discussion. To avoid misunderstanding, it depends on each individual's personality and the context in which the message is conveyed.

The pattern of computer-mediated communication affects a person's interpersonal communication. It occurs when two or more people talk about personal messages with physical proximity between the communicant and the communicator. It enables changing human communication patterns and facilitating widespread connectivity without being limited by space and time. (Mamahit & Pratiwi, 2022). The nature of physical and psychological human interactions has been changed by technological advances, especially the internet, which allows virtual and unreal encounters. (Seymour et al., 2018).

Computer-mediated communication basically does not limit the amount of communication that is being established between communicators and communicants. Computer-mediated communication provides time efficiency and also unlimited distance, so that it is considered more effective because communication is carried out directly from the communicant's reaction, and in real time, it can reduce the level of miscommunication when interacting.

Analysis of Instagram Strategy: The Case of @widyHartono

Dr. Widy Hartono's Instagram account, @widyHartono, is a medium used for disseminating information to a wide audience and as a platform that supports his work as a doctor. Over 44,100 users follow Dr. Widy Hartono's Instagram account. In managing social media, Dr. Widy Hartono is not assisted by a team and only manages it himself. Starting from finding ideas to editing the content, Dr. Widy Hartono himself handles the process. Furthermore, Dr. Widy Hartono stated that there are several reasons why Instagram is very crucial for spreading information.

"So it all starts from, yes ... Like young people today. Joining the trend... Because Instagram is right... In the beginning, if I'm not mistaken, the boom was ... Instagram, if I'm not mistaken, remember? It was 2012. 2011 was starting. And it was still a little bit.

Then I started myself on Instagram in 2014. Okay, 2014 started. Actually, it's not in food passion. When I first started, I was more interested in landscape. That's right. Same with people, actually. Actually, I want to post more like that. For example, I take beautiful portraits, just like people. I would like to learn more about their life story. Yes, I like that more. Or for example, buildings, people. I'm more interested in that. But the photos turned out badly. The photos turned out badly. Besides, there are other reasons. So, finally, I started taking photos of food because that's actually also the easiest. Why is it the easiest? We must eat. Breakfast, lunch, dinner. Let's just snap what's in front of us. And it turned out pretty good. Pretty good. So that's the origin... The origin was not specifically intended for... food bloggers or influencers in the food field. Usually culinary. But not really. So it all started with just a hobby". (WH, August 8, 2023)

Analysis of the strategy of using Instagram social media @widyHartono is to provide information, whose messages must be packaged in a more enjoyable and easily understood way by the audience. This is basically in line with the context of computer-mediated communication, where conveying messages in a more pleasant and easy-to-understand manner is an effective strategy. If the messages conveyed can attract interest and also draw the attention of the audience to receiving messages, it can indirectly make them involved and responsive to the information conveyed (Yao & Ling, 2020).

Based on the results of this interview, it can be seen that managing social media is not the primary focus for Dr. Widy Hartono. This is in line with what Dr. Widy Hartono stated at the beginning, that this is his pleasure and hobby for food. Therefore, Dr. Widy Hartono currently has no intention of having a team and chooses to manage it himself. Furthermore, in managing social media, Dr. Widy Hartono has chosen the concept and forms of communication that are used on social media. Essentially, social media is a medium that has no restrictions. Therefore, the lack of restrictions on social media is the reason why Dr. Widy Hartanto uses social media and always strives to be an impressive educator. As Dr. Widy Hartanto explained:

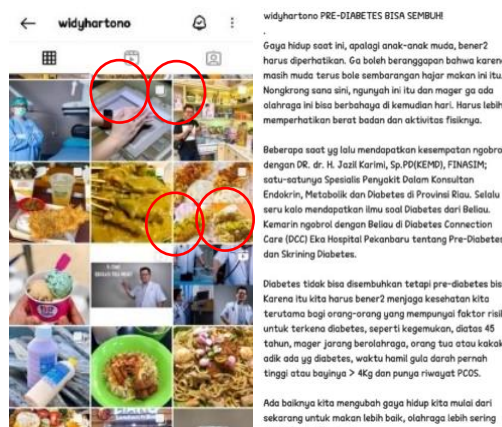
"Social media has no limits to creativity; everyone is free to choose their own passion. And one of the attractions is this, actually, if people listen to education from doctors. If it's very serious, bored. People just, just what is the content? That's it. Especially if the doctor explains it in scientific language. People nowadays prefer fun educators. Later on, because I was busy with management. Eventually, my educational content became less. In the past, there was a lot. Before the last 2 years, yes. I moved fully into management. It was much easier. Providing what's the name, education. We start with people getting to know our other. Not as a doctor. So they know we are doctors too. But know there's another person. More fun, more friendly. More, oh, it turns out the doctor is the same. If it's like us, he likes to eat like that." (WH, August 8, 2023)

Furthermore, based on the interview, Dr. Widy Hartanto stated that in providing information, the message should not be too serious since it cannot be easily understood by the audience and seems boring, so it should be packaged in a more fun and easy-to-understand way for the audience. In addition, Dr. Widy Hartanto also explained:

"Not so much now, for example, there are many experiences that are specific to content. What's the name? Health education is specific to that; it's rare. Rarely is it okay. If he

doesn't make it in forms that are more easily accepted. For example, Doctor Dika also incorporates jokes into his education. Doctor Dika, if, for example, there is one, he likes to be funny. So it's closer. So he can't sit tense. So heart disease is in foods that must be avoided. And no, it won't enter. It will not enter the community. It has to be something that can make them and the doctor talk from an angle that is easy for ordinary people to understand. So that's what I feel, starting from food, then it's easier to educate. Because people know that we actually don't have a gap. I mean, oh, this is a doctor, he doesn't give education. But some friends give education. So they also interact in the DM, in the content that we create is tight. So they can ask each other questions, they don't hesitate to ask all kinds of questions. We also answer in a way that is easier to understand. That's what I do on my social media. And the most important thing is to make the community or followers feel that they are being fed their curiosity about people's personal lives. They like to know. Actually, in our hearts, we like to look at what this person is like. Yes, just like us now, Doc. Yes, I like to know how this person's personal life is." (WH, August 8, 2023)

In this case, Dr. Widy Hartono prioritizes closeness with his followers. The intimacy formed by Dr. Widy Hartono is through food content because it is understandable, and the public will realize that there are no boundaries between doctors and the public, and hopefully, people will feel embraced like a friend in Figure 3.



Source: (Instagram.com/widyhartono, 2023)

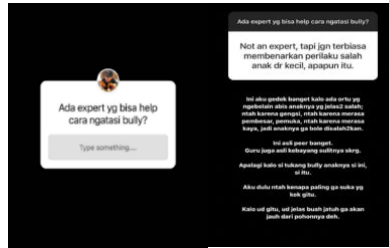
Figure 3 dr. Widy Hartono's Instagram Educational Content

Furthermore, to reach all circles of society quickly and to communicate persuasively, Dr. Widy Hartono approaches audiences on social media, ensuring they are engaged and not feeling bored. This method involves creating interlude content, such as social issue content, in the form of an open discussion about a social issue on the Instagram Story feature by initiating a question-and-answer session.

In addition to containing educational content, as stated by Dr. Widy Hartono, he also addresses social issues on his Instagram account. Furthermore, Dr. Widy Hartono noted that:

"For me, most of the time, I like to discuss household problems. The second is teenage social problems. Especially that. So if it's household problems, it's us too. If it's teenage relationships, it's from the patients faced in the past, right? Yes, the girlfriend. So the patients who were received in the emergency room. So we often explore social issues.

Sometimes it's also furious, domestic violence. Then the traffic problem is progressing. So it's easy if there's already a lane. We want to educate people. It's easier."(WH, August 8, 2023)



Source: (Instagram.com/widyhartono, 2023)

Figure 4 Social Issues Content on dr. Widy Hartono's Instagram

In addition, because Instagram's Reels feature is preferred by the audience and receives more views, Dr. Widy Hartono also makes use of this feature in Figure 4. Computer-mediated communication, especially through social media, can be a highly effective tool for persuasively communicating and quickly reaching all segments of society. By adopting the right approach, we can establish a stronger connection with our audience. (Giswandhani & Hilmi, 2025). Instagram serves as a platform for interaction, collaboration, and communication with other users, both individually and in groups, within networks and virtual communities. (Zempi et al., 2023).

In general, the format published by dr. Widy Hartanto on his Instagram focuses more on using the video format and utilizing the Reels feature on Instagram. As dr. Widy Hartanto stated:

"Along with the times and people's tastes. What I said was that people were bored, and they started to switch from photos to videos. Now, people don't like looking at photos as much anymore. We can see from inside, through movement, and the algorithms of all kinds. That's if the photo has few likes, few views. And people prefer real, prefer moving videos of all kinds."

Based on the results of the interviews conducted, these findings align with the observations and documentation that researchers compiled on dr. Widy Hartono's social media, specifically the format used by Dr. Widy Hartono showed in Figure 5.



Source: (Instagram.com/widyhartono, 2023)

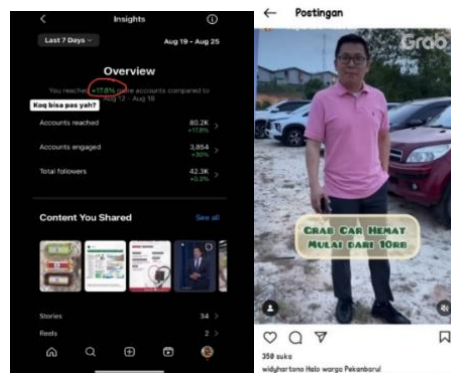
Figure 5 Instagram post format of dr. Widy Hartono

Another method is to maintain consistency in publishing and adhere to a specific schedule for sharing content. This allows more audiences to see it. Due to his consistency, Dr. Widy Hartono has worked with various brands, both local brands in Pekanbaru and national brands. As Hartono said:

"There is a repeat endorse, repeat endorse is quite a lot, we are also happy, so that is also the goal if we maintain new engagement, so that people come back to us so that there is a repeat endorse, quite a lot, the important thing is that if we can do the right market analysis, the engagement is good, the repeat endorse must be quite a lot, quite a lot of repeat endorse."

Furthermore, Dr. Widy Hartanto has received endorsements from national brands, such as the Grab and Gojek applications showed in Figure 6. He continues:

"It has entered, like grab, go food, so to national brand products because they are like franchises, they give those who open here to give one promotion, they have a budget, so for promotions that are borne by the center that gives the franchise every. Later, we will find the person who."



Source: (Instagram.com/widyhartono, 2023)

Figure 6 Insight and Endorsement of Dr. Widy Hartono's Instagram Account

This demonstrates that dr. Widy Hartono's social media management has been successful, as reflected in the high engagement on Instagram. This finding is consistent with Nasrullah (2021), who states that effective social media management requires fulfilling key components, including consistency, collaboration with brands, and high engagement. A social media manager can be considered successful if he/ she can create and maintain a consistent content strategy, collaborate with multiple brands, and achieve a high level of engagement on Instagram (Nasrullah, 2021).

CONCLUSION

Based on the research results, it can be concluded that in publishing content, Dr. Widy Hartono's practices can be analyzed through the lens of Social Information Processing Theory. First, in terms of interpersonal communication, he shows an active interest in using social media because he publishes content and has a social media account; online communication begins to take shape. In publishing information, Dr. Widy Hartono tends to emphasize a pleasant tone,

aiming to ensure that his audience, especially followers, do not feel awkward or reluctant to respond to the content published on his social media. Furthermore, the use of nonverbal communication online, such as emoticons, is a common thing. It is considered to represent nonverbal communication in a medium that primarily interprets messages based on their content.

Second, the interpersonal perspective, in which Dr. Widy Hartono regularly shares his thoughts and publishes content on his Instagram, is essentially the impact of opening himself, as well as Dr. Widy Hartono, who consistently presents a pleasant and approachable figure, which is included in the computer-mediated communication section. Dr. Widy Hartono's pleasant demeanor and open figure encourage followers to ask personal questions through direct messages and to approach the doctor directly. Third, from the hyperpersonal perspective, Dr. Widy Hartono stated that communication through social media is essentially the same as face-to-face interaction. It is better to use messages that are light and not heavy. To avoid misunderstandings, it depends on each individual's personality and the context in which the message is conveyed. Overall, the strategy of using Instagram social media, @widyhartono, aims to provide information, whose messages must be packaged in a more pleasant and easy-to-understand way for the audience, so that they are not saturated and bored.

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