

Content Production Strategy of Instagram @globalyouth.amb in Developing Generation Z Volunteerism

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ABSTRACT

This research focuses on understanding the content production strategy of Instagram @globalyouth.amb (Global Youth Ambassador) in developing Generation Z volunteerism. The study uses a qualitative approach with a case study method. Data collection involves observing the @globalyouth.amb Instagram account's social media activities and conducting in-depth interviews with Global Youth Ambassador (GYA) stakeholders, followers, and social media professional. The study reveals effective strategies employed by @globalyouth.amb in engaging Generation Z in volunteer activities, focusing on three critical aspects, selecting topics, crafting compelling storylines, and strategic utilization of various Instagram features for content production. The meticulous topic selection process involves a blend of informative and persuasive content pillars, emphasizing trend adaptation. The incorporation of documentation content proves pivotal in enhancing program credibility. The study underscores @globalyouth.amb's active role in shaping positive narratives, utilizing Instagram features strategically, and maintaining a responsive approach, contributing to its success in fostering active participation in the context of volunteerism among Generation Z.

Keywords: Instagram; Global Youth Ambassador; Volunteerism; Content; Generation Z

ABSTRAK

Penelitian ini memfokuskan kegiatannya untuk memahami strategi produksi konten @globalyouth.amb (Global Youth Ambassador) di Instagram dalam mengembangkan kerelawanan Generasi Z manajemen akun Instagram @globalyouth.amb (Global Youth Ambassador) dalam mengembangkan kerelawanan Generasi Z. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Pengumpulan data pada penelitian ini dilakukan melalui observasi terhadap media sosial Instagram @globalyouth.amb dan wawancara mendalam terhadap stakeholder @globalyouth.amb, pengikut akun @globalyouth.amb, dan profesional media sosial. Penelitian ini mengungkapkan strategi efektif yang diterapkan oleh @globalyouth.amb dalam melibatkan Generasi Z dalam kegiatan relawan, dengan fokus pada tiga aspek kritis, yaitu pemilihan topik, pembuatan narasi yang menarik, dan pemanfaatan strategis berbagai fitur Instagram untuk produksi konten. Proses pemilihan topik yang cermat melibatkan kombinasi pilar konten informatif dan persuasif, dengan penekanan pada adaptasi tren. Penyisipan konten dokumentasi membuktikan peran kunci dalam meningkatkan kredibilitas program. Penelitian ini menyoroti peran aktif @globalyouth.amb dalam membentuk narasi positif, memanfaatkan fitur Instagram secara strategis, dan menjaga pendekatan responsif, yang berkontribusi pada keberhasilannya dalam merangsang keterlibatan aktif pada konteks kerelawanan di kalangan Generasi Z.

Kata kunci: Instagram; Global Youth Ambassador; Kerelawanan; Konten; Generasi Z

INTRODUCTION

The escalating complexity of social issues poses a challenge for both the government and society to address independently. Confronting this complexity, there has been a surge of initiatives across diverse segments of society to collaboratively tackle these issues through voluntary activities, reflecting a remarkable level of volunteerism in Indonesian society. It comes as no surprise that a survey conducted by the charitable organization Charities Aid Foundation (CAF) has positioned Indonesia as the most generous nation, exhibiting a significantly high level of voluntary participation compared to other countries. These findings underscore the active involvement of the majority of Indonesians in various voluntary pursuits, including charitable donations, participation in empowerment initiatives, and extending assistance to individuals in need (Hariyanto, 2018).

Although volunteering initially tends to be sporadic and driven by personal desires to help, the existence of volunteer communities allows for the systematic organization and management of volunteer activities through a structured foundation. This is what triggers the emergence of various communities and organizations that coordinate voluntary activities, such as the Global Youth Ambassador institution.

GYA is a community that provides a space for young people to develop themselves and make positive contributions to society. This allows youth to seek solutions to various issues and provides opportunities for young people in different regions to experience the changing times through volunteer activities and conferences. GYA establishes national and international programs that can be attended by youth from around the world. These programs aim to raise awareness of issues in various locations and encourage youth through the cultivation of noble values and personalities with an ethically-based educational approach. GYA also strives to provide new insights and promote national culture.

The vision of GYA is to realize a young generation with good spiritual, intellectual, and emotional integrity, capable of developing their potential to address global life challenges in all fields, contributing to nation-building collectively. GYA's mission includes enhancing professionalism, capabilities, and reliable human resources in managing organizations, building networks, and being sensitive to social issues in society. Another mission is to assist and increase youth participation in social empowerment, guiding the roles and functions of youth as the vanguard of national development.

Specifically, Global Youth Ambassador is a youth organization that creates collaboration among youth movements in Indonesia and worldwide, supporting Sustainable Development Goals. The programs conducted by this institution aim to support youth-led sustainable development and consistently strive to enhance young people's potential to develop and implement solutions to global challenges based on their thoughts. All activities of this institution are implemented based on four main pillars: networking and international exposure, improving the quality of education, providing a platform for self-development, and enhancing future careers.

In its development, GYA has an Instagram account, @globalyouth.amb, which plays a crucial role in developing volunteer participation. By providing various information and communication through shared content, this Instagram account serves as a highly impactful communication tool to motivate and mobilize the target audience, namely Generation Z, to actively engage as volunteers. The @globalyouth.amb Instagram account is the main focus on volunteer programs in Indonesia targeting Generation Z participants across the country. However, GYA also has other accounts focusing on international conference activities, such as @japanyouthsummit for conferences in Japan, @istanbulyouthconference for conferences in Istanbul, @asiayouthsummit for conferences in Asia, and @studyexchangeid for volunteer programs abroad.

The @globalyouth.amb Instagram account can attract a lot of attention through social media, serving as evidence of the technological revolution. The rapid development of communication and information technology in the current era of globalization has resulted in various new media. The rapid development of information and communication technology is also marked by the emergence of the internet and has become a trend in various countries, including Indonesia.

Based on the survey results from the Alvara Research Center, Generation Z is more inclined towards the internet compared to other age groups in Indonesia. This is evident from the significant number of Generation Z individuals categorized as addicted users, spending more than seven hours per day accessing the internet. Generation Z comprises individuals aged 9-24 years in 2021 and is a generation raised with social media, having a digital-centric identity, making them technology enthusiasts (Singh & Dangmei, 2016). This explains that Generation Z dominates the internet user population in Indonesia, and GYA has a target market aligned with this technological advancement, namely Generation Z.

The internet aims to facilitate users in obtaining information and entertainment globally without being restricted by distance and time, including social interactions through social media. One highly popular social media platform among teenagers is Instagram, ranking as the second-most-used social media platform in Indonesia. According to the latest report from We Are Social titled "Digital 2023," Instagram is recorded as the second-most-used internet application, reaching 86.5 percent of users.

Instagram is a platform for sharing photos and videos, allowing users to share daily moments through visual and audiovisual formats. Additionally, users can comment on other people's posts, making interaction one of Instagram's most favored features. Utilizing this social media, individuals can interact freely, build an open presence, and satisfy their informational needs due to the ease and sophistication it offers.

Recognizing the substantial opportunity in Instagram usage, GYA leverages this social media platform with an effective and unique approach. One distinctive approach by GYA is to share each program unit on a separate Instagram account. Interestingly, all Instagram accounts under this institution share similar characteristics, from structured content production to responsive

administration. This sets them apart significantly from three other volunteer organizations analyzed by researchers.

Therefore, the researcher chose to examine the Instagram account @globalyouth.amb, known for its excellent engagement levels as a youth volunteer account. Furthermore, the Global Youth Ambassador institution effectively manages its Instagram account, with each program having a separate account, ensuring more structured account management and facilitating audience information consumption.

The @globalyouth.amb Instagram account plays a significant role in developing participation as volunteers, with various information and communication built through various content shared on the Global Youth Ambassador community's Instagram account. However, despite @globalyouth.amb being a powerful communication tool, there is no in-depth research revealing the reasons, content production strategies, and its impact on Generation Z's participation. This makes a comprehensive understanding of the role of this Instagram account in driving Generation Z participation a topic that needs further research and study.

In this regard, the research focuses on the Content Production Strategy of @globalyouth.amb on Instagram in Fostering Generation Z Volunteerism. It aims to provide a more in-depth understanding of the role and impact of the @globalyouth.amb account in encouraging the participation of Generation Z as volunteers. The findings of the research can offer valuable insights for the Global Youth Ambassador institution to enhance the utilization of the account, optimize content production, refine interactions, and better understand the implications for cultivating Generation Z's engagement in volunteer activities.

METHOD

This research employs a qualitative method, which is a type of study where findings are not obtained through statistical procedures or other numerical calculations. Qualitative research aims to deeply understand the object under investigation. Qualitative research is presented with descriptive data, where the collected data consists of words or sentences describing the phenomenon, rather than numerical values. Qualitative research emphasizes the process, not just the outcomes. The researcher utilizes the qualitative method because, in this study, qualitative research is considered capable of providing more in-depth answers to the issues.

This research adopts a case study approach. The case study research approach involves a deep exploration of a system or case bound by time and place. In a case study, the researcher gathers detailed information from various sources to comprehend the responses and characteristics of an event or phenomenon. Case studies use an approach to illustrate the context or setting of the case.

Case study research involves integrated data collected through interviews and observations. Interviews were conducted online, targeting key figures such as the founder and CEO of Global Youth Ambassador, project leaders, social media division representatives, and volunteer program representatives.

Table 1. List of Informants

No	Name	Job Description
1	HF	Founder
2	FA	Social Media Specialist
3	NR	Project Leader
4	ARA	Volunteer and Follower
5	EY	Volunteer and Follower
6	KF	Volunteer and Follower
7	RAZ	Volunteer and Follower
8	MF	Volunteer and Follower
9	CJ	Volunteer and Follower
10	B	Volunteer and Follower
11	NMF	Volunteer and Follower

Source: Research Result, 2024

Observations focused on content production and interactions on the Instagram account @globalyouth.amb. Non-participant observation involved reviewing the account and analyzing its content and interactions. The collected data will be analyzed using Miles and Huberman's three concurrent activities: data reduction, data display, and conclusion drawing/verification. To validate the data, the researcher employed source triangulation through member checks. This involved cross-verifying the obtained data with the informants to confirm its validity.

This research explains the role of the content production system on the Instagram account @globalyouth.amb operated by the Global Youth Ambassador (GYA) organization. With the aim of providing a deeper understanding, the research findings are articulated with a focus on three main discussions: the selection of topics to promote resilience, the crafting of narrative related to content materials, and the utilization of various Instagram features in content production. Through a meticulous analysis of these aspects, the research aims to uncover the best strategies and practices employed by @globalyouth.amb in achieving the goal of engaging Generation Z in volunteer activities.

The Selection of Topics to Develop Volunteerism

The process of selecting topics to develop resilience on the @globalyouth.amb account is a structured and thorough process, combining careful content strategy with responsiveness to the audience's needs and current trends. Two main pillars serve as the foundation for topic determination, namely informative and persuasive content, creating a balance between providing in-depth understanding of the programs conducted and encouraging the audience to actively engage.

"Okay, in terms of content, it is definitely informative, and then the second is persuasive, and the third, well, I forgot the term, but we are trying to provide an overview of the programs being implemented and things like that, which make the program more digestible. There are roughly two aspects: informative and persuasive." (Interview with HF, Founder of GYA, 17/12/23)

Based on this statement, HN, Founder of GYA, explains that there are two main pillars for content topics on the Instagram account @globalyouth.amb, namely the informative and persuasive aspects. The first, the informative pillar, is designed to convey content that provides in-depth understanding of the programs run by GYA. By highlighting the informative aspect, GYA aims to provide substantial and educational content to its followers, making the account a credible and beneficial source of information. On the other hand, the second pillar, the persuasive one, is focused on inviting and motivating the audience to actively participate in the initiatives. Through persuasive strategies, GYA seeks to form a community that not only receives information but also feels motivated to participate in various activities. HN continues his statement by carefully explaining that when designing content, the main focus is on providing substantial and relevant information. Additionally, efforts are made to provide a comprehensive overview of program implementation.

In the strategy of designing content topics for the Instagram account @globalyouth.amb, there is an initial stage referred to as the "pre-activity reset." This phase serves as a crucial foundation before developing each content topic. Through this approach, thorough research is conducted to carefully understand current popular trends, especially those captivating Generation Z's attention and the audience's needs.

"Okay, usually it's research, what's currently trending, what Gen Z likes, maybe it's memes or videos or words that are currently trendsetters. After we know what they like, we create and remake feed and video versions." (Interview with FA, Social Media Specialist GYA, 29/12/23)

FA, a Social Media Specialist at GYA, provides an overview of the content topic design strategy on the Instagram account @globalyouth.amb. In the initial stage known as the "pre-activity reset," FA conducts comprehensive research to understand currently popular trends, especially those attracting Generation Z's attention. This approach involves researching ongoing trends, such as memes, videos, or words that are currently trendsetters among Generation Z. After gaining a deep understanding of the target audience's preferences, the GYA team then adapts content by designing feed posts and videos accordingly.

FA, as the social media manager of GYA, always ensures that the content is not only relevant to current trends but also accommodates the evolving desires and preferences among Generation Z. In the process, content selection is also assisted by the project leader and the founder of GYA.

Furthermore, in developing content topics, the effort to be a responsive account to the needs and

questions posed by the audience through DMs or Q&A is a crucial aspect. Nova, as the project leader at GYA, explains that responding to follower questions is not just a necessity but also a primary source of inspiration for designing content that aligns with the needs and desires of the followers.

"For feeds, the content depends on what the audience needs, and we also delve into their DMs. During Q&A, we focus on the questions that are most prevalent among them and turn them into content. For example, if they ask what we're eating, we might discuss traditional foods according to the culture of Pengabidan, and if they inquire about the registration process, we'll create content about the registration process similar to our reels, tailored to the audience's needs." (Interview with NR, Project Leader GYA, 29/12/23)

The importance of efforts to always be responsive to follower questions lies in the understanding that each question is a potential content theme that can capture the attention of a broad audience. Additionally, NR emphasizes that responding to questions is also a means to unearth new and innovative ideas that may not have been considered before. Thus, this interaction is not only about providing answers but also creating opportunities for further ideation.

By understanding the followers' needs, the @globalyouth.amb team can build content that is not only informative but also establishes closer and more meaningful relationships with their followers. In this context, the selection of topics goes beyond conveying information; it also responds to the evolving dynamics and needs of the followers.

An interesting aspect that needs to be discussed is the success achieved by this account through the type of content that showcases various documentation of activities, making it one of the most favored and frequently applied topics. By utilizing video documentation of previous activities, this account has successfully created a strong appeal among its followers. FA, as the social media specialist at GYA, explains that drawing inspiration from trending videos and then adapting them into content has effectively forged a deep connection with the audience.

"In GYA itself, the content type involves taking videos of previous activities. In some cases, we imitate sounds that have previously been on FYP, and then we recreate them with our own content. Some have even become FYP multiple times. This way, viewers visit our Instagram account, and then they inquire about ongoing activities. That's how it works with GYA." (Interview with FA, Social Media Specialist GYA, 29/12/23)

FA highlights that drawing inspiration from trending videos contributes to creating a greater appeal. Adapting GYA's content to current trends helps keep the content relevant and attractive to an ever-changing audience. This also reflects GYA's openness and readiness to adapt to the rapid dynamics of the social media world.

Figure 1. Documentation Content on GYA's Instagram



Source: Research Result, 2024

In the above image, you can see an example of the implementation of content containing documentation. Image 1 indicates that documentation of activity content can serve as a gateway to deeper interactions with followers. This type of content has become one of the most favored and frequently applied topics, creating a strong appeal among its followers.

This strategy involves drawing inspiration from trending video content and creatively adapting it. Through this documentation of activities, GYA can provide a transparent overview of its programs and open the door to deeper interactions. Followers who are inspired or interested in the showcased activities are more likely to inquire and actively engage with the account.

The use of documentation content by @globalyouth.amb is further validated for its effectiveness by expert informant, who is a Communication Management Lecturer and a social media influencer. In the interview session with expert informant, it was stated that documentation content can build program credibility.

"Yes, documentation of activities can be effective because people can know, oh, what are the activities like. Yes, it can, it can. In my opinion, the videos have been executed very well. From the quality of the video, audio, and the use of texts with very high readability levels, meaning the video quality is also excellent and can enhance the credibility of the program." (Interview with expert informant, 25/01/23)

In this interview with expert informant, expressed that the documentation videos used by @globalyouth.amb have been well-executed. According to her, good video content is when the text in the video is easily readable, and the video quality is high, both of which are present in the content on the @globalyouth.amb account.

Based on the explanation above, @globalyouth.amb's Instagram employs a strategic content selection approach, emphasizing the informative and persuasive pillars to provide profound insights into GYA's programs and encourage active audience participation. The content design strategy involves a meticulous "pre-activity reset" phase, incorporating research on current trends and remaining responsive to audience inquiries. The successful use of documentation content, inspired by trending videos, not only enhances program credibility but also deepens interactions with followers. This dynamic and adaptable approach, characterized by high-quality video content and responsiveness to audience needs, strengthens @globalyouth.amb's mission of building resilience by fostering meaningful connections and inspiring active engagement.

Crafting Storylines for Post Material

In the process of crafting narratives related to the content on the Instagram account @globalyouth.amb, there is also a systematic and responsive approach to followers' needs, as explained by HN, Founder of GYA. This process begins with the collection of direct feedback through direct messages (DM) and WhatsApp messages, where the team actively seeks to understand the concerns and frequently asked questions from their followers.

"In terms of direct feedback, yes, direct feedback. For example, we first look at the DM or WhatsApp contact point. What are the concerns in these contacts, what do they often ask, or what are the issues for them? We address the issues in videos, posters, or stories. So, they provide us with material through what they ask and contact us for, and we use that to create content." (Interview with HN, Founder of GYA, 17/12/23)

HN emphasizes the importance of making these issues and questions the primary focus in designing new content. By obtaining direct information from followers, GYA can respond with more relevant content that meets their needs. The process of collecting feedback is not just a routine responsibility but also a valuable source of inspiration for creating content narratives that can enhance engagement and interaction with the audience.

"Okay, in the past, I used to look at viral content and ask the content creators to create a volunteer version. So, we remake it accordingly." (Interview with FA, Social Media Specialist at GYA, 29/12/23)

In FA's perspective, a social media specialist at @globalyouth.amb (GYA), the Instagram account @globalyouth.amb is not just an observer of trends but also plays a role in shaping a positive narrative in the realm of social media. Steps such as directing creative content towards volunteer versions need to be possessed by the GYA team. This allows the content on Instagram GYA to follow trends while still maintaining elements of voluntarism to align with the main goal of the account, which is to provide information and encourage follower participation in the context of volunteerism.

As a continually evolving social media entity, GYA strives to stay in tune with the ever-changing expectations of its audience. This provides a deep insight into how a digital platform

can be more than just a trend-monitoring tool but an active stage in creating value and positive impact in the digital world. The various narratives created on the Instagram account @globalyouth.amb demonstrate that GYA has a sound strategy in planning content messages and shaping a positive direction in the social media landscape.

Therefore, we can understand that the crafting of narratives on @globalyouth.amb's Instagram demonstrates a responsive approach to followers' needs. Founder emphasizes actively collecting direct feedback to address concerns and questions, ensuring content relevance. This process not only fulfills routine responsibilities but also inspires engaging content that enhances audience interaction. Strategic creation of volunteer versions inspired by viral content, showcasing the account's adaptability to trends while maintaining a core focus on voluntarism. Overall, @globalyouth.amb's narratives reflect a sound strategy, contributing to positive impact in the dynamic social media landscape.

Utilization of Various Instagram Features in Content Production

In a strategic effort to engage Generation Z as volunteers through the Instagram platform, @globalyouth.amb leverages various features provided by Instagram to achieve its goals. These features not only serve as tools for providing information but also as powerful means to build deeper connections with the audience. Among the various features available, four main features serve as the cornerstone in content production: feeds, reels, Instagram live, and Instagram Story. Each feature offers its unique capabilities, creating diverse creative spaces to convey messages and program objectives. As part of the digital communication strategy, the use of these Instagram features adds a deeper dimension to @globalyouth.amb's approach to Generation Z as volunteer followers.

"Okay, in general, there are roughly four types of content. The first is poster design created by a graphic designer, the second is reels, a form of short video. The third is Instagram Live, and the fourth is Insta Story. So, we use around four features available on Instagram to create content or different types of content." (Interview with HN, founder of GYA, 17/12/23)

From the statement of the founder of GYA, HN, it is evident that each type of feature used by GYA has specific roles and functions. HN states that there are four main features used as the primary platforms for GYA to disseminate messages to the audience. The first feature is the feed, an Instagram feature that provides users with a space to share photos and videos with followers. Reels, on the other hand, is a feature that allows users to post short videos with vertical orientation that can be edited with filters, effects, text, or sound before being posted on Instagram. Next, Instagram Live is a live broadcasting feature that encourages direct interaction with followers. The fourth feature is Instagram Story, a feature for enhancing user experience in sharing moments through images or videos for 24 hours.

Feeds in GYA's Instagram account are designed to be a powerful visual tool for conveying messages to its followers. Poster designs created by a graphic designer aim to provide content that captivates attention with clear and comprehensive information. Additionally, feeds serve

as an effective means to convey significant information visually and in an easily understandable manner. By leveraging this feature, GYA can present informative and visually engaging content.

Reels also play a key role in delivering audio-visual messages. With a short duration, a maximum of 10 minutes, reels create a dynamic and immediate experience. The goal is to quickly increase awareness and provide a clear and engaging impression. GYA uses this feature to add emotional and dynamic dimensions to its content. Through reels, GYA can convey messages to followers in an interesting, informative, and entertaining manner. The use of reels is an effective step in delivering short but impactful content to netizens.

Additionally, there is Instagram Live, which serves as an interactive platform for direct communication with the audience. The presence of Instagram Live provides an opportunity to answer questions in real-time, offer in-depth context, and build a more personal connection with netizens.

Furthermore, there is a feature that also supports the interaction between GYA administrators and their audience, namely Instagram Story. HN explains that Instagram Story can be a channel for sharing content by encouraging the development of meaningful interactions with the audience. Features like Q&A and the countdown timer on Instagram Story open up opportunities for deeper engagement with Generation Z audiences. This strategy is not just about providing information but also creating space for two-way interaction. For instance, GYA can use the countdown timer to remind followers about program registration deadlines.

In addition, GYA frequently utilizes features like This or That and open questions to pose interactive queries. These are designed to trigger active participation and build closer relationships with the audience. By understanding the use of Instagram features, GYA not only succeeds in delivering information to followers more effectively but also manages to build closer interactions with them. Each Instagram feature is considered by GYA as a strategic tool that needs to be used holistically to create engaging and clear information delivery, as well as to build a closer relationship with the audience.

In its strategic effort to engage Generation Z volunteers on Instagram, @globalyouth.amb employs various features offered by the platform to convey messages and achieve its goals. Utilizing feeds, reels, Instagram Live, and Instagram Story as the main content production cornerstones, each feature serves a unique purpose in creating diverse creative spaces. Founder HN emphasizes the distinct roles of these features, highlighting the power of feeds for visual communication, the immediacy of reels for dynamic content delivery, the interactivity of Instagram Live for direct communication, and the engagement opportunities provided by Instagram Story. Through the thoughtful integration of these features, GYA effectively delivers information while building deeper connections and fostering active engagement with its Generation Z audience.

CONCLUSION

Based on the data obtained from in-depth interviews and observations conducted by the researcher, conclusions have been drawn regarding the management of the Instagram account @globalyouth.amb in engaging followers as volunteers. After outlining and analyzing the research results, the researcher found that to develop the volunteerism of Generation Z, there are three content production strategies: the strategy of selecting informative and persuasive content topics, adapting narrative writing to the issues needed and desired by followers, and the careful utilization of Instagram features to actively engage followers in volunteer programs. Content management on the @globalyouth.amb account plays a crucial role in developing the engagement of Generation Z as volunteers. This is achieved by making the @globalyouth.amb account a platform that can foster engagement as volunteers among Generation Z through the attractiveness of programs packaged in compelling content production, providing information to meet audience needs, and fostering well-established and friendly interactions. All of these contribute to building trust and interest among followers to participate as volunteers in the Global Youth Ambassador program.

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