

**ANALISIS *FEEDBACK* MASYARAKAT MENGENAI
AKTIVITAS DPD PARTAI GOLKAR SUMATERA
SELATAN DI MEDIA SOSIAL**



SKRIPSI

Disusun Oleh:

NOVASRIADY

22702010011

**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU KOMUNIKASI
UNIVERSITAS SUMATERA SELATAN
2026**

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Diajukan Guna Melengkapi Salah Satu Syarat Mendapatkan Gelar (Strata-1)
Pada Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi
Universitas Sumatera Selatan

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PENGESAHAN

Skripsi dengan judul "Analisis *Feedback* Masyarakat Mengenai Aktivitas DPD Partai Golkar Sumatera Selatan Di Media Sosial Instagram oleh Novasriady telah dipertanyakan di depan Tim Penguji Skripsi Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi Universitas Sumatera Selatan.

Ujian Dilaksanakan Pada

Hari : Sabtu
Tanggal : 11 Juli 2026
Pukul : 13.00 WIB
Tempat : Kampus A Universitas Sumatera Selatan

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Palembang, 11 Juli 2026

Mengetahui,

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Analysis of Public Feedback Regarding the Activities of the South Sumatra Golkar Party Regional Leadership Council on Social Media

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ABSTRACT

This study aims to analyze public feedback regarding the activities of the South Sumatra Golkar Party Regional Leadership Council (DPD) on Instagram, serving as a medium for political communication and outreach. The evolution of social media has transformed political communication patterns into more interactive exchanges, enabling the public to respond directly through various features available on Instagram. This research employs Lev Manovich's "New Media" concept as a theoretical framework to analyze the utilization of Instagram including the use of hashtags, location tags, and various platform features and its role in political outreach, assessed through indicators such as account popularity, interaction volume, and content reach and viewership. A descriptive method with a qualitative approach was utilized. Data collection techniques included observation, interviews, and documentation. Research informants comprised key informants, supporting informants, and Instagram users who follow the South Sumatra Golkar Party DPD account. Data analysis followed the Miles and Huberman interactive model encompassing data reduction, data display, and conclusion drawing while data validity was verified through source and method triangulation.

The results indicate that the South Sumatra Golkar Party DPD Instagram account has served as a reasonably effective medium for political outreach. The use of Instagram features such as the Feed, Reels, Stories, captions, hashtags, and location tags has successfully supported the dissemination of political information to the public. Public feedback is evidenced by the number of likes, comments, and views, as well as other forms of interaction demonstrating public engagement with the party's activities. The account's growing popularity, rising user interaction, and extensive content reach and viewership demonstrate that Instagram functions as a political communication medium capable of fostering a relationship between the political party and the public. Nevertheless, the study also finds that optimizing content management and enhancing two way interaction are still necessary to further improve the effectiveness of political outreach via Instagram.

Keywords: *Public Feedback, Instagram Social Media, Political Outreach, New Media, South Sumatra Golkar Party DPD.*