

INSTAGRAM @TAULEBIH.ID CONTENT MANAGEMENT STRATEGIES AS ISLAMIC SEXUALITY EDUCATION MEDIA FOR YOUNG GENERATION

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Abstract

This study aims to determine the content management strategy of @taulebih.id as a medium for Islamic sexuality education to the younger generation. Descriptive qualitative methods in this research obtained the results of the content management strategy used by @taulebih.id prioritizing trends, content messages, and visuals. The interaction builder with the audience @taulebih.id does not use influencers to promote the account but invites expert speakers. Content management of many human resources is a supporting factor for producing content.

Keywords: Content Management Strategy; Instagram; Islamic Sexuality Education

Introduction

Sexuality education in Indonesia is still taboo, so the younger generation does not understand the importance of sex education. The younger generation of Indonesia uses peers as a place to ask questions about sexuality. The development of science has made more and more parties aware of the importance of sex education (Basaria et al., 2022). One by one, sex education has begun to be given to the younger generation of Indonesia through mass media such as newspapers and radio. Technological developments have made social media one of the needs of Indonesian society today. Based on data from We Are Social in 2021 (Rachmawaty, 2021), social media users in Indonesia are constantly increasing every year. Every user readily accepts content uploaded on social media, which is used in current sex education.

Sexuality education is something that is still very minimally discussed in Indonesia. The study conducted by Durex Indonesia in 2019 explained that 84% of adolescents aged 12-17 had not received sexual education. The significant number of unknowledge sex education was because sexual education was still taboo (Putri, 2019). The lack of sex education for the younger generation has resulted in higher cases of sexual violence and sexually transmitted infections (PIMS) in Indonesia.

The importance of sexuality education was explained by the Obstetrics and Gynecology Specialist Doctor, Boyke Dian Nugraha, namely that sexuality education from an early age is critical to give to children. One of the things that can be prevented with sex education is the problem of sexual harassment. In addition, the lack of sex education causes many unwanted pregnancies, ultimately increasing the abortion rate in Indonesia (Maharani, 2016).

Data from the Komisi Nasional Anti Kekerasan Terhadap Perempuan (Komnas Perempuan) describes cases of sexual violence against women in the personal sphere reaching 2,363 cases in 2021 (Dihni, 2022). Based on the data above, cases of sexual violence occur not only through direct interaction but can also occur in cyberspace,

with a total of 108 cases. Based on World Bank data in 2020, countries in Europe; Italy, Germany, Switzerland, France, the Netherlands, Denmark, and Belgium, have a birth rate for mothers who are still teenagers (15-19 years) of less than 6 per thousand people. The minimum number is because sex education is one of the most critical things in European countries. The existing curriculum aims to make it easy for the next generation to understand sex as a normal, healthy, and positive action (Simrin, 2015).

Cases of sexual violence and Sexually Transmitted Diseases that continue to increase have made many parties aware of educating the Indonesian public about sexuality education. An Instagram account in Indonesia that shares sexuality education information is @tabu.id, which has 120,000 followers. Apart from @tabu.id, there are Instagram accounts @catwomanizer, @jennyjusuf, and @Zoyaamirin which often share sexuality education content for the audience.

A large number of Instagram accounts that upload and share sex education content has made @taulebih.id present as an Islamic-based sex education platform in Indonesia. The large number is because 86.9% of Indonesia's population adheres to Islam (Mahdi, 2022).

@taulebih.id takes advantage of the digital era following the younger generation's culture, namely Generation Z. Generation Z was born between 1996 and 2012. Generation Z has a characteristic that is familiar with technology and communication on social media, is a generation that is much more tolerant as well as being independent, prioritizes finances strictly, and has parents who come from Generation X. Based on the data above, the percentage of Generation Z in Indonesia is 27.94% or 74.93 million people in Indonesia. Uploading on social media is very common for Generation Z (Ananda, 2022).

The basics of sexuality education explained by @taulebih.id are sourced from Islamic sharia and Scientific Journals. @taulebih.id uploads content on Instagram by using all the Instagram features: Stories, Posts, Reels, Guides, and Highlights. Based on the problems

above it is the reason for studying the content management strategy carried out by @taulebih.id on Instagram as a medium for sexuality education for the younger generation and the supporting and inhibiting factors for managing @taulebih.id content as a medium for Islamic sexuality education.

The framework used is The Circular Model of SoMe by Regina Luttrell, the concept of managing content in social media and determining message content based on the theory of message-design logic by Barbara O'Keefe'. Regina Luttrell describes a communication model through social media, The Circular Model of SoMe for Social Communications, which consists of sharing, optimizing, managing, and engaging (Luttrell, 2014). In the first element, Share, the things that must be considered are where the audience is, the type of network used, and on what media the content must be shared. Share is an opportunity for organizations to connect, build trust, and identify channels for regular engagement.

The second element of The Circular Model of SoMe for Social Communications is an optimization that contains content that must be shared, using influencers whose goal is to optimize all interactions. Plans in Communication through content will significantly impact organizational messages, brands, and values. The third element, manage, is managing social media, which must be integrated using existing tools. Things that must be identified are media monitoring, quick responses, and real-time interactions. Using tools to observe the audience and the interactions successfully created through content is very important. Engage is the final element of The Circular Model of SoMe for Social Communications. Social media is what organizations engage with, and when, how, and how often is essential. Developing a strategy for engagement can be difficult, but it can be leveraged to create authentic engagement to form good relationships. In this study, the circular Model of SoMe is the communication model used because it can explain the problems that exist in the study. The Circular Model of

the SoMe communication model can assist in achieving study objectives.

Friedrichsen and Wolfgang describe the stages of managing social media: defining the value proposition, segmentation, targeting and positioning, operations, delivery process, measurement, and feedback (Fatkhurrozaq, 2020). Regarding choosing a content management strategy in sexuality education for the younger generation, @taulebih.id is very much in tune with the habits and tendencies of the younger generation, that is Generation Z as the audience.

Barbara O'Keefe' explained that there is a message-design logic in compiling messages. Message-design logic leads to a gap between individual goals and the needs faced, resulting in understanding variations in communication goal management strategies (Stephen W. Littlejohn et al., 2017). There are three principles in the message-design logic, namely:

1. Expressive design logic. Explain the context of language as a medium used to express thoughts and feelings.
2. Conventional design logic. Communication is a game played together as social rules are created.
3. Rhetorical design logic. Good Communication is the creation and negotiation between the social environment and individual social aspects.

According to Barbara O'Keefe, the message principle leads to certain contextual conclusions about how communication is used in different situations. In a situation where sex education is still considered taboo by most Indonesians, @taulebih.id must be able to communicate messages appropriate to Indonesian audiences.

Previous study regarding content management strategies is Instagram Management Strategy @infoponorofo as Information Media about Ponorogo Regency and "F Beauty Standard" Content

Management Strategy in Building E-WoM on Instagram Account @madformakeup.co.

This study describes the management of Instagram carried out by @infoponorogo as an Information Media about Ponorogo Regency. This study discusses how @infoponorogo admin gets information, how @infoponorogo admin processes information, and how @infoponorogo admin conveys information. This study uses a qualitative descriptive study type. The study results are that the @infoponorogo account determines the target audience in advance and arranges an upload schedule when determining content. Information is processed by compiling messages, namely selecting photos or videos with exciting captions. Information is conveyed through features on Instagram. The result of sending the message is feedback from followers, namely positive and negative responses that are known from the comments column and the insight feature. Feedback will be used to discuss evaluation (Nasyroh, 2020).

A study on the "F Beauty Standard" Content Management Strategy in Building E-WoM on the Instagram Account @madformakeup.co describes the findings of the 'F Beauty Standard' content management strategy in building electronic word of mouth for the Instagram account @madformakeup.co. This study uses a descriptive approach with a constructivist paradigm. Data was collected through in-depth interviews with four key informants and one expert informant. The result of this study is that at the strategic planning stage, Mad for Makeup's audience is determined based on the existing categories, namely students to first jobbers. Content management uses hashtags, post insights, and interactions with audiences to build electronic word of mouth in the content management stage. The evaluation stage in content analysis uses data to improve content management activities in the future (Farizqi & Wahyuni, 2022).

Research Method

This type of study uses a descriptive qualitative method. Qualitative study is where is placed as the main instrument, and data collection techniques are carried out by merging and inductive data analysis. Following the problem that is the main focus of this study, namely a descriptive description of the strategy for managing Instagram content @taulebih.id as a medium for Islamic sexuality education in the younger generation, the approach used is a qualitative approach by describing the data obtained as a result of a study. This method is used to produce data as a whole and can be described clearly so that the study results follow the conditions in the field. This study will examine what strategies are used in managing content for a broad audience through Instagram @taulebih.id and the supporting and inhibiting factors in managing content.

In conducting this study, the data needed comes from primary and secondary. The primary data in this study are the results of interviews with informants and content observations on Instagram @taulebih.id. The secondary data used are journals, results of data publications, and e-books.

Data collection techniques were carried out by interviewing informants and observing the content of @taulebih.id. The interviewees were Zhafira Aqyla, founder of @taulebih.id, Head of the Content Design Division, Head of the Content Writer Division, Head of Social Media Division, Instagram Audience @taulebih.id, and Educational Psychologist.

The validity of the data in this study is the triangulation of data and methods. The data analysis technique used is the Interactive Model Data Analysis; data collection, reduction, presentation, and verification.

Results and Discussion

The publication of @taulebih.id content as a media for Islamic sexuality education for the younger generation, which began in

November 2021, is inseparable from the planned content management by the founder, social media supervisor & content writer, content design supervisor, and graphic design supervisor. This content management strategy aims to make it easier for the @taulebih.id team to publish content and educate the @taulebih.id audience. Through a content management strategy, @taulebih.id can become a medium for Islamic sexuality education for the younger generation, aligning with @taulebih.id's goals. Based on the communication model through social media described by Regina Luttrell, namely The Circular Model of SoMe, this communication model consists of *sharing, optimizing, managing, and engaging*.

Share is the first stage in this communication model which contains things that must be considered, such as where the audience is, the type of network used, and on what media the content must be shared. *Shares* consist of *participating, connecting, and building trust*. *Participating* is an essential part because it is the primary concern in the message that will be shared in the content and following the latest trends. @taulebih.id determines the ideas that will be developed into content in each division. Existing ideas will be collected and selected to be produced into content for the next week. Weekly meetings are held to be able to create quality content. Existing trends are the main thing in content management. In June 2022, @taulebih.id published content related to Pride Month. Pride month connects with the Lesbian, Gay, Bisexual, Transgender, Queer, and others (LGBTQ+) community. Creating content based on trends in society has continued since the founding of @taulebih.id in November 2021 until now. @taulebih.id chose Instagram as the central platform because, on Instagram, all content in the form of videos, graphics, and writing can be loaded. Connect, which is part of the share, contains useful content publications. The management of @taulebih.id content in Connect makes published content always comply with certain conditions. Apart from the writing side, the content of @taulebih.id pays attention to

visuals, so several things are the main benchmarks. Regarding re-uploading videos or content from other creators, @taulebih.id has its template. The layout of the logo and hashtags is also a matter of great concern. The @taulebih.id content pays attention to the visual design used, starting from the choice of colors and strategies so that it can strengthen visuals from an emotional perspective. Content is uploaded daily, with a Tuesday and Thursday schedule for Instagram Stories. The schedule for Instagram Feeds Carousel content is Monday, Tuesday, Thursday, Friday, and Sunday. Wednesday and Saturday for Comic Strip. Single-post content will be uploaded on weekends, and Reels will be uploaded on Mondays, Wednesdays, and Fridays. The purpose of content being uploaded daily is for the audience to get the latest information and to create interaction between @taulebih.id and the audience.

The way to build trust @taulebih.id is by replying to incoming messages, replying to the content being discussed, and liking comments. The @taulebih.id team realized that there was no optimal interaction in replying to comments, so they decided to open a Question Box to be able to answer all incoming questions. @taulebih.id will answer the question box opened for every content with a new theme uploaded with a complete explanation. This helps the audience to understand the information that has been shared. Audiences who live in 3 big cities, which are @taulebih.id's primary audience, namely Jakarta, Bandung, and Yogyakarta, stated that the content uploaded by @taulebih.id is easy to understand with serious discussion. The visuals presented make the content very attractive to the audience. There are supporting factors in the management of @taulebih.id content. This relates to a study conducted by the founder of @taulebih.id for the previous 1 to 2 years. This makes the content to be produced easy to discuss. Human resources are a lot of supporting factors in managing @taulebih.id content. @taulebih.id has volunteer members called volunteers in several divisions. Human resources that generate many

content ideas are always there, and content can be produced quickly. The feedback received by the @taulebih.id team from the audience is a supporting factor in the management of Islamic sex education content for the younger generation. Many human resources sometimes become an obstacle for the Content Writer team because it is challenging to unite perceptions of content. In addition to the many resources that make it difficult to unite perceptions, deadlines are an inhibiting factor in managing @taulebih.id content. The Content Design and Graphic Design teams feel this. Content briefs that go down in a short time make the team responsible for visual content have less time to be able to design and manage content optimally.

Optimize is the second component in The Circular Model of SoMe by Luttrell. *Optimize* describes the content that must be shared, using influencers whose goal is to maximize interaction with the audience. It aims to produce a significant impact on the message of the organization's content, brand, and values. Optimizing communication on social media is done by listening, learning, and participating in authentic conversations. *Listen and learn* is the stage where content management makes other efforts, such as marketing, advertising, and activities carried out by public relations. In managing sex education content, @taulebih.id does not use marketing, advertising, or public relations activities. Content management is carried out organically by the @taulebih.id team by uploading content every day and opening a question and answer box at the end of Sunday to summarize content that has been uploaded in one week. In contrast to the open and commercial classes, @taulebih.id conducts marketing and advertising that is uploaded to Instagram Stories and Feeds to attract the audience to take classes with a certain fee stated on the marketing poster. Based on the second stage of optimization, take part in authentic conversations where organizations can take advantage of influencers, experts, internal audiences, audiences, external audiences, curated content, and the power of the media. @taulebih.id does not use

influencers to promote accounts, and all existing followers are created organically with the help of internal promotions, namely the @taulebih.id team itself. @taulebih.id did not carry out platform promotions with influencers because having many followers was not the initial goal in creating an @taulebih.id account. @taulebih.id prioritizes the quality of content shared with audiences from credible sources regarding Islamic sex education. Psychologists and doctors become external speakers in other activities such as Instagram Live and webinars. Inviting speakers who are experts in related fields is what @taulebih.id chooses compared to using influencers to promote the @taulebih.id account. Expert speakers such as doctors and psychologists are @taulebih.id's steps in taking part in authentic conversations.

The third circular communication model in social media, namely *managing* and managing published social media content, must be integrated using tools such as Hootsuite, Signal Labs, and others. The tools used relate to measuring progress against the platform after the content has been successfully published. Manage consists of monitoring media, quick responses, and real-time interactions. @taulebih.id does not use additional tools in media monitoring. All progress measurements for published content use dashboard analytical data provided by Instagram. Based on this analytical data, how many accounts have seen @taulebih.id content, accounts that build interaction, and the number of account followers can be seen? The @taulebih.id Social Media Team feels that using the Instagram dashboard as media monitoring is sufficient and can be used as an evaluation by the team. This relates to the quick responses in manage, which explains what the @taulebih.id audience says with the tools used. Additional tools that are not used prevent the @taulebih.id team from knowing what the audience is talking about the content and account @taulebih.id, which is done outside of comments on Instagram content and direct messages. Tools not used in media monitoring make the

@taulebih.id team have minimal information about influencers who are talking about @taulebih.id. Based on the results of interviews with the @taulebih.id audience, they have several times found @taulebih.id discussed by other accounts and on other social media. The @taulebih.id Social Media Team needs to learn how the image of @taulebih.id is in the eyes of the audience, especially when talking about @taulebih.id outside of other platforms.

Engage is the final element in The Circular Model of SoMe by Regina Luttrell. *Engage* explains whom the organization's social media engages with, when, how, and how often. Things to do to engage effectively in content management are influence relations, where the audience is, and how to reach them. At this stage, @taulebih.id has a particular admin to manage Instagram's responsibility for replying to incoming messages. This makes the audience feel cared for, and @taulebih.id can explain confusing things about certain content. Admins who reply to messages still have limitations due to the large number of incoming messages daily. Therefore, using the Question Box is an option when summarizing all incoming questions about the information shared by @taulebih.id. For each content that has been published, @taulebih.id will use features that increase interaction with the audience, such as question boxes, polls, or quizzes. This can allow @taulebih.id to know the audience's level of interest in the existing content so that they can create the right content management strategy for other content. In addition to messages about questions about uploaded content, messages in the form of criticism are also what the Social Media team @taulebih.id encounters. Messages that come as criticism will be discussed with the Content Writer team first. If something goes wrong, revisions are made, and the content will be deleted first. After the revision is complete, the content will be uploaded again, explaining that there was an error in the previous content. If it is proven that there are no errors in the content, then the party from @taulebih.id will explain to the audience who criticizes the

content by explaining the sources used. Differences in audience perceptions led to several criticisms of @taulebih.id's message. This allows the @taulebih.id team to know where their audience is. Where the audience is something that organizations must do after influencing relations. @taulebih.id, who enters into audience conversations, knows what content is most needed by the audience. Regarding engaging, that is how to reach them, @taulebih.id has its system for responding to audiences. At the end of the week, @taulebih.id opens a question box that allows the audience to ask about content related to that week. This allows all audience questions to be answered in a structured manner and reaches the audience. Expert informants stated that this was a way for @taulebih.id to avoid misinformation when answering audience questions. All questions will be collected and answered in detail by @taulebih.id according to science and Islamic sharia.

Conclusion

The strategy for managing Instagram @taulebih.id content as a medium for Islamic sexuality education for the younger generation prioritizes trending content ideas. The messages contained in the content are formed to make it easy for the audience to understand the content. Content is uploaded daily with different types of content to create organic followers and natural interactions between the audience and the @taulebih.id team. Apart from writing, @taulebih.id pays attention to visual content by creating templates that are used when re-uploading content from other creators and the use of colors that will build an emotional state in the content. @taulebih.id utilizes the question box to build audience trust due to limited time and human resources in replying to comments and messages. @taulebih.id does not use influencers as a way to optimize content management. The internal @taulebih.id team carries out all forms of promotion by sharing uploads on their respective social media accounts. @taulebih.id invites expert speakers according to the material when holding activities such

as webinars. This was chosen by @taulebih.id compared to using influencers to promote accounts. Content uploaded every day will be summarized on weekends with a question box on Instagram Story @taulebih.id. All existing questions will be collected and answered in detail by @taulebih.id based on science and Islamic jurisprudence. @taulebih.id does not use additional tools to measure account progress and only utilizes the Instagram dashboard. This makes @taulebih not know what the audience is talking about @taulebih.id outside of comments and incoming messages on the Instagram account @taulebih.id. @taulebih.id has a particular admin who manages Instagram so incoming messages can be replied to. For every content that has been published, @taulebih.id takes advantage of features on Instagram, such as question boxes, polls, and quizzes, to increase interaction.

The supporting factor in managing Instagram @taulebih.id content as a medium for Islamic sexuality education for the younger generation is an in-depth study that has been done previously so that the number of content ideas that can be produced is unlimited. A large number of Human Resources (HR) allows existing content ideas to be produced quickly. The feedback received by the @taulebih.id team is also a supporting factor in managing Instagram content. The inhibiting factor in managing Instagram @taulebih.id content as a medium for Islamic sexuality education for the younger generation is the difficulty in unifying perceptions due to many human resources. In addition, the inhibiting factor felt by the Content Design and Graphic Design teams was the short deadline for content development.

The study results show that from the four components of communication in social media, The Circular Model of SoMe by Luttrell, @taulebih.id does not implement media monitoring and quick responses. Media monitoring and quick responses prevent @taulebih.id from knowing what the audience is saying about their platform on other social media.

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