

ABSTRACT

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Utilization of Instagram Social Media @sorijilleo_id as an Information Medium for K-Pop Noraebang Events

Keywords : Instagram, Information medium, K-Pop noraebang event, Computer Mediated Communication, Media Richness Theory.

(xiv + 79 + Appendices)

The development of social media has transformed the way information is delivered, including in the organization of community-based events such as K-Pop noraebang. Instagram has become one of the main information sources for K-Pop fans. This study aims to examine the use of Instagram @sorijilleo_id as an information medium for K-Pop noraebang events. This research employs a descriptive qualitative approach with a constructivist paradigm, using data collection techniques including observation, in-depth interviews, documentation, and literature study. The analysis is based on Computer Mediated Communication (CMC) and Media Richness Theory. The findings show that Instagram is effectively utilized as an information medium through the complementary use of features such as feeds, stories, reels, highlights, direct messages, and comment sections. Event information is delivered clearly, consistently, and accessibly before, during, and after the event. The combination of text, visuals, videos, and interactive features positions Instagram as a rich and responsive medium, helping to reduce audience uncertainty regarding event information and supporting continuous communication between the organizer and the audience.

Bibliography (2016-2025)