Analisis Akun Instagram berdasarkan Respon terhadap Pandemi di Perpustakaan Perguruan Tinggi di Indonesia

Analysis of Instagram Accounts based on Responses to the Pandemic in University Libraries in Indonesia

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Abstrak

Latar belakang: Respon terhadap bencana sangat penting dalam perpustakaan perguruan tinggi, terutama di masa pandemi. **Tujuan:** Penelitian ini bertujuan untuk menganalisis akun Instagram pada tahap respon bencana di perpustakaan perguruan tinggi. **Metode:** Penelitian ini dilakukan dengan menggunakan metode penelitian kuantitatif dengan pendekatan konten analisis deskriptif dengan menganalisis akun Instagram perpustakaan perguruan tinggi terbaik di Indonesia berdasarkan Webometrics Rank 2021. Sejak 2 Maret 2020 hingga 31 Desember 2021, terdapat total 4192 unggahan dari 19 akun perpustakaan perguruan tinggi yang dianalisis. Terdapat 216 unggahan berdasarkan respon terhadap pandemi yang meliputi konten status gedung, jam masuk perpustakaan, akses dan layanan, serta proses dan prosedur. **Hasil:** Dapat disimpulkan bahwa akun Instagram perguruan tinggi belum memanfaatkan Instagram pada tahap respon terhadap bencana secara maksimal. Hal ini terlihat dari beberapa akun Instagram perpustakaan yang sama sekali tidak mengunggah informasi berupa video maupun gambar terkait tahap respon terhadap bencana. Namun, perpustakaan perguruan tinggi telah merespon bencana pandemi dengan memberikan informasi mengenai langkah-langkah prosedur yang diterapkan di perpustakaan untuk menjamin keselamatan pengguna. **Kesimpulan:** Pemahaman akan tahap respon pada bencana merupakan hal yang harus diperhatikan oleh perpustakaan perguruan tinggi. Perpustakaan perguruan tinggi dapat memaksimalkan penggunaan akun Instagram untuk melakukan promosi terkait kebijakan baru yang diterapkan pada kondisi pandemi.

Kata Kunci: Tahap Respon terhadap Bencana; Unggahan Instagram; Perpustakaan Perguruan Tinggi; Covid-19; Kesiapsiagaan Bencana; Analisis Konten

Abstract

Background*: The response to disasters is very significant in university libraries, especially during a pandemic.* ***Purpose****: This study aims to analyze Instagram accounts at the disaster response stage in university libraries.* ***Methods****: This research was conducted using quantitative research methods with a descriptive analysis content approach by analyzing the Instagram accounts of libraries at the top universities in Indonesia based on the Webometrics Rank 2021. From March 2, 2020, to December 31, 2021, there were a total of 4.192 posts from the 19 university library accounts analyzed. There are 216 posts based on responses to the pandemic covering building status content, library entry hour, access and services, and process and procedure.* ***Results****: It can be concluded that the college's Instagram account has not utilized Instagram at the response stage at its best, and it can be seen from some of the library's Instagram accounts that did not post information in the form of video or image related to the response stage at all. However, university libraries have responded to the pandemic disaster by providing information on the procedure steps implemented in libraries to ensure users' safety.* ***Conclusion****: Understanding the stages of disaster response is something that university libraries must pay attention to. University libraries can maximize the use of Instagram accounts to promote new policies implemented during the pandemic.*

Keywords: *Disaster Response Stage; Instagram Post; University Library; Covid-19; Disaster Preparedness; Content Analysis*

Introduction

Disaster response in libraries is an important thing that must be the concern of all library managers. One of the disasters that has just occurred and been experienced by the entire world's population is the Covid-19 pandemic that occurred in 2020. Covid-19 pandemic in Indonesia is categorized as a non-natural disaster based on Law of the Republic of Indonesia Number 24 of 2007 Concerning Disaster Management (2007) which states in article 1 paragraph 3 that: "Non-natural disasters are disasters caused by events or a series of non-natural events which include technological failure, failed modernization, epidemics, and disease outbreaks". The government's efforts to deal with the Covid-19 pandemic have been carried out since the beginning of the virus entering Indonesia. Based on the Law of the Republic of Indonesia Number 24 of 2007 Concerning Disaster Management (2007), it describes several stages that need to be considered in disaster management, namely preparedness, mitigation, response, rehabilitation/recovery, and reconstruction. Based on the four stages of disaster management, response is the stage currently being carried out by the government. It is defined that the response stage is a series of activities that are carried out immediately at the time of a disaster to deal with the adverse impacts caused by the evacuation of property, victims, fulfillment of basic needs, protection, management of refugees, rescue, and restoration of facilities and infrastructure.

In a previous studyd done by Fasae (2021), conducted in a university library in Nigeria, where the researcher investigated how the response stage was carried out in the Covid-19 pandemic situation. Several things that have been done are closing the library completely, providing hand sanitizers, and being required to wear masks in the library. In addition, the response stage carried out by university libraries in Nigeria is the implementation of social distancing restrictions, namely using social media as a means of communication, and the majority

of university libraries in Nigeria only provide online materials for their users (Fasae, 2021).

Based on research conducted by Koulouris in 2014, 70% of libraries in the world have used social media as a means of promotion, services, collections, and activities (Koulouris et al, 2021). Furthermore, Koulouris explained that through social media, libraries can reach users and get feedback to improve their services without the need to spend more money. This phenomenon encourages universities to participate in utilizing social media, especially Instagram. Instagram is one of the three social media platforms that are often used in Indonesia. The number of Instagram users in Indonesia as of July 2021 is 91.77 million users with the largest user age group being 18-24 years. Instagram is a social media that provides sharing photos and is used by its users as a tool for communication media, both for establishing relationships and marketing devices in a company (Atmoko in Utari, 2017). Therefore, Instagram is a social media used by university libraries as an effort to prepare for the Covid-19 disaster response stage because not only that the said platform has very supportive features, the number of users is large and the average age of its users is in accordance with students.

This is also related to the previous analysis that has been carried out by Rachman (2020) regarding the analysis of the use of Instagram in the university library and the identification of which categories are considered important in engaging users. This research shows that the type of information that gets the most comments from users is the category of information and news in the library. The average type of photo and video content uploaded is 600 and 20 uploads with the upload frequency of three uploads per week. This shows that the university library relies on Instagram as their medium of communication and information.

Based on the research that has been mentioned previously, research on the use of Instagram social media has been carried out on services, promotions, collections, and the analysis of the use of Instagram in foreign university libraries. However, no one has conducted research on the analysis of Instagram accounts at the response stage to the pandemic in university libraries in Indonesia. With 4 aspects of a survey conducted by the American Library Association (ALA) in May in 2020 regarding the response stage carried out by several libraries referring to this research, namely by analyzing the Building Status, library opening time (Reopening Timeline), access and service (Planning for In-Person Access) and Process and Procedure, also the response stage activities are viewed via Instagram as in libraries during the pandemic there are no face-to-face activities.

The sudden state of the Covid-19 pandemic forced university libraries in Indonesia to react quickly to reduce the spread of the outbreak. One of the efforts of university libraries in Indonesia done for the response stage is to use Instagram as a medium to reach users without direct contact. Therefore, the research question in this study is how to describe the Instagram account based on the response to the pandemic in the College Library. Therefore, based on this research question, the purpose of this study is to describe Instagram accounts at the disaster response stage in the university library.

Research Methods

This study uses quantitative research methods conducted with a descriptive content analysis approach. Quantitative research focuses on collecting numerical data and generalizing it to entire groups of people or to explain certain phenomena (Babbie, 2010). In this study, researchers analyzed the Instagram social media of libraries at the top universities in Indonesia. College libraries were chosen because the average number of Instagram users was students. The top universities are taken based on the Webometrics Rank in July 2021, which is reported by the UNY Community (2021) website https://unycommunity.com/universitas-terbaik-di-indonesia-versi-webometrics-juli-2021/ . Which is then analyzed for each library account in universities to see how optimal the Instagram account is used to disseminate information related to the university library during the pandemic. The researcher categorizes each post based on 4 aspects of the American Library Association survey, including Building Status, Library Opening Time, Access & Services, and Processes & Procedures, in which each post is only given one category according to the criteria in the aspect for each category. Data collection began on March 2, 2020 since the announcement of the Covid-19 case in Indonesia, until December 31, since research began on January 2022. The sample in this study is the Instagram account of the college library selected based on the ranking conducted by Webometrics in 2021. The sample criteria in this study include:

1. College library

2. Being on the list of the Top Universities in Indonesia in the Webometrics Rank version as of July 2021
3. Have an Instagram account.

Then, from these criteria, the researchers only got a sample of 19 samples, because there was one sample that did not meet the criteria set by the researcher as shown in Table 1. The researcher collected primary data in the form of content uploaded by samples on the college library's Instagram account. While secondary data is collected through books, journal articles, websites, e-books, and theses. The technique used by the researcher to analyze the data is descriptive statistics, where the researcher describes the findings into a simple frequency table, so that the data described and interpreted can be seen. Therefore, uploads on Instagram of each college library are observed every month. This is a descriptive analysis content research that only describes facts, symptoms, or phenomena using the theory of the response phase of disaster preparedness efforts on the college libraries' Instagram accounts.

Results and Discussion

Instagram Account Indentification

Instagram accounts from university libraries are obtained based on the top universities in Indonesia as determined by Webometrics Rank 2021, the top universities in Indonesia which are

the reference for researchers, since the libraries from the top universities also have the best quality in terms of services, collections, buildings, and human resources. To find out the account name of the university library, researchers searched the internet to find the name of each library account, but there was one university library that did not have Instagram (Table 1). Next, the researchers analyzed how libraries used Instagram at the response stage during the pandemic based on aspects adopted from a survey conducted by the American Library Association (ALA).

Table 1. College library instagram accounts based on webometrics rank on july 2021

University ranking	Instagram account address
1st rank	@ui_library
2nd rank	@library_ugm
3rd rank	@perpus_ipb
4th rank	@its.library
5th rank	@ublibrary
6th rank	@unairlibrary
7th rank	@openlibrary.telu
8th rank	@lib_unand
9th rank	@binuslibrary
10th rank	@itblibrary
11th rank	@library_umy
12th rank	@libraryunii
13th rank	@unslibrary
14th rank	@library_undip
15th rank	—
16th rank	@unhas_library
17th rank	@library_upi
18th rank	@libunpad
19th rank	@library.uksw
20th rank	@perpustakaan_usk

Source: Researcher processed data from https://unycommunity.com/universitas-terbaik-di-indonesia-versi-webometrics-juli-2021/

The analysis was conducted to see the number of post feeds in the form of images and videos on Instagram accounts during the period from March 2, 2020 to December 31, 2021, which according to Suharso (2020), the frequency of using Instagram in posting is one indicator of an online-based service to interact with users. The results of the study show that there are 4.192 posts in total from the total college library accounts with an average posting of 9-10 times per month, however, the following number of posts includes the entire content.

Table 2. Number of posts by year

No	University ranking based on webometrics rank in 2021	Posts on march-december 2020	Posts on january-december 2021	Total
1	16th rank	542	465	1.007
2	7th rank	315	472	787
3	17th rank	217	162	379
4	1st rank	135	186	321

No	University ranking based on webometrics rank in 2021	Posts on march-december 2020	Posts on january-december 2021	Total
5	11th rank	43	212	255
6	2nd rank	80	164	244
7	14th rank	104	120	224
8	5th rank	53	110	163
9	10th rank	54	77	131
10	9th rank	69	58	127
11	19th rank	49	75	124
12	13th rank	34	52	86
13	6th rank	30	51	81
14	4th rank	1	64	65
15	3rd rank	16	29	45
16	18th rank	17	27	44
17	20th rank	24	20	44
18	8th rank	18	15	33
19	12th rank	24	8	32
	Total	**1,825 (44%)**	**2,367(56%)**	**4,192 (100%)**

Source: Researcher processed data

Based on Table 2, the university's Instagram account with the rank of 16 posted the most (1.007 posts), and this can be seen from the number of posts for 18 months, namely in 2020 (542 posts). The second position with the most posts is the university's Instagram account on the 7th rank, which is 787 posts with the most posts in 2021, that is 472 posts and the university in the 17th rank (379 posts), with the highest number in 2020, that is 217 posts. It can be concluded that the university ranked 16th, 7th, and 17th have the most interaction with the users. The Instagram story feature is not analyzed, since the feature only lasts 1 x 24 hours. The analysis was carried out based on the date from the day the announcement of the Covid-19 pandemic by President Joko Widodo was stated, until December 2021. The research was carried out starting from January 2022 with an annual number of each account to make it easier for this research to find the average posting frequency in 2020, which is 6 months, and in 2021 for 12 months.

According to Suharso (2020), besides the frequency of posting that is important to engage with users, the content itself is also important. Therefore, the next analysis is to calculate the types of content posts based on images. On Table 3, the researchers counted the number of posts based on images with a total of 3.695 posts. University on the 7th rank has the account that has posted the most images with a total of 764 posts within 18 months, with a percentage of 20.86%. University on the 16th rank is the second most, with posts as many as 760 posts with a percentage of 20.57%. Then, the third most posted account is owned by the university on the 17th rank with a percentage of 9.23%. The university on 6th rank posted the least number of images with total of 21 posts with a percentage of 0.57%.

Table 3. Posts based on image content

No	University ranking based on webometrics rank in 2021	Total image posts	Percentage
1	7th rank	764	20.68%
2	16th rank	760	20.57%

No	University ranking based on webometrics rank in 2021	Total image posts	Percentage
3	17th rank	341	9.23%
4	1st rank	307	8.31%
5	2nd rank	229	6.20%
6	14th rank	218	5.90%
7	11th rank	215	5.82%
8	5th rank	142	3.84%
9	10th rank	126	3.41%
10	19th rank	121	3.27%
11	9th rank	117	3.17%
12	13th rank	79	2.14%
13	4th rank	63	1.71%
14	3rd rank	45	1.22%
15	18th rank	44	1.19%
16	20th rank	40	1.08%
17	8th rank	33	0.89%
18	12th rank	30	0.81%
19	6th rank	21	0.57%
	Total	**3.695**	

Source: Researcher processed data

Out of 19, there are 16 college library Instagram accounts that post 497 types of videos. In video posts, there are reels and live repost features which are included in the count of video posts in this analysis. Based on Table 4, university on the 16th rank has the account that post the most videos with a total of 247 posts, with a percentage of 49.70%. The second one is an account owned by university on 6th rank with 60 posts with a percentage of 12.07%. The last in the top three is a university on 11th rank that has posted as many as 40 posts with a percentage of 8.05%, while universities with on 18th, 3rd, and 8th rank never posted any content with this kind of format. From all the numbers of image and video posts with a total of 4.192 posts within 18 months calculated among all types of content contained in each account, according to Ashfiya (2018), video posts have features such as audio and moving images that cannot be done in still image format. Hence, video posts are most in demand by Instagram users.

Table 4. Posts based on video content

No	University ranking based on webometrics rank in 2021	Total video posts	Percentage
1	16th rank	247	49.70%
2	6th rank	60	12.07%
3	11th rank	40	8.05%
4	17th rank	38	7.65%
5	7th rank	23	4.63%
6	5th rank	21	4.23%
7	2nd rank	15	3.02%
8	1st rank	14	2.82%
9	9th rank	10	2.01%
10	13th rank	7	1.41%
11	14th rank	6	1.21%

12	10th rank	5	1.01%
13	20th rank	4	0.80%
14	19th rank	3	0.60%
15	4th rank	2	0.40%
16	12th rank	2	0.40%
17	3rd rank	0	0.00%
18	8th rank	0	0.00%
19	18th rank	0	0.00%
	Total	**497**	

Source: Researcher processed data

Analysis of Instagram Accounts based on Response to the Pandemic

The research was conducted based on 4 aspects taken from the American Library Association survey about the response stage carried out during the Covid-19 pandemic. These four aspects are continuous aspects of this research.

Building Status

The library building is the most important facility for library activities, since inside the building, all library activities and programs are planned and carried out. Therefore, it is necessary to pay attention to the functional factors of library activities (Suwarno in Masniari, 2019). Related to the Government Regulation of the Republic of Indonesia Number 21 of 2020 concerning Large-Scale Social Restrictions in the Context of Accelerating the Handling of the 2019 Coronavirus Disease (2020) which urges the public to not to do face-to-face activities including inside and around the library, showing that the library during the PSBB must close the building and restrict any direct activities. Among the 19 university libraries analyzed, only 14 of them were known to close their libraries during the government's policy by providing information about library temporary shutdown through the posts on each account until the building is open again. In addition to providing information about the condition of closed buildings, the library also posts library tour contents by showing the library when there is no face-to-face activities. Besides that, library tour activities are strengthened according to Chamdi (2019) for students to further increase their interest in reading, researching, and writing as well as introducing the world of libraries to the students in supporting the Three Pillars of Higher Education, which are education, research, and service shown by universities on 10th, 1st, 5th, and 7th rank that conduct library tours via their Instagram accounts.

Table 5. Building status

No	University Ranking Based on Webometrics Rank in 2021	Images	Videos	Total Posts	Percentage
1	2nd rank	15	0	15	19.48%
2	5th rank	10	3	13	16.88%
3	7th rank	8	1	9	11.69%
4	1st rank	6	1	7	9.09%
5	17th rank	7	0	7	6.49%
6	3rd rank	5	0	5	6.49%

7	8th rank	5	0	5	3.90%
8	16th rank	5	0	5	3.90%
9	10th rank	2	1	3	2.60%
10	11th rank	2	1	3	1.30%
11	14th rank	2	0	2	1.30%
12	4th rank	1	0	1	1.30%
13	9th rank	1	0	1	0.00%
14	19th rank	1	0	1	0.00%
15	6th rank	0	0	0	0.00%
16	12th rank	0	0	0	0.00%
17	13th rank	0	0	0	0.00%
18	18th rank	0	0	0	0.00%
19	20th rank	0	0	0	0.00%
	Total	**72 (91%)**	**7 (9%)**	**79 (100%)**	

Source: Researcher processed data

Based on Table 5, among the 19 libraries that post building status contents, 72 posts are images, while 7 posts are videos. The university on 2nd rank is the most active in posting building status content, which reached 15 posts with a percentage of 19.48%, including images. Furthermore, universities on 5th rank has 13 posts with a percentage of 16.88%, covering 10 images and 3 videos, and a university on 7th rank uploaded 9 posts with a percentage of 11.69%, covering 8 images and 1 video. There are 5 out of 19 library accounts that did not upload any building status content at all, and it's a bit shame since users could not get any information about the library, so there's no certainty whether the library will remain open during this pandemic. Based on previous research conducted by Neog (2020), among 4 samples of university libraries in Assam, India, it was found that 50% of libraries were lacking in providing information about official guidelines and policies including information on building status. In the library, this is a challenge found in university libraries during the covid-19 pandemic.

Library Opening Time (Reopening Timeline)

As time goes by, with the declining in Covid-19 cases, the government has released a new policy based on the Government Circular Number 4 of 2021, concerning the Implementation of Face-to-Face Learning in 2021/2022, which contains:

"We hereby announce that learning in universities starting in the odd semester of the 2021/2022 academic year will be held with limited face-to-face learning while still applying the health protocols, and/or online learning. In organizing the learning, universities must continue to prioritize the health and safety of campus residents (students, lecturers, and education staffs) and the surrounding community." (Indonesia's Ministry of Education, Culture, Research and Technology, 2021).

Therefore, after the issuance of the said circular from the government, the university library reopened the library building at a different time than before. Health protocols and visitor quotas are also the main requirements for entering the library building. Even the university library from the 1st rank has a library entry requirement by making an appointment one day in advance.

Contents regarding library opening times (reopening timeline) include library opening hours and notifications about having reopened at the time determined by the library.

Based on Table 6, the universities on 1st and 10th rank have hold live broadcast on Instagram so that the users know the state of the library when it reopens. By doing virtual library tours and announces when the library will be opened, it attracts the attention of visitors to return to visit the library. Universities on 5th and 6th rank are creative enough to welcome users to the library by making a video inviting them to come to the library that the library has reopened with terms and conditions made by the library. Several universities have also announced the reopening of library buildings with limited number of visitors and must make an appointment at least one day in advance.

Table 6. Library opening time

No	University Ranking Based on Webometrics Rank in 2021	Images	Videos	Total Posts	Percentage
1	2nd rank	13	0	13	32.50%
2	7th rank	5	0	5	12.50%
3	1st rank	2	1	3	7.50%
4	3rd rank	3	0	3	7.50%
5	6th rank	0	3	3	5.00%
6	10th rank	2	0	2	5.00%
7	11th rank	2	0	2	5.00%
8	13th rank	2	0	2	5.00%
9	16th rank	1	1	2	5.00%
10	5th rank	0	1	1	2.50%
11	8th rank	1	0	1	2.50%
12	17th rank	1	0	1	2.50%
13	18th rank	1	0	1	2.50%
14	19th rank	1	0	1	2.50%
15	4th rank	0	0	0	0.00%
16	9th rank	0	0	0	0.00%
17	12th rank	0	0	0	0.00%
18	14th rank	0	0	0	0.00%
19	20th rank	0	0	0	0.00%
	Total	**34 (85%)**	**6 (15%)**	**40 (100%)**	

Source: Researcher processed data

Access and Services (Planning for In-Person Access)

Libraries are essentially access to public services, but in a situation like this, libraries cannot carry out their roles and functions optimally during the pandemic. Therefore, many libraries choose to close the access to their services. The government's call to change library rules by minimizing direct interaction makes librarians have to innovate so that the library continues to run optimally, which according to A. C. Sungkana Hadi in Hidayat (2016), the role of librarians

as managers of information resources, namely:
1. Provide and develop collections. Therefore, librarians need to have information awareness.
2. Organizing a collection of information sources based on a reliable and trustworthy system including systems based on information technology
3. To guide users in finding information that they need (the right information for the right user).
4. Carry out efforts to promote and foster public interest in reading, so that through the intensive use of the existing collection of information sources, a reading and learning society can be built and developed.
5. Carry out efforts to record information and local knowledge, including efforts to digitize information.

From the quote above, what librarians do is to change services that are carried out online, because libraries as information providers for the community and the users during a pandemic must still be able to adapt to situations and conditions. Among the 19 college library accounts, there are several posts regarding access and services of the college library, which includes delivery service. There are 4 posts uploaded, namely universities on 9th and 7th rank. There are also online services posts as many as 41 posts posted by 14 library accounts, and face-to-face service is limited to 9 posts uploaded by universities on 6th and 19th rank. 12 posts of book return system are uploaded on accounts owned by universities on 10th, 7th, 5th, and 2nd rank.

Table 7. Access and services

No	University Ranking Based on Webometrics Rank in 2021	Images	Videos	Total Posts	Percentage
1	1st rank	20	1	21	31.82%
2	2nd rank	12	3	15	22.73%
3	7th rank	9	0	9	13.64%
4	10th rank	5	0	5	7.58%
5	6th rank	0	4	4	6.06%
6	5th rank	2	1	3	4.55%
7	9th rank	2	0	2	3.03%
8	3rd rank	1	0	1	1.52%
9	8th rank	1	0	1	1.52%
10	11th rank	1	0	1	1.52%
11	12th rank	1	0	1	1.52%
12	16th rank	0	1	1	1.52%
13	17th rank	1	0	1	1.52%
14	19th rank	1	0	1	1.52%
15	4th rank	0	0	0	0.00%
16	13th rank	0	0	0	0.00%
17	14th rank	0	0	0	0.00%
18	18th rank	0	0	0	0.00%
19	20th rank	0	0	0	0.00%
	Total	**57 (85%)**	**10 (15%)**	**67 (100%)**	

Source: Researcher processed data

The table above shows that during the 18-month pandemic, a total of 67 posts have been uploaded by 19 libraries onto their respective accounts. 10 of them are video posts, while the

remaining 57 are image posts. The university on 1st rank is the account that most frequently posted access and service contents, with 21 posts with a percentage of 31.82% in the form of 20 images and 1 video. 5 out of 19 universities did not post anything about access and services which is based on research previously conducted by Neog (2020), that states that of 4 sample college libraries in Assam, India, it has been found that all libraries considered it important to convey information about services during the pandemic.

Process and Procedure

When the library building is reopened, there are terms and conditions for entering the library building. This is very important in order to reduce the risk of exposure to the Covid-19 virus and for the smooth running of services in the library. Based on the health protocol guidelines that IFLA applies to librarians and users, namely:

1. Wash hands before entering the library and have a hand washing station.
2. Take special precautions on the borrowing table (circulation).
3. There is a special system in the circulation and cleaning of library cards and returned books.
4. Reading rooms should be cleaned and sanitized before and after library opening hours.
5. The computer room and computer accessories must be kept clean.
6. If users and librarians feel unwell, they should be alert.
7. The distance should be limited at the reading room.
8. Limiting the number of users to the library (Samanta in Barokah, 2021).

In addition, showing proof of vaccine through the application and measuring temperature also includes terms and conditions for entering the library. Therefore, the 8 points mentioned previously are a reference for the content analysis processes and procedures. The results of the analysis of the content of processes and procedures of 19 university libraries include: 5 posts of room disinfecting activity, 9 posts of proof of vaccination of staffs & visitors, and 19 posts of procedures for entering the library with health protocols. By making health protocols in accordance with government policies, they can reduce the risk of transmission of the Covid-19 virus and avoid new clusters so libraries will continue to run optimally.

Table 8. Process and procedure

No	University Ranking Based on Webometrics Rank in 2021	Images	Videos	Total Posts	Percentage
1	5th rank	7	0	7	21.21%
2	2nd rank	5	0	5	15.15%
3	13th rank	5	0	5	15.15%
4	1st rank	3	0	3	9.09%
5	6th rank	1	2	3	9.09%
6	16th rank	3	0	3	9.09%
7	11th rank	2	0	2	6.06%
8	20th rank	2	0	2	6.06%
9	7th rank	1	0	1	3.03%
10	8th rank	1	0	1	3.03%
11	17th rank	1	0	1	3.03%

12	3rd rank	0	0	0	0.00%
13	4th rank	0	0	0	0.00%
14	9th rank	0	0	0	0.00%
15	10th rank	0	0	0	0.00%
16	12th rank	0	0	0	0.00%
17	14th rank	0	0	0	0.00%
18	18th rank	0	0	0	0.00%
19	19th rank	0	0	0	0.00%
	Total	**31 (94%)**	**2 (6%)**	**33 (100%)**	

Source: Researcher processed data

Conclusion

The conclusion of this study is that university libraries use Instagram as a medium to convey information related to the current pandemic conditions. From March 2 in 2020 to December 31 in 2021, after the 19 College Library accounts were all analyzed, there are a total of 4192 posts, with an average posting of 9-10 times per month. The Instagram account of the university library that is on the 16th rank has the highest number of uploads, which is 1007 contents during March 2020 to December 2021. Meanwhile, the university that is on the 12th rank has the least number of posts, which is 32 posts. Among the 19 college library Instagram accounts, September is the month that has the highest traffic in uploading contents. However, in this study, there are several Instagram accounts that post the same contents at the same time (double posting). The total number for posts which are content-related to the Covid-19 disaster response stage is 216 posts, based on the response to the pandemic which includes content on Building Status, Library Opening Time (reopening timeline), Access and Services (planning for in-person access), and Process and Procedure. On the content of Building Status and Library Opening Time, the university on the 2nd rank's account has posted the most (15 posts and 13 posts), while the university on the 1st rank has the most number, which is 21 posts on access and service contents. University that is on the 5th rank has posted 7 posts regarding the content of processes and procedures. It can be concluded that the college's Instagram account has not utilized Instagram at the response stage at its best, and it can be seen from some of the library's Instagram accounts that did not post information in the form of video or image related to the response stage at all. However, university libraries have responded to the pandemic disaster by providing information on the procedure steps implemented in libraries to ensure users' safety. This study also shows that university that is ranked first on the Webometrics Rank in 2021 does not necessarily have the most posts in terms of disaster response. College Instagram accounts must be more active in posting so that interaction with users is more intense and the use of Instagram at the response stage is maximized. College Libraries can maximize the use of Instagram accounts to carry out promotions related to new policies implemented during pandemic conditions. In the current pandemic conditions, Instagram can be useful in providing information quickly on procedures implemented in libraries in response to disasters. This is important to do so that users can get accurate and reliable information from the library's official account, considering that policy changes in pandemic disaster conditions are very dynamic.

In the next study, it is recommended to examine the use of Instagram at the response stage, which has a more specific scope in an area such as an example of a university library in the DKI Jakarta area. In addition, the next research can look at the utilization of the disaster recovery stage which is an advanced stage of the response stage. This is interesting considering the number of Covid-19 cases in Indonesia that has gradually decreas.

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