

The Utilization Of Instagram @bengkulu.membaca As An Infopreneurship Platform Through Information Repackaging



Pemanfaatan Instagram @bengkulu.membaca Sebagai Media Infopreneursip Melalui Kemas Ulang Informasi

Pesti Rahmadia¹, Fransiska Timoria Samosir², Lailatus Sa'diyah³
pestirahmadia04@gmail.com¹, ftsamosir@unib.ac.id², lailasadiyah@unib.ac.id³

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Korespondensi Penulis:

Email: lailasadiyah@unib.ac.id

Afiliasi: Universitas Bengkulu, Bengkulu, Indonesia



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Library Department of Governance Institute of Home Affairs (IPDN) Jatinangor in Collaboration with Gerakan Masyarakat Minat Baca (GPMB) National Library of The Republic of Indonesia

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^{1,2,3} Universitas Bengkulu, Indonesia

Absract

Background/Problem Statement: The increasing use of Instagram as a platform for information dissemination encouraged various literacy communities to use it for promotion and education. However, the utilization of the @bengkulu.membaca Instagram account continues to face challenges in enhancing user engagement and expanding user reach. **Purpose:** This study aims to analyze the utilization of Instagram @bengkulu.membaca through an infopreneurship approach. **Method:** This study employed a descriptive qualitative approach. Data were collected through interviews with the Public Relations and Documentation (Pubdekdok) team, the community founder, and followers. The data were analyzed through data reduction, data display, and conclusion drawing. **Result:** Instagram @bengkulu.membaca repackaged information through Canva-based infographics. The use of infographic carousel content as an information repackaging strategy successfully attracted followers' attention and facilitated information dissemination and documentation. The infopreneurship approach implemented by the account also succeeded in establishing partnerships with sponsors and media partners to support literacy programs such as the donation of 1.000 books, seminars, and mosque reading corners. However, these partnerships primarily contributed to offline activities. Although the Bookstagram concept had been implemented, its effectiveness remained limited, as it had not yet successfully attracted new visitors. **Conclusion:** The Bengkulu Membaca Community has used Instagram as a medium for information dissemination and fostering literacy community networks. This study shows that the use of Instagram by literacy communities is more effective in supporting social collaboration activities than in enhancing users' digital literacy. These findings emphasize the need to strengthen digital interaction strategies so that Instagram functions not only as an information medium, but also as a community engagement platform.

Keywords: bengkulu membaca, bookstagram, repackaging information, infopreneurship

Abstrak

Latar Belakang/Permasalahan: Peningkatan penggunaan Instagram sebagai wadah penyebaran informasi mendorong berbagai komunitas literasi memanfaatkannya sebagai saran promosi dan edukasi. Namun, pemanfaatan Instagram @bengkulu.membaca masih menghadapi kendala dalam meningkatkan interaksi dan menjangkau pengguna. **Tujuan:** Untuk menganalisis pemanfaatan Instagram @bengkulu.membaca melalui pendekatan *infopreneurship*. **Metode:** Metode kualitatif deskriptif. Data dikumpulkan melalui wawancara dengan tim Publikasi, Dekorasi, dan Dokumentasi (Pubdekdok), *founder* komunitas, serta *followers*. Analisis data melalui reduksi data, penyajian data, dan penarikan simpulan. **Hasil:** Instagram @bengkulu.membaca melakukan kemas ulang informasi melalui infografis berbasis Canva. Pemanfaatan konten *infografis carousel* dengan pendekatan kemas ulang informasi berhasil menarik perhatian pengikut dan mempermudah penyebaran informasi dan dokumentasi. *Infopreneurship* yang diterapkan juga berhasil menjalin kemitraan dengan sponsor dan media partner mendukung program literasi seperti donasi 1000 buku, seminar, dan pojok baca masjid. Namun, kemitraan ini lebih banyak mendukung kegiatan *offline*. Penggunaan konsep *Bookstagram* sudah diterapkan, belum optimal karena belum menarik pengunjung baru. **Kesimpulan:** Komunitas Bengkulu

Membaca telah menjadikan media sosial instagram sebagai sarana penyebaran informasi dan penguatan jejaring komunitas literasi. Penelitian ini menunjukkan bahwa penggunaan Instagram oleh komunitas literasi lebih efektif dalam mendukung kolaborasi kegiatan sosial dibandingkan meningkatkan literasi digital pengguna. Temuan ini menegaskan perlunya penguatan strategi interaksi digital agar fungsi Instagram tidak hanya sebagai media informasi, tetapi juga sebagai media *engagement* komunitas.

Kata kunci: bengkulu membaca, *bookstagram*, kemas ulang informasi, *infopreneurship*

I. INTRODUCTION

Background. The digital revolution has brought significant transformations to various sectors of life, including communication and information distribution. Modern communication technology enables information to be disseminated efficiently through digital platforms, which serve as primary media for promotion and education (Samosir et al., 2019). The popularity of social media in Indonesia reached 60.4% of the population in early 2024. Instagram became one of the most popular platforms, accounting for 47.3% of users (Asosiasi Penyelenggara Jasa Internet Indonesia, 2024). Instagram is an effective platform for information dissemination in the digital era, particularly through the practice of infopreneurship, which combines information and entrepreneurship (Dewah et al., 2016). Konteks literasi, komunitas *bookstagram* di instagram berperan mempromosikan In the context of literacy, Bookstagram communities on Instagram play a role in promoting books and increasing public interest in reading. Infopreneurship is carried out by individuals who are skilled in selling information, known as infopreneurs. (Hayati et al., 2023). Derived from the concept of entrepreneurship that emphasizes innovation and creativity, infopreneurship serves as a platform for disseminating information through platforms such as Instagram, with information repackaging as one of its innovations. Bahcecik et al. (2019) explain that social media entrepreneurship plays an important role in shaping entrepreneurship in the digital era through marketing practices that enable direct communication between brands and consumers. This interaction facilitates the adjustment of strategies based on user feedback, which ultimately influences consumer decision-making processes (Bahcecik et al., 2019). Information repackaging should be supported by the need to enhance its potential use and presentation (Rahma, 2020). On Instagram, a marketing strategy known as Bookstagram has emerged. The term combines the words book and Instagram and refers to the activity of sharing book reviews, reading recommendations, literacy-related discussions, and book promotions through Instagram posts. In contrast, Obreja (2024) argues that Bookstagram plays an important role in modern book marketing by building communities and influencing reading habits through visually appealing content. The presence of Bookstagram also contributes to digital book marketing trends, particularly through collaborations with publishers and authors in the form of promotions or endorsements.

The Bengkulu Membaca Community is a literacy organization established by students of the Library and Information Science Program at the University of Bengkulu (HIMATAKSIFO). The community aims to enhance information dissemination and foster reading interest among the people of Bengkulu through infopreneurship practices on Instagram. The Bengkulu Membaca Instagram account was created on April 5, 2021, and currently has 450 followers and 955 posts. By employing information repackaging methods, the Bengkulu Membaca Community presents content tailored to audience interests and preferences, helping to address information overload and provide timely and reliable information (Agbaji & Odumu, 2017). Information repackaging is considered an effective

tool for making learning materials more interactive and engaging (Humaira & Franindya, 2023). While information repackaging enhances content appeal and interactivity, its effectiveness in facilitating message comprehension remains uncertain. Moreover, community social media accounts are frequently perceived as platforms for activity documentation rather than as credible sources of information and promotion (Kurnia, 2021).

Problem Statement. The low reading literacy rate in Bengkulu Province, recorded at 37.41% in 2019, represents a significant concern that warrants special attention (Puspita et al., 2022). The Bengkulu Membaca Community has been recognized by the local government as a literacy organization that supports efforts to promote reading interest among the residents of Bengkulu City. Its initiatives include the provision of 1,000 books, literacy talk shows, literacy podcasts, and book donation programs. The adoption of social media as a marketing channel reflects the rapid growth in smartphone usage and internet accessibility (Pongwe & Churk, 2024).

In its efforts to disseminate information, the Bengkulu Membaca Community uses the Instagram account @bengkulu.membaca as a digital platform to reach a wider audience. Nevertheless, the platform's potential has not been fully realized, as evidenced by relatively low audience engagement and the ineffective use of features such as hashtags to attract and retain followers. This indicates a gap between the potential of social media as a tool for digital information dissemination and its practical implementation by the community.

Previous Literature. Previous studies relevant to infopreneurship, information repackaging on Instagram, and Bookstagram as a medium for information dissemination provide important context for this research. A study by Khoiriyah et al. (2021) described a model of cultural information dissemination through Instagram implemented by the Paniradya Kaistimewan DIY institution. The findings demonstrated that a communication strategy based on the transmission model of communication was effective in enhancing public trust in the institution's brand. This study is relevant to the present research because it highlights how social media can serve not only as a channel for disseminating information but also as a tool for building organizational image and public trust. Similarly, the present study examines how an infopreneurship approach, implemented through information repackaging, contributes to shaping the image of the @bengkulu.membaca Instagram account.

Humaira and Purwaningtyas (2023) found that infopreneurship enables library users to access information without having to visit the library in person through repackaged information products that are concise, practical, accurate, and easily accessible. Prior to engaging in infopreneurship activities, librarians undertake an information repackaging process that involves collecting, selecting, and integrating information into new formats. This approach was found to be highly beneficial for users, who appreciated the library's social media presence and its consistent delivery of content according to a predetermined schedule.

Igere and Otuya's study found a positive relationship between social media use and librarians' infopreneurship activities at university libraries in Nigeria. The findings suggest that social media can serve as an effective platform for developing information entrepreneurship. However, while their study focused on academic librarians, the present study examines the use of Instagram-based social media by a literacy community in Indonesia (Otuya, 2025).

Afzah and Purwaningtyas (2024) examined information repackaging strategies employed by Indonesian Bookstagrammers on Instagram. Their findings indicate that these strategies are effective not only in disseminating information related to books and literacy but also in shaping Bookstagrammer identities, fostering reading communities, and influencing audiences' intentions to purchase and read books. The repackaging practices adopted by Bookstagrammers involve the creation of informative, creative, and distinctive visual content. This study suggests that infopreneurship activities conducted through social

media can serve as a bridge between literacy-related information and the needs of digital audiences.

Anjani (2024) examined the use of social media within the women's literacy community BBBBOOKCLUB, which uses Instagram as a platform to promote literacy and foster a book-centered community. The study found that digital content creation, reading challenges, and interactive discussions were effective in attracting readers and encouraging engagement, despite challenges related to internet access in certain regions. Collectively, these studies offer valuable insights into the potential of infopreneurship and information repackaging strategies in facilitating information dissemination in the digital era.

Various studies, both in Indonesia and abroad, have demonstrated the important role of social media in enhancing information dissemination. However, its effectiveness remains constrained by the lack of systematic and context-specific strategies for its utilization. This challenge is particularly evident among community-based organizations that rely on voluntary public support and operate outside formal institutional structures. To ensure organizational sustainability, these communities must develop strategies to foster public engagement and attract partnerships that can support their long-term sustainability.

State of The Art. The growing importance of social media has encouraged the Bengkulu Membaca Community to use Instagram as a platform for promoting reading literacy in Bengkulu City through infopreneurship practices. According to Chux-Nyehe and Nwinyokugi (2020), infopreneurship can be classified into two main categories: content creators, who produce original content, and affiliate marketers, who promote content created by others. The Bengkulu Membaca Community falls within the content creator category, as it develops and repackages literacy-related information into accessible formats, including book reviews, reading recommendations, and instructional content.

Several followers of the Instagram account @bengkulu.membaca reported gaining new insights from the content shared, indicating a positive impact on some audience members. However, others felt that the information disseminated was not sufficiently engaging to attract their interest. The Bengkulu Membaca Community actively disseminates information through repackaged content with a strong educational focus. Nevertheless, this approach remains limited because the content primarily focuses on library and literacy-related issues, which may not fully align with the diverse needs of the broader public as the intended target audience. According to Armstrong and Kotler, audience segmentation is essential for addressing diverse needs and preferences (Armstrong, Gary, Philip Kotler, 2017). However, the Instagram account @bengkulu.membaca has not yet fully accommodated more heterogeneous audience preferences, thereby limiting its overall impact.

Based on previous studies that have highlighted the role of @bengkulu.membaca as a Bookstagram-based platform for information dissemination, this study explores how the Bengkulu Membaca Community applies an infopreneurship approach through information repackaging practices on Instagram. Specifically, the study investigates the impacts generated by marketing and information dissemination activities conducted through the @bengkulu.membaca Instagram account. These activities aim to facilitate users' access to information, promote sharing of literacy-related content, and provide recommendations for books and educational films, thereby supporting literacy development among a wider audience. (Yedekci & Dergisi, 2021).

Purpose. This study aims to analyze the use of Instagram @bengkulu.membaca through an infopreneurship approach for information repackaging and to examine its role in supporting literacy activities in Bengkulu City. In addition, the study seeks to assess the impacts of the information repackaging practices carried out by the Bengkulu Membaca Community through its Instagram account.

II. METHOD

The research on the Instagram account @bengkulu.membaca employed a descriptive qualitative approach to examine information repackaging practices. Data were collected through interviews, observations, and documentation. Data analysis followed the Miles and Huberman model, which consists of three main components: data reduction, data display, and conclusion drawing/verification (Sugiyono, 2022). The researcher conducted observations of the Instagram account @bengkulu.membaca, focusing on the stakeholders involved in the processing and use of repackaged information. Informants were selected using a purposive sampling technique. A total of nine informants participated in this study, selected based on their involvement in and knowledge of the activities associated with the Instagram account @bengkulu.membaca. The informants consisted of five internal community members, including the founder, the head of the Publication, Documentation, and Design Division (Pubdekdok), and Pubdekdok members involved in managing Instagram content. The remaining four informants were external participants, including followers of the account, consisting of university and school students who use the community’s social media platform.

Table 1.
Research Informants

Source	Position	Unit/Role
Informant 1	Founder	Founder of the Bengkulu Membaca Community
Informant 2	Head of Pubdekdok Division and Instagram Admin	Admin of @bengkulu.membaca Instagram account
Informant 3	Head of Reasoning and Scientific Affairs Division	Admin of @bengkulu.membaca Instagram account
Informant 4	Pubdekdok Member	Infographic Editor
Informant 5	Pubdekdok Member	Reels Editor
Informant 6	University Student	Followers
Informant 7	University Student	Followers
Informant 8	School Student	Followers
Informant 9	School Student	Followers

Source: instagram @bengkulu.membaca, 2025

Primary data were obtained through in-depth interviews with the informants, while secondary data were collected through content analysis of various media, including Instagram, the HIMATAKSIFO website, and the social media accounts of Komunitas Bengkulu Membaca’s media partners. The data analysis also employed the concept of information repackaging stages proposed by Nishihuddin (2021) as the analytical framework. The analysis focused on the practice of information repackaging prior to its dissemination or presentation to users. The distribution of information was examined using an infopreneurship approach. The competencies of Komunitas Bengkulu Membaca as information distributors via social media were assessed by analyzing user engagement on Instagram @bengkulu.membaca, particularly the number of likes and comments.

III. RESULT AND DISCUSSION

Profile of Bengkulu Membaca Community. Bengkulu Membaca, represented on Instagram under the account @bengkulu.membaca, is a community managed by the Student Association of Library and Information Science, Universitas Bengkulu (HIMATAKSIFO), with the aim of improving literacy in the city of Bengkulu. Inspired by similar movements such as Jogja Membaca, this program is designed to reach various segments of society,

including individuals with limited or no direct access to library services. Initially established as a student association work program, it has since developed into a sustainable movement that is continuously passed down across generations of HIMATAKSIFO administrators.

The Bengkulu Membaca Community (KBM) was officially launched on 24 May 2021, with support from various stakeholders, including the Deputy Mayor of Bengkulu, Dedy Wahyudi, and the Head of the Bengkulu City Library Office. During the inauguration ceremony, the local government expressed its appreciation for the contribution of young people in fostering literacy culture amid the challenge of low national literacy rates. According to Puspita (2022), literacy levels in Bengkulu Province remain relatively low. Therefore, greater attention is required from literacy activists, such as Community Reading Parks, as well as various literacy communities, to improve public access to reading materials and foster reading interest. E fry Wahyuni, the founder of Bengkulu Membaca, stated on 20 December 2024 that the initiative was originally driven by a desire to create a dedicated platform for young people in Bengkulu City to cultivate enthusiasm and become more productive in developing the city’s reading culture. As stated by the founder of KBM:

“Initially, I observed that the level of literacy in the City of Bengkulu was very low. As a student of library and information science, I was inspired by various literacy communities in other regions, particularly Jogja, which has a reading community. With the support of my colleagues, the approval of my study program, and assistance from the local government of Bengkulu City, we officially established Bengkulu Membaca in 2021” (Founder of KBM, 2024).

One of the key programs of Bengkulu Membaca Community is the “1000 Books Donation” initiative, which aims to provide books for small libraries in underserved areas across the City of Bengkulu. This program has contributed positively to enhancing the feasibility and quality of these local reading spaces. In addition to the book donation program, Bengkulu Membaca Community has also conducted various other activities, such as literacy webinars, seminars, talk shows, and their latest program, “Mosque Reading Corner”. This initiative is a collaboration with Bank of Indonesia (BI) Bengkulu, which supports the community’s efforts to expand literacy access within places of worship. These activities are designed to encourage public participation while fostering a reading culture across different environments in the City of Bengkulu.

Figure 1.

Documentation of Program 1000 Books Donation and Mosque Reading Corner



Sumber: instagram @bengkulu.membaca, 2023-2025

Information Repackaging on Instagram by Bengkulu Membaca. The Bengkulu Membaca Community actively creates digital content to enhance literacy among the followers of Instagram account @bengkulu.membaca. Initially, the Instagram account was established solely as a medium for promotion and documentation through a digital platform, following a recommendation from the Mayor of Bengkulu in 2021. The initiative aimed to demonstrate Bengkulu's strong commitment to fostering a culture of literacy. The management of Bengkulu Membaca accepted the recommendation and subsequently created social media accounts, particularly on Instagram. As explained by the founder: "The development of the Instagram account was first proposed by the Mayor of Bengkulu in 2021, with the aim of ensuring that Bengkulu Membaca would not only operate within the city but also reach remote areas through internet access. However, over time, Instagram evolved from merely serving as a documentation platform into a medium for information dissemination" (Founder of KBM, 2025).

The target audience of Bengkulu Membaca Program is the community of Bengkulu. The Chair of Bengkulu Membaca for the 2023 term stated that the community primarily targets the general public and small libraries that still require support, such as village libraries throughout Bengkulu Province. Meanwhile, the Instagram account @bengkulu.membaca is specifically directed toward its followers, who are predominantly university students and school students.

In addition to documenting the community's activities, the Instagram account @bengkulu.membaca produces various forms of repackaged information, including infographic carousels, quote graphics, threads, and interactive quizzes. Among these content formats, infographic carousels are the most frequently used. According to the account administrator, the preference for this format is influenced by prevailing Instagram engagement trends, as users generally interact more with visual content presented in image slides than with video-based content. Instagram can enhance information access and communication among users when supported by careful planning and appropriate content strategies. (Hasibuan et al., 2024).

The development of infographics is not undertaken without careful preparation, as the resulting content must align with users' preferences. To ensure that the design, content, and organization of repackaged information are both engaging and easy for users to understand, a structured process or procedure for information packaging must be established (Tupan & Nashihuddin, 2025). Based on the information repackaging framework proposed by Nashihuddin (2021), the activities of the Bengkulu Membaca Community can be analyzed through the following stages:

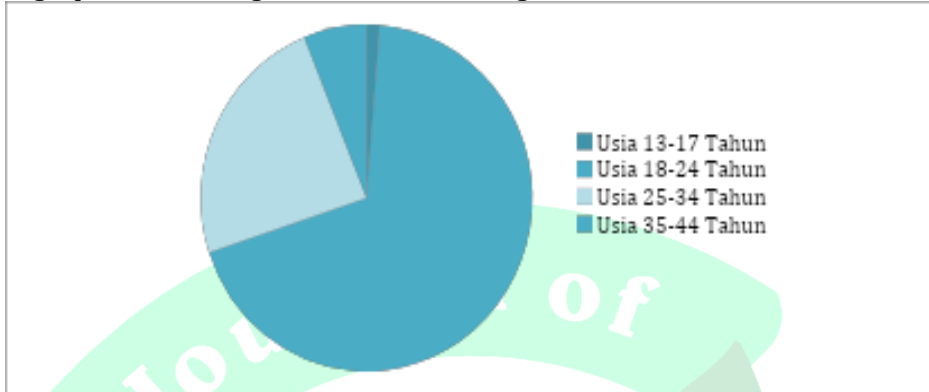
- 1) **Information Needs Assessment.** At this initial stage, the administrator evaluates the target users and examines how their information needs influence information-seeking behavior. Information needs arise when there is a gap between what individuals currently know and what they need to know. Such needs are often shaped by environmental factors and specific circumstances that generate a demand for information (Fathurrahman, 2016). Before identifying these information needs, the Publication and Documentation Team (Pubdekdok) first assessed the characteristics of the target audience of Bengkulu Membaca's Instagram account. Based on the interview findings, the information needs assessment began by analyzing the age demographics of the followers of @bengkulu.membaca.

Referring to data from APJII, the types of internet content most frequently accessed in 2024 included sociopolitical issues, economics and business, health, culture and tourism, sports, infotainment, education, science and technology, as well as international news. In terms of age groups, Generation Z (12–23 years old) was more likely than other generations to access sports-related content and content related to education, science, and technology. In contrast, Millennials and Generation X tended to consume more sociopolitical, economic, and business content. These differences

indicate that information needs are shaped by their interests and the relevance of content to their lives.

Figure 2.

Age Demographics of @bengkulu.membaca Instagram Followers



Source: insight instagram @bengkulu.membaca, 2025

The number of followers of the @bengkulu.membaca Instagram account declined to 450, decreasing 20% from 734 followers in 2024. This decline may indicate a reduced level of audience engagement with the content shared by the Bengkulu Membaca Community. Based on statistical analytics from the @bengkulu.membaca Instagram account, the majority of followers and active visitors are university students and school students ages between 18 and 24 years old. This finding suggests that the primary audience segment consists of young people with an interest in literacy and educational content. Consequently, the content strategy is designed to address topics that are relevant to this demographic, including book recommendations, unique discoveries, and useful websites. "I prefer posts that focus on recommendations, such as book recommendations, music recommendations, e-book websites, and fun facts" (User 1, 2025). "The Instagram administrators frequently post content that is trending on social media, such as tips and tricks, books, and viral news stories" (Pubdekdok KBM).

Figure 3.

Repackaged Information on Book Recommendation and Tips-and-Tricks

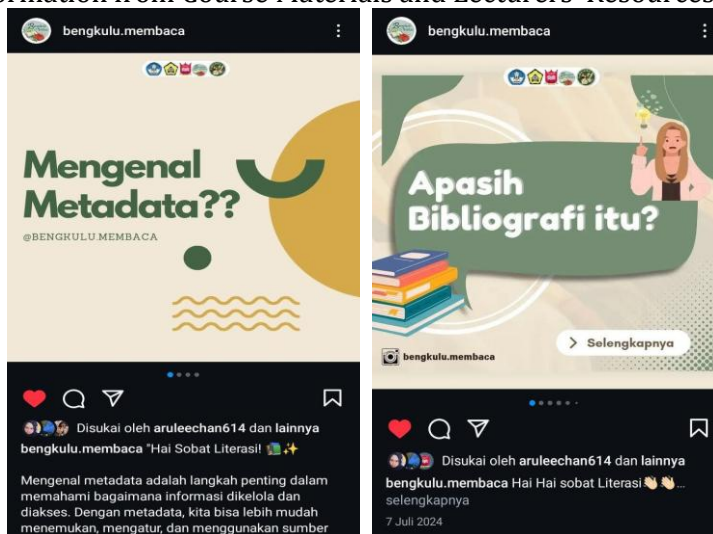


Source: instagram @bengkulu.membaca, 2021

2) Selection of Information Sources. The administrators of the Bengkulu Membaca Instagram account, consisting of the Publication, Decoration, and Documentation Committee (Pubdekdok), apply several criteria in selecting information sources for content development. These criteria include the relevance of the information source to the needs of Bengkulu Membaca's Instagram followers, the credibility of the source, the appropriateness of its context, and its accessibility. According to Nashihuddin (2021), an ideal information source should provide value to users by meeting their information needs, facilitating a rapid understanding of the subject matter, and being readily accessible at a relatively affordable cost. As part of this management strategy, the selected information is subsequently repackaged into various formats, such as literature reviews, case studies, and state of the art reviews.

The Bengkulu Membaca Community uses electronic journals (e-journals) as one of its primary information sources due to their relevance and up-to-date content. Although e-journals are relatively easy to access and use, awareness of their availability as information resources remains relatively low. This situation highlights the need for strategies to enhance the effective use of e-journals as sources of information (Acheampong et al., 2019). Therefore, through information repackaging activities in the form of Instagram content, the Bengkulu Membaca Community seeks to encourage visitors and followers to become more aware of the importance of accessing information from credible sources, while also fostering trust in the content disseminated through the Instagram account @bengkulu.membaca.

Figure 4.
 Repackaged Information from Course Materials and Lecturers' Resources



Source : Instagram Posts@bengkulu.membaca

The Instagram account @bengkulu.membaca also uses course materials and lecturers' instructional content as sources for information repackaging within a knowledge sharing framework. Based on the statistical data presented in Figure 2, the majority of the account's followers are university students belonging to Generation Z. Therefore, repackaging information derived from lecturers' teaching materials is considered highly relevant to the informational needs of its audience. The repackaged content may be presented in the form of interactive questions, such as "Did You Know?", or as recommendations of websites and applications that support the completion of academic assignments and the search for scholarly resources.

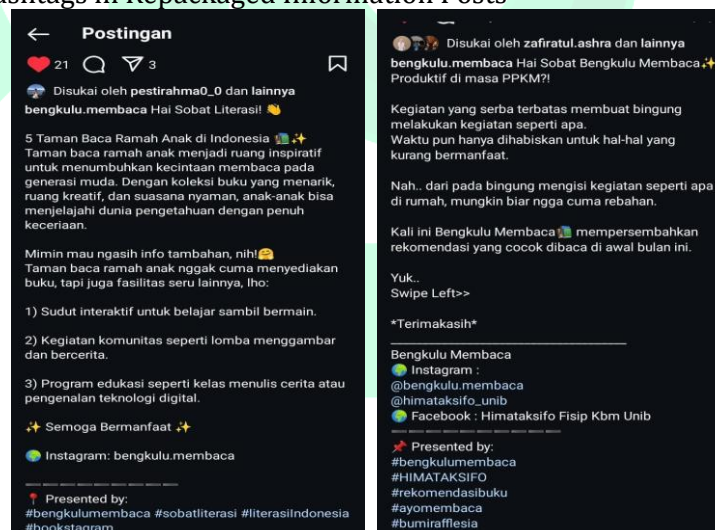
3) Information Repackaging Methods. Information repackaging refers to the process of providing information services by selecting relevant materials, reprocessing them, and organizing the content to meet the specific needs of users. After being analyzed, the

information is repackaged into various formats. These formats are designed to attract audience attention and facilitate a better understanding of the intended message. Pamphlets are the medium most frequently used by the Bengkulu Membaca Community due to their practicality in both the design and dissemination processes. Pamphlets enable information to be conveyed in a concise and compact manner, allowing users to quickly grasp the key messages in a short time.

Canva serves as the primary tool used by the Bengkulu Membaca team to design visual content, particularly in the creation of informative and visually appealing infographics. Canva offers convenience through its wide range of ready-to-use templates, enabling users to produce professional-quality designs efficiently (Rustiman & Mahdi, 2021). In addition, Pinterest plays an important role as a source of design references, helping the team obtain visual inspiration and creative ideas that align with current trends. This support contributes to the effective communication of messages through the content they create. "The information repackaging tool we use most frequently is Canva Premium because it is more practical. For inspiration regarding colors and design layouts, we use the Pinterest application" (Pubdekdok KBM3).

The content design of @bengkulu.membaca does not follow a standardized design framework. However, the account maintains a distinctive visual identity through the consistent use of the *Rafflesia* flower and book logo, as well as the emblem of HIMATAKSIFO, which represents the organization that operates the community. In addition, they also use annual color themes and social media account information in its content. The selection of information formats is based not only on production effectiveness but also on their effectiveness in encouraging user engagement. In this regard, careful attention is given to the use of hashtags and caption copywriting. According to Hanum (2024), copywriting skills are essential in digital marketing for attracting audiences, particularly members of Generation Z. Effective copywriting can enhance user engagement while increasing the visibility and fostering the identity of Bengkulu Membaca as a literacy community.

Figure 5. Captions and Hashtags in Repackaged Information Posts



Source: instagram @bengkulu.membaca, 2024

- 4) Information Dissemination (Marketing). The Bengkulu Membaca Community implements various marketing strategies to support its activities. Every year, the committee actively establishes partnerships with sponsors and media organizations to strengthen support for its programs. The community also collaborates with local

literacy communities, such as Rafflesia Membaca, as well as literacy communities outside Bengkulu Province, including Jogja Membaca. In addition, partnerships are maintained with literacy organizations, the National Library of Indonesia (Perpusnas), the Bank Indonesia Bengkulu Library, and popular social media platforms such as iLookPedia and Bengkulu Info, as well as local television stations like RBTV. “Every year, when organizing Bengkulu Membaca Community activities, we seek sponsorships. The National Library (Perpusnas) first became a sponsor for the Thousand Books Donation program. There are many other partners involved each year, including the Bengkulu Regional Library and both local and external literacy organizations.” (Pubdekdok KBM1)

Digital marketing in Instagram @bengkulu.membaca serves as the primary digital marketing tool. The use of popular hashtags, such as #LiterasiIndonesia and #Bookstagram is optimized to increase content visibility, reach new audiences, and expand the literacy community on social media (Obreja et al., 2024). The Bengkulu Membaca Community regularly documents and shares its annual activities through Instagram. These posts function not only as an archive of the community’s programs but also as a strategy to strengthen branding of the community.

- 5) Feedback and Evaluation. The evaluation stage of the information repackaging process is conducted to obtain feedback and assess the effectiveness of the repackaged content. Success is measured through engagement indicators, such as the number of likes and profile visits on the Instagram account @bengkulu.membaca. As noted by Puspita (2022), the effectiveness of promotional activities on Instagram can be evaluated through positive audience responses, including likes and comments on each post.

Figure 6.

Number of Likes, Comments, and Interacting Accounts on @bengkulu.membaca

Views ⓘ

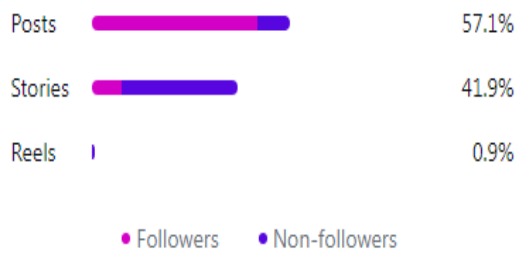
651

Views

Followers	59.8%
Non-followers	40.2%
Accounts reached	86

By content type

All Followers Non-followers



Source: insight instagram @bengkulu.membaca, 2024

An evaluation is conducted before the repackaged content is published on Instagram. This evaluation process is carried out by the Head of the HIMATAKSIFO Department of Reasoning and Scientific Development, with support from the Public Relations and Information Communication Department (Humaskominfo). The assessment is not based on specific standards or formal criteria. The priority is given to the credibility of the information sources. The credible reviewing team ensures that the content accurately reflects the original source material. “After the information repackaging process is completed by the Bengkulu Membaca Publication, Decoration, and Documentation (Pubdekdok) Team, the content is then reviewed by the Department of Reasoning and Scientific Development (PK), with assistance from the Public Relations and Information Communication Department (Humaskominfo).” (Pubdekdok KBM4).

“There are no specific criteria. We assess the appropriateness of the information, the relevance of the sources, and the content being shared. We prioritize relevant information sources and engaging content.” (Head of the Department of Reasoning and Scientific Development, 2024)

Creating digital content can enhance literacy among community members and the broader public who engage with it (Anjani et al., 2024). The Bengkulu Membaca Community follows a policy of sharing information once a week. The content is selected by the Publication, Decoration, and Documentation Team (Pubdekdok), which considers topics that are currently trending or gaining attention on social media. In addition, information obtained from classroom learning is shared with followers who are mostly university students. Course materials are often well structured and comprehensive. Information repackaging refers to the use of existing content in a new format without the need to create new material from the start.

Infopreneurship of The Bengkulu Membaca Community. Infopreneurship in the context of the Bengkulu Membaca Community refers to the community's efforts to manage, repack, and disseminate information as part of a strategy to improve public literacy. Through this infopreneurship approach, the Bengkulu Membaca team uses various sources of information, including academic literature, social media trends, and references from other literacy communities. The distribution of information is carried out through multiple platforms, with Instagram serving as the main medium, as well as WhatsApp and Telegram groups to expand outreach to other literacy communities. In addition, Bengkulu Membaca actively collaborates with communities such as Jogja Membaca and Rafflesia Membaca, as well as local and national literacy organizations, to enhance the visibility and impact of its programs. Collaboration with media partners, sponsors, and even local television stations is also part of the infopreneurship strategy implemented by the community.

The Bengkulu Membaca Community receives financial support from sponsors and donations, which are used to fund activities such as book donation programs, literacy seminars, and digital content development. In addition, the community also generates income through merchandise sales promoted via social media, particularly Instagram. These merchandise products include various literacy-themed items such as tote bags, stickers, and t-shirts designed to attract the interest of their followers. By using Instagram as a digital marketing platform presented through creative posts, followers can easily order products online. This strategy not only helps sustain the community financially but also forms part of its infopreneurship strategy, where literacy-related information is repackaged into products that are both educational and appealing to younger audiences. Despite challenges such as limited resources and time, the Bengkulu Membaca Community is able to take advantage of opportunities by creating content that is relevant to young people, who make up the majority of its audience, aged between 18 and 24 years old. As a result, this infopreneurship approach not only increases public literacy awareness but also strengthens the community's branding as a literacy initiative in Bengkulu.

Based on interviews conducted with four active followers of the Instagram account @bengkulu.membaca, various effects experienced by the followers were identified, including:

- a. Enhanced literacy awareness is one of the positive impacts of the documentation shared on the Instagram account @bengkulu.membaca. Followers have begun to recognize the importance of communities that focus on developing a culture of literacy in the city of Bengkulu. The informative and inspiring documentation of activities not only introduces literacy programs but also motivates followers to actively participate in various activities organized by the Bengkulu Membaca Community, such as book donation programs, literacy seminars, and reading corners in mosques. “I found out about the book donation activity from the Bengkulu Membaca Instagram. It turns out

that the posts there are not only documentation of their activities but also actively share information” (Follower 1).

- b. The content presented by @bengkulu.membaca is considered highly engaging and informative. This attractiveness is reflected in the fact that content that aligns with the interests and needs of the audience tends to be more appealing and increases user engagement (Ainun & Hastasari, 2020). In addition, the alignment of information with the use of animation elements, as well as a regular posting schedule, ensures that the content remains up to date. Additional information, such as uploaded materials from university courses, also provides significant benefits for followers who are students, as it can serve as an additional reference in their learning process.
- c. Bookstagram content, such as book reviews, reading recommendations, and inspirational quotes, has become one of the most popular types of posts on the Instagram account @bengkulu.membaca. This type of content is not only well received by followers but also contributes positively to fostering reading interest among users, particularly younger generations (Afzah & Purwaningtyas, 2024). The growing Bookstagram trend on Instagram has further contributed to increasing literacy awareness among followers and social media users while expanding the network of book-loving communities in Bengkulu. “It helps broaden my knowledge and understanding. For example, I was previously unaware of free e-book applications, but through these posts I learned about platforms such as iPusnas” (Follower 2). “I enjoy reading books, and the reading recommendations make it easier for me to find references for what to read next, almost like getting a preview. It is even more helpful when the posts directly provide access to the e-book, information on where to purchase the book, and its price” (Follower 4).

Discussion of Research Findings. The main findings of this study indicate that the infopreneurship approach in the form of information repackaging by the Bengkulu Membaca Community on Instagram is focused on addressing users' information needs. Based on the activity observed on the Instagram account @bengkulu.membaca, the majority of its followers consist of students and university students. This approach is consistent with the findings of previous research by Humaira and Purwaningtyas (2023), which highlighted the important role of infopreneurship in facilitating access to information through digital media. Both studies emphasize that repackaged information presented in a visually appealing format can enhance audience reach and engagement. This similarity demonstrates the effectiveness of digital branding strategies in promoting literacy initiatives.

A study by Igere and Otuya (2025) found that social media use among university librarians has a significant positive relationship with their professional activities. The findings indicate that social media plays an important role in enhancing librarians' ability to effectively develop infopreneurship initiatives. This suggests that the capabilities of the management team are a key determinant of successful infopreneurship practices. However, these findings differ from those reported by Khoiriya et al. (2021), who found that information disseminated through Instagram significantly contributed to foster institutional brand trust. In contrast, this study was unable to clearly measure the extent to which the Bengkulu Membaca Community has developed brand trust among its audience because the study primarily focused on content interaction rather than audience perceptions of the community's contribution to society.

Considering these similarities and differences, it can be concluded that communities and libraries employ different strategies to expand user engagement through social media. Therefore, the models and platforms employed should be designed in a participatory and situational context to ensure alignment with the goals of each community.

Discussion of Other Notable Findings. The involvement of external accounts in interacting with the posts emerged as another notable finding. This suggests that Instagram's algorithm is capable of extending the reach of repackaged information beyond

the community's internal audience. The finding indicates the potential virality of repackaged content if supported by a more robust digital marketing strategy. However, the Bookstagram concept introduced by the community has not been fully understood by its followers, creating a gap between the community's branding strategy and users' levels of social media literacy. This finding is particularly noteworthy because it contrasts with previous literature, which suggests that the use of popular hashtags such as #Bookstagram can automatically enhance content visibility and user engagement (Yedekci & Dergisi, 2021). This discrepancy may be attributed to audience segmentation that has not yet fully understood the concept, as well as the absence of extensive educational efforts from the community. One finding that lies beyond the original objectives of this study is the involvement of external partners using the Instagram platform, such as media sponsors, content collaborations, and accounts of libraries or other literacy communities. Thus, future study can be directed toward how information repackaging strategies may be optimized to attract media partners.

Limitations of The Study (Disclaimer). This study has several limitations that should be acknowledged. First, the scope of the data is limited to the community's digital activities, which were examined through Instagram documentation and interviews with relevant stakeholders. Thus, the study does not fully capture the long-term impact of the digital marketing strategy implemented. Second, the evaluation of content effectiveness is based only on basic metrics such as the number of likes, comments, and algorithmic insights and does not include more in-depth analyses such as content retention or the conversion of followers into concrete actions. Third, the internal characteristics of the Bengkulu Membaca Community, which undergo annual changes in management, result in differences in management styles and innovations in the use of information repackaging strategies. This study covers a four-year period (2021–early 2025), meaning that variations in approaches adopted by different management teams also influence the dynamics of the data and the interpretation of findings.

IV. CONCLUSION

Based on the data analysis conducted, the use of Instagram @bengkulu.membaca through an infopreneurship approach has functioned as a medium for information dissemination, promotion of literacy activities, and strengthening the network of the Bengkulu Membaca Community. Its implementation is carried out through information repackaging in the form of carousel infographic visuals tailored to the characteristics of its audience, particularly students and university students as the active followers of @bengkulu.membaca. The findings indicate that the use of Instagram is more effective in supporting community branding, building partnerships, and expanding collaboration with various stakeholders compared to consistently increasing followers' digital engagement. Thus, social media functions not only as a medium for documentation and information dissemination, but also as an instrument for developing digital-based literacy communication.

Nevertheless, this study still has limitations as it primarily focuses on the external aspects of the Bengkulu Membaca Community and does not quantitatively measure the impact of content on engagement levels or follower growth. Therefore, future research is recommended to examine digital marketing strategies of literacy communities on other platforms, compare several similar communities, or employ quantitative approaches to measure the effectiveness of social media content in greater depth.

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