



Government Communication on Instagram as a Diffusion Channel: Public Engagement and Electric Bus Policy in Yogyakarta

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Abstrak

Penelitian ini mengkaji bagaimana komunikasi pemerintah melalui Instagram berfungsi sebagai saluran difusi dalam mendorong keterlibatan publik dan adopsi diskursif inovasi kebijakan, dengan fokus pada program bus listrik EV Trans Jogja di Yogyakarta. Teori difusi inovasi mengasumsikan adanya progresi dari kesadaran menuju adopsi; namun, bukti empiris mengenai bagaimana proses ini berlangsung ketika kebijakan keberlanjutan dikomunikasikan melalui media sosial pemerintah masih terbatas. Penelitian tentang penggunaan Instagram oleh pemerintah umumnya menekankan diseminasi informasi dan visibilitas, sementara dinamika difusi lintas tahapan adopsi belum banyak dikaji. Penelitian ini menggunakan desain studi kasus kualitatif dengan menganalisis komunikasi terkait EV Trans Jogja pada akun Instagram resmi @dishubdiy selama periode Januari–Mei 2025. Data meliputi unggahan Instagram, teks caption, utas komentar audiens, serta praktik balasan dan non-balasan akun resmi, yang dilengkapi dengan wawancara mendalam dan observasi lapangan. Analisis dipandu oleh teori difusi inovasi dengan mengoperasionalkan lima tahap difusi—pengetahuan, persuasi, keputusan, implementasi, dan konfirmasi—sebagai kategori analitis untuk mengidentifikasi indikator diskursif keterlibatan dan adopsi. Hasil penelitian menunjukkan bahwa komunikasi Instagram efektif dalam meningkatkan visibilitas dan kesadaran publik terhadap program bus listrik, sehingga berfungsi kuat pada tahap pengetahuan. Namun, dukungan komunikasi menurun pada tahapan berikutnya. Persuasi bersifat simbolik dan minim dialog, proses pengambilan keputusan terhambat oleh informasi prosedural yang terfragmentasi, serta tahap implementasi dan konfirmasi memperoleh penguatan institusional yang terbatas. Indikator difusi tahap lanjut terutama muncul melalui diskursus audiens. Pola ini mencerminkan logika komunikasi institusional yang memprioritaskan visibilitas informasional dibandingkan interaksi yang berorientasi pada keterlibatan. Penelitian ini menyimpulkan bahwa dalam kebijakan keberlanjutan yang dipimpin pemerintah, visibilitas media sosial saja tidak cukup untuk mendorong difusi menuju adopsi. Difusi yang efektif memerlukan strategi komunikasi yang interaktif, berorientasi audiens, dan selaras dengan kebutuhan setiap tahap difusi.

Kata kunci: Difusi Inovasi; Instagram; Kebijakan Bus Listrik; Keterlibatan Publik; Komunikasi Pemerintah

Abstract

This study examines how government communication on Instagram functions as a diffusion channel in fostering public engagement and discursive adoption of a policy-driven innovation, focusing on the EV Trans Jogja electric bus program in Yogyakarta, Indonesia. Diffusion of innovations theory assumes a progression from awareness to adoption; however, empirical evidence remains limited regarding how this process unfolds when sustainability policies are communicated through government-managed social media. Existing studies on government Instagram use largely emphasize information dissemination and visibility, leaving diffusion dynamics across adoption stages underexplored. A qualitative case study design was employed by analyzing communication related to EV Trans Jogja published on the official @dishubdiy Instagram account between January and May 2025. Data consist of Instagram posts, captions, audience comment threads, and reply or non-reply practices, complemented by in-depth interviews and field observations. Guided by diffusion of



innovations theory, the stages of knowledge, persuasion, decision, implementation, and confirmation were operationalized as analytical categories to identify discursive indicators of engagement and adoption. The findings indicate that Instagram communication effectively enhances public visibility and awareness of the electric bus program, demonstrating strong diffusion performance at the knowledge stage. However, communicative support declines at subsequent stages. Persuasion remains largely symbolic and weakly dialogic, decision-making is constrained by fragmented procedural information, and implementation and confirmation receive limited institutional reinforcement. Later-stage diffusion indicators are predominantly articulated through audience-generated discourse. These patterns reflect an institutional communication logic that prioritizes informational visibility over engagement-oriented interaction, thereby constraining diffusion beyond awareness. The study concludes that in government-led sustainability policies, social media visibility alone is insufficient to advance diffusion toward adoption. Effective diffusion requires interactive, audience-centered, and stage-specific communication strategies aligned with the informational and experiential needs of each diffusion stage.

Key words: Diffusion of Innovations; Electric Bus Policy; Government Communication; Instagram; Public Engagement

INTRODUCTION

The diffusion of electric vehicle–based public transportation has become a central component of sustainable urban mobility policies. Governments adopt electric buses to address environmental degradation and urban transport challenges. Policy success depends on technological readiness and infrastructure provision. Policy success also depends on how policies are communicated and socially adopted (Diasicha & Khotimah, 2025). Public engagement determines whether policy initiatives move beyond symbolic acceptance toward sustained use.

Government institutions increasingly rely on social media platforms to communicate public policies and innovation programs (Riyanti Rahma Tea Said & Ardieansyah Ardieansyah, 2025). Instagram has emerged as a prominent channel for policy communication due to its visual affordances and broad public reach. Existing scholarship largely conceptualizes government social media use as a tool for information dissemination, transparency enhancement, and institutional branding. However, this perspective remains predominantly descriptive and platform-oriented. It overlooks how social media functions as a diffusion infrastructure that shapes public interpretation, engagement trajectories, and policy innovation adoption behavior (Zhou et al., 2020). In particular, limited attention has been given to the communicative mechanisms through which policy narratives, visual strategies, and audience interaction patterns mediate the transition from exposure to behavioral uptake. As a result, the relationship between governmental digital communication and innovation diffusion outcomes remains theoretically underdeveloped and empirically underexplored.

Diffusion of innovations theory conceptualizes adoption as a staged process involving knowledge, persuasion, decision, implementation, and confirmation. Prior applications of this framework focus on market-driven and voluntary innovations. Application to policy-driven innovations communicated through government-managed social media remains limited. Increased visibility does not guarantee persuasion or adoption when communication practices emphasize one-way information delivery. Theoretical uncertainty persists regarding the capacity of government social media to function as effective diffusion channels.

Research in communication and media studies addresses government communication within public relations, political communication, and crisis communication. Sustainability-oriented public transportation initiatives receive less attention in relation to digital communication strategies and public engagement. Existing research prioritizes informational functions of government social media. Examination of engagement-oriented communication across diffusion stages remains limited. This condition leaves unanswered questions about how government communication on Instagram operates beyond the awareness stage.

The EV Trans Jogja electric bus program provides an empirical context for examining this issue. The Yogyakarta Provincial Government introduced the program as part of its sustainable mobility agenda and promoted it through the official Instagram account @dishubdiy (Ghosh et al., 2024). Communication efforts increased public visibility of the program. Patterns of public engagement and consistent service adoption remain uneven (Mahadewi & Darma, 2024).



Evaluation of communication effectiveness requires attention to diffusion stages rather than visibility alone.

These conditions indicate a need to examine government communication on Instagram as part of the diffusion process of policy-driven innovations. Examination requires attention to communication content, interaction patterns, and public responses across adoption stages. The focus shifts from exposure to engagement and adoption. This study, therefore, addresses the following research question: *How does government communication on Instagram function as a diffusion channel in fostering public engagement and adoption of the EV Trans Jogja electric bus program?*

This study employs a qualitative case study of the @dishubdiy Instagram account and the EV Trans Jogja program. Diffusion of innovations theory guides the analysis of communication practices and public responses across adoption stages. The study contributes to strategic communication research by clarifying how government-led sustainability policies rely on social media communication to support innovation adoption (Yohanes Arie Kuncoroyakti et al., 2025). Practical implications address the design of engagement-oriented communication strategies for public transportation policy.

METHOD

Research Design

This study employs a qualitative case study design to examine how government communication on Instagram functions as a diffusion channel in fostering public engagement and adoption of a policy-driven innovation (Thorne et al., 2021). The case focuses on the official Instagram account @dishubdiy and its communication related to the EV Trans Jogja electric bus program. A qualitative approach is appropriate because the study examines communicative practices, interaction patterns, and audience discourse rather than measuring policy outcomes or behavioral adoption rates.

Instagram was selected as the primary research site because it enables public visibility of policy communication, multimodal message construction through visuals and captions, and observable interaction between government accounts and audiences via comment threads. These platform characteristics make Instagram suitable for examining diffusion functions as they are enacted through communication practices.

Data Sources and Temporal Scope

The primary data consist of Instagram posts, captions, and associated audience comment threads published on the official account @dishubdiy during the 2025 communication period of the EV Trans Jogja program (Emilia & Sumarlan, 2025). Data collection covers content published between January and May 2025, a period characterized by active policy communication following the initial introduction of the electric bus service. This temporal scope allows observation of public engagement beyond initial visibility and announcement.

All Instagram posts explicitly referencing EV Trans Jogja within this period were included in the dataset. For each post, all publicly visible audience comments and official account replies were collected to capture interactional dynamics (Chille & Mollel, 2024). Posts unrelated to EV Trans Jogja, reposted content without original captions, and audience comments not addressing the program were excluded from analysis to ensure analytical focus.

Unit of Analysis

Units of analysis include four interconnected elements:

- (1) individual Instagram posts related to EV Trans Jogja,
- (2) caption texts accompanying each post,
- (3) audience comment threads generated by user interaction, and
- (4) reply and non-reply practices enacted by the official account.

Treating these elements as interconnected units enables analysis of both message construction and interactional practices within the same communicative event (Zondo & Ndoro, 2023), allowing the study to capture how diffusion functions are supported or constrained through platform-based communication.

Analytical Framework and Coding Scheme

Data analysis followed a theory-guided thematic coding procedure informed by diffusion of innovations theory (Yu, 2022). The five diffusion stages—knowledge, persuasion, decision, implementation, and confirmation—were operationalized as analytical categories rather than as chronological phases of policy rollout.

Coding focused on identifying the communicative functions performed by Instagram content and interaction, including awareness formation, evaluative framing, procedural clarification, experience articulation, and conditional endorsement. Adoption in this study is examined discursively, through publicly expressed intentions, reported experiences, and conditional commitments articulated in audience comments, rather than through verified behavioral usage of the service.

The operational definitions, indicators, and illustrative examples for each diffusion stage are summarized in Table 1, which serves as the primary analytical reference for category application.

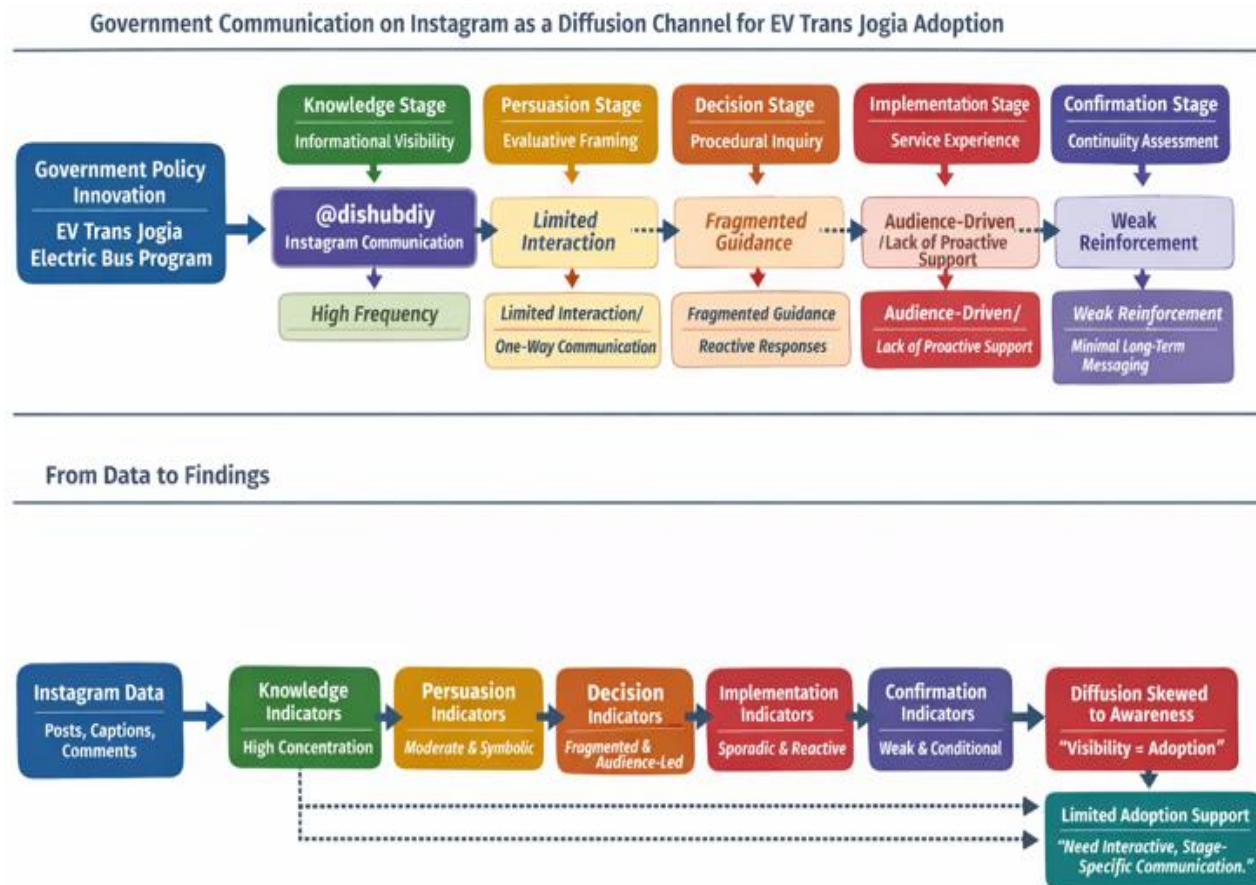
Table 1.
Diffusion-Based Coding Scheme for Government Instagram Communication

Diffusion Stage	Analytical Focus	Communicative Function Indicators	Public Engagement / Adoption Indicators	Illustrative Data Excerpts
Knowledge	Introduction of EV Trans Jogja as a public transportation innovation	Announcement of service launch; provision of basic operational information; explanation of electric bus characteristics; visual identification of routes and vehicles	Expressions of first-time awareness; requests for basic information; clarification questions	<i>Instagram caption:</i> “EV Trans Jogja kini hadir sebagai transportasi ramah lingkungan yang melayani rute Malioboro–Jombor.” <i>Audience comment:</i> “Baru tahu ada bus listrik, ini mulai kapan?”
Persuasion	Construction of positive evaluations and interpretive frames	Environmental benefit framing; modernization narratives; symbolic visuals emphasizing cleanliness and comfort	Expressions of approval or skepticism; value-based evaluations; comparative comments	<i>Instagram caption:</i> “Bus listrik EV Trans Jogja mendukung pengurangan emisi dan kualitas udara.” <i>Audience comment:</i> “Kalau ramah lingkungan bagus, tapi apakah nyaman dipakai harian?”
Decision	Support for intention formation and readiness to try the service	Calls to action; practical guidance for service use; administrator responses addressing uncertainty	Statements of intention; inquiries about access and payment; decision-related questions	<i>Audience comment:</i> “Kalau mau coba naik, dari halte mana dan bayarnya bagaimana?” <i>Administrator reply:</i> “Informasi rute tersedia di akun resmi Dishub DIY.”
Implementation	Emergence of actual service use and experiential	Communication addressing operational issues; acknowledgment of	Descriptions of first-hand usage; experiential evaluations; reports	<i>Audience comment:</i> “Sudah coba naik, busnya nyaman tapi intervalnya lama.” <i>Instagram post:</i> “Mohon maaf atas keterlambatan

Diffusion Stage	Analytical Focus	Communicative Function Indicators	Public Engagement / Adoption Indicators	Illustrative Data Excerpts
	engagement	user feedback; service update posts	of service problems	layanan EV Trans Jogja hari ini."
Confirmation	Reinforcement or rejection of continued use	Messages emphasizing long-term benefits; responses to criticism; reinforcement of service commitment	Statements indicating continued use or withdrawal; recommendations; expressions of dissatisfaction	<i>Audience comment:</i> "Kalau jadwalnya konsisten, saya mau pakai rutin." <i>Interview (user):</i> "Sekali coba oke, tapi belum yakin untuk pakai terus."

To clarify how diffusion of innovations theory was operationalized in the analysis, this study conceptualizes government Instagram communication as a diffusion channel across five analytically defined adoption stages. Rather than treating diffusion as a linear policy rollout, the framework maps communicative practices and audience responses as discursive indicators that may emerge unevenly across stages. Figure 1 visualizes the analytical flow linking government communication practices on Instagram with public engagement and discursive adoption processes observed in the EV Trans Jogja case.

Figure 1. Diffusion-Oriented Analytical Framework



The figure illustrates how communication through the official *@dishubdiy* Instagram account functions across the five diffusion stages—knowledge, persuasion, decision, implementation, and confirmation—based on discursive indicators identified in posts, captions, and audience interactions. The flowchart highlights the concentration of communication at the knowledge stage and the progressive weakening of communicative support toward later stages of adoption.

Analytical Procedure

The analytical process was iterative and comparative. Initial coding was conducted across all data units to identify recurring communication patterns and audience responses. Subsequent coding cycles involved constant comparison across posts and comment threads to examine how diffusion functions were unevenly supported across stages (Zondo & Ndoro, 2023). Particular attention was paid to repeated audience questions, partial responses, and silences in comment threads, as these interactional features indicate limits in communicative support for engagement and adoption.

The researcher acted as a non-participant observer, analyzing publicly available communication without intervening in platform interaction. Analytical consistency was maintained through repeated coding cycles and refinement of category definitions within the defined temporal scope (Raceanu, 2024).

Analytical Boundaries and Rigor

This study does not aim to evaluate policy effectiveness or to measure actual rates of electric bus adoption. Findings are limited to how adoption is discursively constructed and negotiated through Instagram communication during the specified period. Claims are therefore bounded by the platform, policy context, and temporal frame of the study.

Analytical rigor was ensured through transparent delineation of data inclusion criteria, systematic application of the coding scheme across data units, and careful alignment between the research question, analytical framework, and empirical evidence. Findings are context-specific and do not claim generalizability beyond government-led policy communication in comparable urban transportation settings.

RESULTS

This section presents empirical findings on discursive indicators of diffusion stages observable in government Instagram communication related to the EV Trans Jogja electric bus program (Li et al., 2019). The analysis is based exclusively on posts, captions, audience comment threads, and reply or non-reply practices published on the official Instagram account *@dishubdiy* between January and May 2025. Units of analysis include government-generated content and audience-generated comments that reflect awareness, evaluation, procedural inquiry, usage experience, and continuity assessment. Findings are organized according to the five stages of diffusion of innovations as analytical categories (Dormanesh et al., 2020).

Knowledge Stage: Informational Visibility and Program Recognition

At the knowledge stage, discursive indicators appear in government posts and audience comments that introduce the existence of the EV Trans Jogja program and associate it with official public transportation services (Hasti & Qodir, 2024). Units of analysis at this stage include declarative posts announcing the program and audience comments expressing recognition or first-time awareness.

Government posts predominantly employ informational language to announce the presence of the electric bus service (Dormanesh et al., 2020). Captions emphasize service existence, institutional ownership, and program naming, without procedural or experiential detail. A representative post states:

“EV Trans Jogja hadir sebagai layanan transportasi umum berbasis bus listrik di wilayah Yogyakarta.”

(Instagram post, @dishubdiy, January 2025)

“EV Trans Jogja is introduced as an electric bus–based public transportation service in the Yogyakarta area.”

Audience comments at this stage frequently reflect recognition and discovery (Khalisah et al., 2025). Common discursive forms include brief statements indicating new awareness of the service. An example includes:

“Baru tahu ada bus listrik di Jogja.”

(Instagram comment, January 2025)

“I just found out that there is an electric bus service in Jogja.”

Questions raised by audiences remain general and confirmatory rather than procedural. Interaction patterns show limited dialogic exchange. Official replies, when present, provide short clarification or redirect users to visual information without extending the conversation. Indicators associated with the knowledge stage recur frequently throughout the observation period, appearing in most government posts related to the program.

Persuasion Stage: Evaluative Framing and Symbolic Approval

At the persuasion stage, discursive indicators emerge through evaluative framing in government captions and audience comments expressing approval, expectation, or normative support. Units of analysis include captions highlighting environmental benefits and audience responses that articulate positive attitudes without procedural intent.

Government posts frame EV Trans Jogja as an environmentally responsible and future-oriented transportation option. Captions frequently reference emission reduction and sustainable mobility. One example states:

“Penggunaan bus listrik mendukung upaya pengurangan emisi dan transportasi yang lebih ramah lingkungan.”

(Instagram post, @dishubdiy, February 2025)

“The use of electric buses supports emission reduction and more environmentally friendly transportation.”

Audience comments at this stage express symbolic approval or aspirational evaluation. Comments frequently convey hope, endorsement, or general support (Khalisah et al., 2025). An illustrative comment reads:

“Transportasi masa depan, semoga makin nyaman.”

(Instagram comment, February 2025)

“This feels like future transportation; hopefully it becomes more comfortable.”

Dialogic interaction remains limited. Evaluative comments often do not receive follow-up responses from the official account (Hasti & Qodir, 2024). Indicators of persuasion appear intermittently and are less frequent than indicators of knowledge, appearing primarily in caption framing and supportive audience remarks.

Decision Stage: Procedural Inquiry and Discursive Adoption Intent

Indicators of the decision stage appear in audience comments that signal interest in using the service and seek procedural clarification (Ratih et al., 2025). Units of analysis include comments asking about payment methods, access requirements, and service conditions.

Typical comments include:

"Kalau mau naik, bayarnya gimana?"
(Instagram comment, March 2025)

"If I want to use it, how do I pay?"

and

"Gratis atau pakai kartu tertentu?"
(Instagram comment, March 2025)

"Is it free or do we need a specific card?"

These comments indicate discursive expressions of intent to use the service, coupled with uncertainty regarding procedures (Spann et al., 2022). Official responses provide partial clarification or redirect users to other sources of information. Similar questions recur across different posts, suggesting that procedural guidance is not consolidated within a single communicative reference. Indicators of the decision stage appear less frequently than knowledge and persuasion indicators and are concentrated in audience-generated content rather than official posts.

Implementation Stage: Experience Reporting and Reactive Responses

Implementation-stage indicators emerge through audience comments reporting first-hand experience with the EV Trans Jogja service (Gui, 2025). Units of analysis include comments describing service use, comfort, waiting time, and infrastructure clarity.

Examples include:

"Sudah coba naik, busnya nyaman tapi nunggu cukup lama."
(Instagram comment, April 2025)

"I've tried it; the bus is comfortable, but the waiting time is quite long."

and

"Halte-nya masih membingungkan."
(Instagram comment, April 2025)

"The bus stops are still confusing."

Official responses at this stage are predominantly reactive. Responses tend to appear after multiple comments raise similar issues and often take the form of standardized acknowledgments or apologies, such as:

"Mohon maaf atas ketidaknyamanan layanan EV Trans Jogja."
(Instagram post, @dishubdiy, April 2025)

"We apologize for the inconvenience experienced in the EV Trans Jogja service."

Indicators of implementation appear sporadically and almost exclusively through audience comments. Government-generated content rarely addresses implementation experiences proactively (Chille & Mollel, 2024).

Confirmation Stage: Conditional Endorsement and Continuity Assessment

Indicators of the confirmation stage appear in comments evaluating whether continued use of EV Trans Jogja is desirable. Units of analysis include audience comments expressing conditional commitment or continued use contingent on service improvement.

Examples include:

"Kalau jadwalnya konsisten, bisa jadi transportasi harian."
(Instagram comment, May 2025)

"If the schedule becomes consistent, it could be used as daily transportation."

and

"Kalau rutenya ditambah, saya bakal sering naik."
(Instagram comment, May 2025)

"If the routes are expanded, I would use it more often."

These comments reflect assessments of continuity rather than stable endorsement (Joy et al., 2024).. Official communication addressing long-term use or repeat adoption appears infrequently. Indicators of confirmation emerge least frequently among the five stages and remain primarily audience-driven.

Distribution of Discursive Indicators across Diffusion Stages

Across the January–May 2025 period, discursive indicators associated with the knowledge stage appear most frequently in both government posts and audience comment threads. Persuasion indicators appear with moderate frequency through evaluative framing and supportive comments. Decision-stage indicators occur less frequently and are concentrated in procedural questions raised by audiences. Implementation and confirmation indicators appear sporadically and are almost entirely audience-generated (Durmus Senyapar, 2024). These distributions outline how diffusion-related discourse unfolds unevenly across stages within government Instagram communication during the observed period.

DISCUSSION

The results indicate that diffusion-related discourse in government Instagram communication concentrates heavily on the early stage of awareness while progressively thinning across subsequent stages of adoption. Government posts consistently foreground program existence, institutional legitimacy, and symbolic alignment with sustainable mobility, while audience responses at this stage predominantly express recognition and discovery. This pattern suggests that Instagram is mobilized within a governance logic that prioritizes visibility, agenda-setting, and reputational signaling. In this configuration, digital communication operates as a performative instrument of policy presence rather than as a facilitative mechanism for sustained behavioral transition.

The dominance of awareness-oriented messaging reflects a broader public-sector communication rationality in which success is measured by reach, impressions, and symbolic affirmation. However, diffusion theory presupposes a progression from awareness to persuasion, decision, implementation, and confirmation. When governance logics remain centered on exposure metrics and institutional display, communicative strategies tend to privilege announcement over deliberation and branding over interactive problem-solving. As a result, digital platforms amplify policy visibility but do not necessarily scaffold the evaluative and dialogic processes required for adoption. Diffusion thus unfolds unevenly, shaped less by a linear sequence of stages than by the institutional priorities embedded in digital governance practices.



The predominance of knowledge-stage indicators reflects an institutional communication logic that prioritizes information circulation over interpretive engagement. Government social media communication has been widely observed to emphasize announcement, clarification, and symbolic signaling rather than dialogic exchange. The present findings reinforce this observation by demonstrating that informational visibility dominates both content production and audience response patterns. Awareness becomes the primary communicative outcome, while mechanisms that support deeper engagement remain underdeveloped. This condition aligns with research showing that public sector organizations often use social media as an extension of informational governance rather than as a space for negotiated meaning-making.

Persuasion-stage indicators appear through evaluative framing and symbolic approval, yet remain limited in frequency and depth. Audience comments express endorsement and future-oriented expectations, but such evaluations rarely develop into extended interaction. The absence of sustained engagement at this stage suggests that positive framing does not automatically translate into persuasion. Diffusion theory emphasizes persuasion as a phase requiring comparative judgment and uncertainty reduction. Results from this study indicate that communication practices provide limited discursive space for such processes. Environmental and innovation-oriented narratives appear as affirmations rather than invitations for evaluation. Similar tendencies have been identified in prior studies on sustainability communication, where symbolic approval often substitutes for deliberative engagement.

Decision-stage indicators emerge primarily through procedural questions raised by audiences. These questions signal readiness to consider use, yet their recurring nature suggests fragmented access to procedural information. Results show that such inquiries are addressed reactively and inconsistently. Diffusion theory treats decision-making as a critical transition point that requires clear and cumulative guidance. The findings indicate that procedural clarity does not consolidate within the platform. This condition limits diffusion momentum and supports previous observations that government social media often lacks integrative communication strategies for translating interest into action.

Implementation-stage discourse appears almost exclusively through audience-generated comments describing first-hand experiences. Government responses remain reactive and standardized, often emerging after repeated expressions of similar issues. Results indicate that experiential discourse develops without systematic reinforcement from official communication. Diffusion literature highlights the importance of reinforcement during early use to stabilize adoption. The absence of proactive implementation-oriented communication suggests that post-use experiences remain individualized rather than collectively integrated into the diffusion process. This pattern reflects broader limitations identified in studies of institutional social media use, where feedback is acknowledged but rarely incorporated into adaptive communication cycles.

Confirmation-stage indicators occur least frequently and take the form of conditional assessments of continued use. Audience comments articulate willingness to adopt the service under specific conditions rather than expressing stable commitment. Government communication addressing continuity or repeat use appears sporadically. Diffusion theory conceptualizes confirmation as reinforcement of adoption decisions. Results from this study indicate that reinforcement mechanisms remain weak, leaving adoption continuity dependent on individual judgment rather than communicative support. This finding reinforces critiques that policy communication often emphasizes launch and visibility while neglecting long-term adoption processes.

The results demonstrate that government communication on Instagram supports diffusion selectively by amplifying awareness and symbolic approval while providing limited communicative infrastructure for adoption beyond initial exposure. Diffusion in this context operates discursively through audience participation rather than through sustained, stage-specific communication practices. This pattern extends diffusion of innovations theory by illustrating how institutional priorities shape which stages receive communicative reinforcement. Policy-driven innovation diffusion thus depends not only on platform affordances but also on governance logics that regulate



interaction, responsiveness, and interpretive openness.

These findings suggest that assessments of government social media effectiveness must move beyond visibility and engagement counts. Diffusion-oriented evaluation requires attention to how communication practices correspond to the informational and experiential needs of each adoption stage. Without such alignment, social media communication remains oriented toward symbolic diffusion rather than sustained adoption. The study therefore contributes to strategic communication scholarship by clarifying the conditions under which government Instagram communication facilitates awareness while constraining adoption within sustainability-oriented public transportation policy.

CONCLUSION

This study demonstrates that government communication on Instagram can function as an effective diffusion channel primarily at the knowledge stage of policy-driven innovation. Through the case of the EV Trans Jogja electric bus program, findings show that Instagram communication successfully enhances public visibility and initial awareness of sustainable transportation initiatives. However, diffusion does not progress evenly across subsequent stages. Communication practices remain largely one-directional and informational, resulting in limited support for persuasion, fragmented procedural guidance at the decision stage, and minimal reinforcement during implementation and confirmation. These patterns indicate that visibility and symbolic endorsement on social media do not automatically translate into adoption or sustained use when communicative support is not aligned with the informational and experiential needs of later diffusion stages.

Theoretically, this study extends diffusion of innovations research by showing that diffusion unfolds discursively within government-managed social media rather than through a linear behavioral model, and that institutional communication logics shape which diffusion stages receive sustained visibility and which remain underdeveloped. Practically, the findings call for a shift from announcement-driven communication toward stage-calibrated digital strategies in which Instagram content aligns with diffusion phases: awareness posts are paired with persuasion messages addressing comparative advantage and public concerns; decision-stage communication integrates polls, Q&A sessions, and structured comment management; implementation-stage support includes tutorials, infographics, testimonials, and service updates; confirmation-stage reinforcement incorporates feedback loops and performance reporting. Government PR units should move beyond reach metrics toward engagement quality indicators such as comment depth, question frequency, sentiment patterns, and repeat interactions, while organizing content planning around diffusion stages to ensure balanced reinforcement across the adoption process. For sustainability-oriented public transportation policies, social media must function as an interactive governance interface that facilitates evaluation, decision-making, experiential learning, and sustained adoption, a proposition that future research can examine across policy sectors and platforms.

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