

ABSTRAK

MANFAAT KONTEN *INSTAGRAM* @katolisitasorg
SEBAGAI MEDIA PEWARTAAN IMAN DI ERA DIGITAL
BAGI MAHASISWA PENDIKKAT
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Penelitian ini dilatarbelakangi oleh perkembangan teknologi, terutama teknologi komunikasi dan informasi. Perkembangan teknologi komunikasi dan informasi semakin nyata dengan hadirnya *platform* media sosial seperti *Instagram* yang umum digunakan dan dimanfaatkan untuk beragam kepentingan. *Instagram* menawarkan berbagai fitur seperti berbagi cerita, kegiatan, foto dan video pendek (*reel*). Penelitian ini dilakukan untuk mengetahui manfaat konten *Instagram* @katolisitasorg bagi mahasiswa Pendikkat Universitas Sanata Dharma Yogyakarta. Penelitian ini menggunakan metode kualitatif. Pengumpulan data dilakukan dengan pengamatan, wawancara, *FGD* dan kuesioner. Data yang diperoleh divalidasi dengan menggunakan cara triangulasi. Hasil yang diperoleh adalah sebagian besar mahasiswa merasa bahwa konten *Instagram* dari @katolisitasorg memiliki manfaat positif karena memberikan pemahaman baru dan jelas tentang alasan mendoakan orang wafat menurut Gereja Katolik. Mahasiswa merasa bahwa tema yang disajikan relevan dengan pengalaman mereka. Mereka semakin diteguhkan serta dikuatkan motivasinya untuk mendoakan saudara dan sesama yang telah wafat. Sebagian besar mahasiswa menyatakan bahwa konten ini memiliki keunggulan dari segi penyampaian karena memanfaatkan beberapa sumber yang diringkas dalam beberapa *slide* dan dikuatkan dengan memberikan aspek visual sebagai ilustrasi dan gambaran. Meskipun demikian, beberapa mahasiswa terbuka dan menyatakan bahwa konten *Instagram* dari @katolisitasorg perlu membuat variasi model pewartaan seperti video, menyesuaikan bahasa seperti pada kutipan langsung dan juga menambahkan sumber dari Kitab Suci Perjanjian Baru.

Kata-kata kunci: *Instagram*, pewartaan iman, media, konten pewartaan, media sosial.

ABSTRACT

**THE BENEFITS OF @katolisitasorg INSTAGRAM CONTENT
AS A MEDIA FOR FAITH PROCLAMATION IN THE DIGITAL ERA
FOR STUDENTS AT RELIGIOUS EDUCATION DEPARTMENT
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This research is motivated by technological developments, especially in communication and information technology. The development of communication and information technology is increasingly evident with the presence of social media platforms such as Instagram which are commonly used and used for various purposes. Instagram offers various features such as sharing stories, activities, photos and short videos (reels). This research was conducted to determine the benefits of Instagram content @katolisitasorg for students at Religious Education Department, Sanata Dharma University, Yogyakarta. This research uses a qualitative method. Data collection was carried out by observation, interviews, FGD and questionnaires. The data obtained was validated using triangulation. The results of this research were that the majority of students felt that Instagram content from @katolicitasorg had positive benefits because it provided a new and clear understanding of the reasons for praying for the dead according to the Catholic Church. Students felt that the themes presented were relevant to their experiences. They are increasingly strengthened and their motivation is strengthened to pray for relatives and friends who have died. Most students stated that this content had advantages in terms of delivery because it utilized several sources which were summarized in several slides and strengthened by providing visual aspects as illustrations. However, several students were open and stated that Instagram content from @katolicitasorg needed to vary the reporting model such as videos, adjust language such as direct quotations and also add sources from the New Testament.

Key words: *Instagram, proclamation of faith, media, preaching content, social media.*