



People's Likes Analysis to Read Crime News (Phenomenological Study on Instagram @kupas_lampung)

Fernando Chesentiaz Valloma*, Budhi Waskito, M. Denu Poyo

Universitas Bandar Lampung

DOI:

<https://doi.org/10.47134/converse.v2i1.4513>

*Correspondence: Fernando Chesentiaz Valloma

Email: fernando.chesentiaz@gmail.com

Received: 21-05-2025

Accepted: 21-06-2025

Published: 21-07-2025



Copyright: © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

Abstract: The purpose of this study was to determine the factors that influence public interest in crime news on the Instagram social media platform @kupas_lampung, to determine the impact of crime news on the views, attitudes and actions of Instagram followers @kupas_lampung in everyday life, and to determine how to package crime news that should be presented on the Instagram social media platform @kupas_lampung. The research method used in this study is a qualitative method with a phenomenological approach, which means an approach by studying the direct experiences of the followers of the Instagram account @kupas_lampung. The results of the study show that public interest in crime news on Instagram @kupas_lampung is influenced by the need for up-to-date and accurate information about security. The presentation of news that is short, clear, and equipped with visuals attracts users' attention, despite concerns about sensationalism. This news has an impact on the views and actions of followers, making them more aware and vigilant about security, and encouraging social interactions that increase collective awareness. Therefore, news packaging should prioritize clarity, accuracy, and the use of relevant visuals, with simple language and attention to the protection of victim privacy.

Keywords: Crime News, Instagram, Phenomenology, Society

Introduction

Media literacy is the ability or knowledge, where a person has a level of understanding and can assess the meaning of every piece of information or message conveyed through the media, so that the information is useful and worthy of being conveyed to others. This media literacy is present, in providing a major influence on people's lives as a protector and at the same time encouraging people to think critically and wisely in dealing with various negative impacts in using and utilizing social media today (Sulthan & Istiyanto, 2019). Thus, the importance of media literacy lies not only in the individual's ability to understand information, but also in its role in forming a critical and wise society, especially amidst the high number of internet users in Indonesia based on data collected by internetworldstat, Indonesia is the number 3 country in Asia as the country with the most internet users with reaching 212.35 million internet users in March 2021 (APJII, 2021). The media is almost never free from crime news. According to Djafar in (Firdaus, 2021), crime news is information about all crimes that occur in society, and crime news fills almost all newsworthy news, such as extraordinary, tense, conflict, or emotional.

Thus, changes in the way people access information, especially through social media, are becoming increasingly significant in this digital era. The process of technological

development has changed the way people search for and share information, making social media the main source for obtaining news, including crime news. This is different from the past, when people relied more on traditional media such as newspapers and television. Recent research by (Suciska & Gunawibawa, 2020) shows that 88% of respondents prefer social media as a source of information, which shows a shift in news consumption behavior among modern society. This shift not only affects the way news is delivered, but also how crime news is perceived and discussed in a broader social context.

The latest social media dominates the dissemination of information, including news related to criminal events. Instagram, an example of the most famous social media platform, has become the main channel for various types of information, including information about criminal incidents that occur in society. One of the news media that is currently a reference for the people in Lampung is @kupas_lampung. Based on data collected through the similarweb.com website, @kupas_lampung is ranked 2nd in Lampung Province out of 742 throughout Indonesia in the news and media publisher category in September 2022. In addition, based on a Google Analytics review, from 2021 to 2022 there was an increase in readers from 848 thousand to 866 thousand (Sihotang, 2022). The media often presents news related to crimes that occur around the area. The public can easily access the latest information about criminal incidents, influencers related to their perceptions and attitudes towards issues related to security and order in their environment (Rokhman, 2023). This is in accordance with the crime news content on @kupas_lampung which is presented in Figure 1.

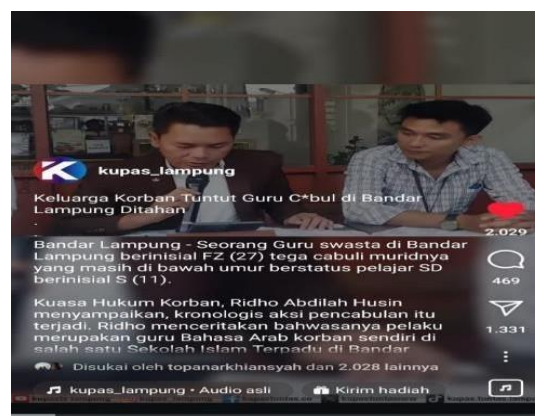


Figure 1. Crime News Content

With 85.3 thousand followers and 16.5 thousand posts as of November 6, 2024, this account has an influence in shaping public views on various events in Lampung. The way they package crime news, starting from visually including the selection of videos, photos, to verbally, such as captions in posts, is a major determinant of how interesting and effective the news can be in reaching readers. This is in accordance with the number of followers on @kupas_lampung which can be seen in Figure 2.

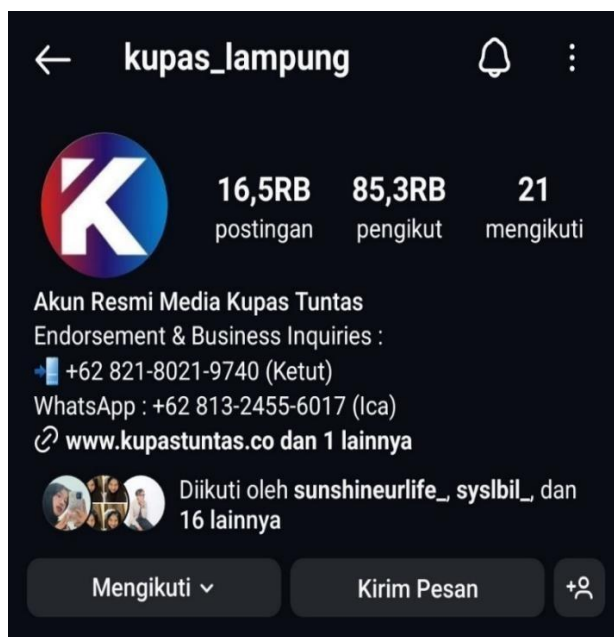


Figure 2. Instagram Account Kupas Tuntas Source: Instagram @kupas_lampung

Based on the author's experience in undergoing Field Work Practice (PKL) activities at Kupas Tuntas from July to early September, the author found interesting facts in the presentation of crime news that greatly affect the level of reader engagement. This is evident from the Instagram insight data that the author summarized from July to early September showing that crime news content managed to attract the attention of many readers with a total of 1,856,807 views, with 26,322 likes, 2,898 comments, and shared 2,636 times. These figures show that crime news is more in demand than other types of news. News content uploaded via Instagram @kupas-lampung shows significant variations in the number of interactions, depending on the type of content. From the data obtained during the period from July to early September, crime content received the most attention among other types of content. Regarding this incident, we can see table 1 regarding the number of views and interactions, which far exceed other categories such as politics or services.

Table 1. Instagram News Content Insight Data @kupas_lampung (July-Early September Period)

| Konten | Views | Like | Comment | Share | Save | Profile Activity Following |
|----------|-----------|--------|---------|-------|-------|----------------------------|
| Criminal | 1.856.807 | 26.322 | 2.898 | 2.636 | 1.634 | 1.319 |
| Events | 1.700.764 | 24.722 | 1.204 | 2.586 | 823 | 803 |
| Politics | 368.076 | 6.248 | 959 | 365 | 174 | 13 |
| Service | 256.238 | 2.409 | 247 | 176 | 57 | 377 |

The factors that determine people's liking for crime news are influenced by various factors, both emotionally, psychologically, and socially. One of the main factors is the element of sensation and tension contained in crime news, which often means dramatic to surprising events, so that the attention of readers or viewers can be attracted. Curiosity is also the main driver, where people want to understand more deeply about the motivations

behind criminal acts, as well as their impact on victims and the surrounding environment. Also, many people search for crime-related news so that they feel more alert to the dangerous possibilities around them, in the hope of being able to take preventive measures. Emotional factors also play an important role, where people feel sorry for the victim or angry at the perpetrator, which encourages them to continue following news developments (Rizky et al, 2020). Crime news is also closely related to social norms and morality, because crime is often seen as a violation of values upheld by society, thus giving rise to curiosity about how the violation occurred. The media also has a big influence, with a sensational and easily accessible presentation, expanding the reach of crime news on various platforms (Listari & Ismandianto, 2021). In addition, psychological factors such as the tendency to seek suspense or learn about the dark side of human life can also influence interest in crime news. Finally, if a crime occurs in the surrounding environment, people will feel more emotionally connected, making the news more interesting and relevant to them. All of these factors interact with each other, shaping people's interest in crime news in various forms.

In recent years, people's interest in crime news on social media, especially Instagram, has increased significantly, the @kupas_lampung account has succeeded in attracting the attention of many followers with informative and up-to-date content about crime events. This phenomenon reflects changes in the way people access information, where crime news is often presented in a dramatic and sensational way, attracting public curiosity and attention. This interest can be triggered by various factors, including the need for information and the psychological impact of the news. However, it is important to understand how crime news affects people's views and attitudes.

In addition, in the context of an increasingly connected society, crime news can trigger discussions and interactions among social media users, potentially influencing their actions in everyday life. Based on the explanation of the previous phenomena, the researcher proposes several research objectives: To determine the factors that influence public interest in crime news on the Instagram social media platform @kupas_lampung, to determine the impact of crime news on the views, attitudes and actions of Instagram followers @kupas_lampung in everyday life, and to determine how to package crime news that should be presented on the Instagram social media platform @kupas_lampung.

Methodology

This research method uses a qualitative approach to describe the main issues in the study, with the aim of gaining an in-depth understanding of people's preferences in reading crime news through the Instagram account @kupas_lampung. This research was conducted at the Kupas Tuntas Lampung Office, starting from November 2024 until completion, with stages including preparation, implementation, analysis, and report preparation. Data sources consist of primary data obtained through interviews with the social media team and Instagram account followers, as well as secondary data including related articles and publications. Research informants were selected based on their experience and involvement with the phenomenon being studied, and included key informants and supporters (Moleong, 2016). Data collection methods used included observation, semi-structured interviews, and documentation, which aimed to obtain rich and in-depth information. Data

validation was carried out through source triangulation to ensure the credibility of the information obtained. Data analysis was carried out descriptively qualitatively, with steps of data reduction, presentation, and verification to draw accurate and meaningful conclusions.

Result and Discussion

1. Factors Influencing Public Interest in Crime News on Instagram @kupas_lampung

The results of the study show that the Instagram account @kupas_lampung plays a significant role in presenting crime news that interests the public, especially among local users. For example, Adi (22 years old) said that he followed this account to get the latest information on security in the Lampung area, with the statement, "I follow this account because I want to know the latest news information in the Lampung area." (Interview with Adi). This reflects the public's need for relevant and up-to-date information to increase their sense of security and collective awareness. The frequency of accessing crime news content is also high, with Adi spending 15-20 minutes every day reading the news, indicating that this account has become part of the user's daily routine. The presentation of concise and clear information, as well as interesting visual documentation, are the main attractions, as expressed by Adi, "The most interesting thing is the detailed chronology of events and the visual documentation presented." However, some users, such as Iqmal (21 years old), expressed concerns regarding sensationalism in the presentation of news, which can cause unnecessary fear. Iqmal stated, "Sometimes it seems sensational," and hopes that the presentation remains humanistic. Users' personal experiences, such as Iqmal who was once a victim of pickpocketing, also influence their attitudes towards crime news, encouraging them to be more careful. In addition, social media algorithms play a role in increasing exposure to crime news, with sensational content appearing more frequently on users' homepages. Social interactions on social media also strengthen awareness of crime issues, where users share information and experiences with friends and family.

2. Impact of Crime News on the Views, Attitudes, and Actions of Instagram Followers @kupas_lampung

The results of the study show that crime news presented by the Instagram account @kupas_lampung has a significant impact on the views, attitudes, and actions of its followers. Many followers, such as Adi (22 years old), access the content almost every day to find out about security conditions in the Lampung area. Adi stated, "I feel the need to know about security conditions around my place of residence." The presentation of fast and complete information, as well as the support of visual documentation, makes followers feel more connected to social issues. However, some users, such as Nurul (21 years old), criticized the sensationalism that can create excessive fear. The influence of crime news on followers' views can be seen from the increased awareness and vigilance of the environment, where Iqmal (21 years old) stated, "I have become more vigilant." Concrete actions taken include avoiding vulnerable areas and sharing information with friends. Ayu Putri (22 years old) said, "I have avoided several places where crimes are often reported."

Discussions about security among friends and family are also an important part of the response to crime news.

3. How to Package Crime News That Should Be Presented on Instagram @kupas_lampung

The @kupas_lampung social media team prioritizes clarity of message in packaging crime news. Ka Ica, the person in charge of social media, emphasized the importance of information accuracy and the use of relevant visuals. She stated, "The point is the clarity of the message." The aesthetic aspect is also considered, with the selection of appropriate colors and image composition. In terms of writing style, the language used is adjusted to the characteristics of the audience, with an emphasis on clarity and simplicity. Ka Ica explained, "On social media, it's shorter, more direct, and straight to the point." The team also maintains the use of neutral terms to avoid negative stigma. The policy of censoring the identities of underage victims shows concern for individual privacy. Farkhan, the editor of the social media team, added that the visual formats used include real photos, short videos, and data infographics to make it easier for the audience to understand.

Discussion

1. Factors Influencing Public Interest in Crime News on Instagram @kupas_lampung

From the results of the study, it can be seen that the Instagram account @kupas_lampung functions as a vital source of information that increases public awareness of security issues. Presenting fast and accurate information is very important in supporting daily decisions and building a sense of security among the community (Anesti & Diniati, 2024). However, challenges related to sensationalism in crime news need to be addressed, as it can cause disproportionate fear (Hijriani, 2024). Users' personal experiences also show that crime news serves as a reminder to be more vigilant and take precautions (Irwan, 2015). In addition, social media algorithms that support the spread of sensational content can raise awareness, but also have the potential to create uncertainty (Sunarto et al., 2022). Social interactions on social media strengthen a sense of community and mutual concern for security, creating a space for users to share experiences and prevention strategies (Tarigan, 2025). Therefore, it is important for these accounts to continue to commit to the principles of journalistic ethics, including accuracy and social responsibility, in order to contribute positively to society.

2. Impact of Crime News on the Views, Attitudes, and Actions of Instagram Followers @kupas_lampung

From the results of the study, it can be seen that crime news on the Instagram account @kupas_lampung plays an important role in increasing followers' awareness and vigilance towards security conditions. The presentation of fast and complete information makes followers feel more connected to social issues (Rosemarwati, 2019). However, criticism of the sensationalism element suggests the need for a balance between conveying facts and avoiding excessive fear (Kuen, 2019). Users' personal experiences also influence their attitudes towards crime news, encouraging broader social interactions where people share information and experiences with each other (Winora et al., 2021). Thus, it is important for

this account to adopt a balanced and educational news presentation approach so that information not only informs, but also empowers the community in maintaining mutual security.

3. How to Package Crime News That Should Be Presented on Instagram @kupas_lampung

The approach taken by the @kupas_lampung team in presenting crime news reflects their seriousness in carrying out journalistic duties responsibly. Clarity of message and accuracy of information are the main principles that must be upheld by journalists (Prasetyo et al., 2024). The aesthetic aspect of visual design also serves to shape the audience's perception of crime news (Butsi, 2019). A writing style that is adapted to the characteristics of the audience is very important to ensure that the message is effectively conveyed (Dirgantari, 2024). Accuracy in the use of neutral and non-judgmental terms reflects the implementation of the principle of justice in journalistic ethics (Mardjianto, 2022). The policy of censoring the identity of victims and considering the context in naming suspects shows concern for individual human rights (Winora et al., 2021). By integrating feedback from the audience, the Kupas Lampung team can continue to improve the presentation style and topic selection, creating a strong relationship with readers (Fadila, 2024).

Conclusion

Based on the results and discussion of the study, it can be concluded that public interest in crime news on Instagram @kupas_lampung is influenced by the need for up-to-date and accurate information about security, with news presentation that is concise, clear, and equipped with attractive visuals. Despite concerns about sensationalism, social interaction among users strengthens the sense of community and collective awareness. In addition, the crime news presented has a significant impact on the views, attitudes, and actions of followers, making them more aware and vigilant about security, and encouraging preventive measures. For news packaging, it is important to prioritize clarity and accuracy of information, use relevant visuals and attractive aesthetics, and maintain simple and neutral language, while paying attention to protecting the privacy of victims.

References

- Anesti, S., & Diniati, A. (2024). Perencanaan Media Sosial Instagram @Kampunginggrisbdg dalam Membangun Customer Engagement. *Jurnal Ilmiah Komunikasi (JIKOM) STIKOM IMA*, 16(01), 1. <https://doi.org/10.38041/jikom1.v16i01.334>
- APJII. (2021). *Peluang Penetrasi Internet dan Tantangan Regulasi Daerah*. Retrieved from Buletin APJII EDISI 79 Januari 2021. <https://apjii.or.id/downfile/file/BULETINAPJIIEDISI79Januari20211>
- Butsi, F. I. (2019). Mengenal Analisis Framing : Tinjauan Sejarah dan Metodologi. *Jurnal Ilmiah Ilmu Komunikasi Communique*, 1(2), 52–58.
- Dirgantari, A. S. (2024). *Dasar-Dasar Komunikasi: Pengantar Komprehensif Untuk Pemahaman Proses Komunikasi*. PT Media Penerbit Indonesia.

- Fadila, R. N. (2024). Tantangan Jurnalistik di Era Digital. In *Kompasiana*. <https://www.kompasiana.com/desyana58165/6130fa8806310e0611426a12/tantangan-jurnalistik-di-era-digital>
- Firdaus, K. A. (2021). Penerapan Bahasa Jurnalistik pada Kategori Berita Hukum. 3(2), 205–226. <https://doi.org/10.15575/reputation.vxix.xxxx>
- Hijriani. (2024). *Kebebasan Pers, Tanggung Jawab dan Etika Jurnalistik dalam Lingkungan Media Online yang Kompetitif*. 6.
- Irwan. (2015). Kebijakan Redaksional Harian Berita Kota Makassar Dalam Penyiaran Berita Kriminal Di Kota Makassar. *Jurnal Komunikasi KAREBA*, 361–368.
- Kuen, M. M. (2019). Analisis Isi Sensasionalisme Berita Kriminal (Studi Kasus Program Inews Dan Kompas Sulsel). *Jurnal Ilmiah Pranata Edu*, 1(1), 14–26. <https://doi.org/10.36090/jipe.v1i1.192>
- Listari, A., & Ismandianto, I. (2021). Penerapan Bahasa Jurnalistik pada Kategori Berita Hukum Kriminal Datariau.com. *Jurnal PIKMA : Publikasi Ilmu Komunikasi Media Dan Cinema*, 3(2), 76–84. <https://doi.org/10.24076/pikma.v3i2.457>
- Mardjianto, F. L. D. (2022). *Modul Literasi Digital Untuk Perguruan Tinggi*. Jakarta: Aliansi Jurnalis Independen.
- Moleong, L. J. (2016). *Metodologi Penelitian Kualitatif*. XXXV. Bandung: Remaja Rosdakarya.
- Prasetyo, D., Komunikasi, I., & Riau, U. M. (2024). Peran Kode Etik Jurnalistik dalam Menjaga Objektivitas Media Massa di Era Digital. 8, 43164–43168.
- Rizky, B. C., Karim, A., & Nurliah. (2020). Penerapan Diksi Bahasa Jurnalistik pada Berita Kriminal Asusila di Surat Kabar Samarinda Pos. *Jurnal Ilmu Komunikasi Fisip Unmul JASIMA*, 1(1), 20–34.
- Rokhman, M. K. (2023). Tinjauan Hukum Pers Pada Berita Kriminal Di Surat Kabar Kedaulatan Rakyat (*Review of Press Law on Criminal News in Kedaulatan Rakyat Newspaper*). *Jurnal Hukum Dan HAM Wicarana*.
- Rosemarwati, T. U. (2019). Penggunaan Media Sosial sebagai Sumber Berita oleh Jurnalis Media Daring di Indonesia. *Jurnal Studi Komunikasi Dan Media*, 23(2), 101. <https://doi.org/10.31445/jskm.2019.1744>
- Sihotang, D. H. (2022). 10 Tahun kupastuntas.co menjadi portal berita rujukan masyarakat Lampung. Retrieved from Kupastuntas.Co. <https://www.kupastuntas.co/2022/09/16/10-tahun-kupastuntasco-menjadi-portal-berita-rujukan-masyarakat-lampung>
- Suciska, W., & Gunawibawa, E. Y. (2020). Pola Konsumsi Berita pada Kelompok Khalayak Digital di Kota Bandar Lampung. *Jurnal ILMU KOMUNIKASI*, 17(2), 249–266. <https://doi.org/10.24002/jik.v17i2.2484>
- Sulthan, M., & Istiyanto, S. B. (2019). Model Literasi Media Sosial Bagi Mahasiswa. *Jurnal ASPIKOM*, no 6, 1076. <https://doi.org/10.24329/aspikom.v3i6.280>
- Sunarto, S., Nurul, H., & Amida, Y. (2022). Analisis Isi Etnografis: Gaya Jurnalisme Media Konvensional dan Media Baru di Era 4.0. In *Doc-Pak.Undip.Ac.Id*. [http://doc-pak.undip.ac.id/11692/1/Analisis Isi Etnografis Monograf.pdf](http://doc-pak.undip.ac.id/11692/1/Analisis%20Isi%20Etnografis%20Monograf.pdf)

-
- Tarigan, E. K. (2025). Peran Media Sosial Dalam Menegakkan Hukum Di Zaman Digital Di Indonesia. *19*, 188–201.
- Winora, R., Besman, A., & Hidayat, D. R. (2021). Penerapan Kode Etik Jurnalistik dalam Penulisan Berita Kriminal pada Media Online Infobekasi.co.id. *Jurnal Kajian Jurnalisme*, *4*(2), 165. <https://doi.org/10.24198/jkj.v4i2.29323>