

The Dissemination of Lecturers' Ideas through Websites and Social Media at the Faculty of Humanities, Diponegoro University

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Abstract. The Faculty of Humanities, Diponegoro University (FIB Undip), is committed to making up institutional branding utilizing a dissemination strategy in the media. The intervention involves disseminating the lecturers' ideas using the website and social media platforms. Its website can be accessed at fib.undip.ac.id, while social media can be followed by @fib_undip. Lecturer ideas are the primary content of online media. It means that with diverse academic perspectives and insights from literature, culture, history, and library studies, the lecturers can contribute to society in digital media. Thus, effective branding and dissemination of the institution within media are achievable. The aim of the study is to explore the dissemination of lecturers' ideas through the website and social media of FIB Undip. The study employed a case study method to improve the effectiveness and quality of dissemination in the media.

Keywords: Dissemination, Information Dissemination, Social Media, Website.

1 Introduction

Higher education must prepare to change and innovate to keep up with technological developments [1]. This move is also related to the objectives of higher education, namely to develop science, technology, and adaptability to societal developments [2]. The effort is facilitated by dissemination strategies to build an institutional branding. Dissemination is the process of interacting to communicate knowledge to a target audience so that it can be used for change [3]. The purpose of dissemination is to ensure that information is conveyed to users or at least influences their attitudes.

To implement effective dissemination strategies, media such as websites and social media are required. Social media are website applications that allow users to interact, communicate, and exchange information [1]. Social media include Facebook, X, TikTok, Instagram [4], WhatsApp [5], LinkedIn [6], YouTube [1], blogs, wikis, Flickr, Photobucket, Snapfish, Delicious.com, StumbleUpon.com, Digg.com, Reddit.com, LintasMe [7], and Line [8].

Social media offers extensive opportunities to showcase the expertise, achievements, and academic contributions of lecturers and alumni, which in turn strengthens the image

and reputation of the higher education institution they represent [6]. Social media also has the potential to support learning in ways that are not limited by time and place [9, 10], as well as serving as a tool for information retrieval [8]. The use of social media for various purposes, particularly dissemination, is essential for institutions.

FIB Undip is one of the educational institutions that utilize social media and websites to disseminate lecturers' ideas. Their social media platforms, including Instagram, YouTube, and TikTok, can be discovered by following the account @fib_undip. The website is accessible via <https://fib.undip.ac.id>. These channels not only disseminate faculty members' ideas but also promote academic and nonacademic activities, student achievements, institutional collaborations, and faculty flagship programs. They also serve as a learning resource.

The dissemination of lecturers' ideas is a strategy that requires various efforts and actions. This study explores the dissemination through the website and social media of FIB Undip. The method used is a case study approach to explore the strategy of disseminating ideas in the media.

2 Methods

This study employs a qualitative approach with a case study. The case study allows the researchers to explore specific phenomena/cases [11]. FIB Undip was selected as a case since they have a strategy for disseminating lecturers' ideas through websites and social media to meet branding and dissemination requirements in the media. Interviews with the public relations division are necessary to collect data. Non-participant online observation is carried out by observing the FIB Undip website, Instagram, and TikTok as supporting data. The study performs interactive data analysis [12]. This process starts with data collection, data reduction, data presentation, and drawing conclusions (verification). To ensure the validity and reliability of the research [13], The researcher conduct triangulation of source (validation among informants) and triangulation of technique (validation between interview data and observations).

3 Result and Discussion

The dissemination of lecturers' ideas through the FIB Undip website and social media is an innovation. Lecturers' ideas can be the first move in sharpening their expertise. The dissemination can bring higher education nearer to the society. The society can learn from the expertise and simple writings of lecturers and apply them in their daily lives.

3.1 Lecturer Ideas

'Lecturer ideas,' or 'lecturer expertise,' refers to content that includes the ideas, specializations, or academic fields of lecturers presented as articles on websites and visual content on social media. Prof. Alamsyah (Dean of FIB Undip) initiated the term, which the public relations division currently uses. This initiative emerged from the need to represent the faculty branding and provide sustainable educational content on the website and social media (refer to Fig. 1). The primary objectives are to enhance the visibility of lecturer academic expertise, provide access to academic knowledge for students and the public, and strengthen the identity of FIB Undip.



Fig 1. Lecturers' ideas columns on websites and social media (Documentation, 2025).

3.2 Dissemination Strategy

The information dissemination requires a medium that serves as a liaison between communicator and audience. The selection of mediums is based on the objective of reaching as many audiences as possible while ensuring the credibility and sustainability of the information. It reflects Serrat's opinion [3] that media in dissemination is not only a technical tool but also part of a strategy to bridge the message and the user. FIB Undip's dissemination strategies are outlined below.

Channels. FIB Undip disseminates the lecturer's ideas by using a combination of formal, informal, digital, and interpersonal channels. Some instances are websites (fib.undip.ac.id) and [fib_undip](https://www.instagram.com/fib_undip) social media (Instagram, TikTok, Threads, X, Facebook, YouTube, and WhatsApp).

The website is the primary channel for publishing content in the form of articles (see Fig. 1). The public relations division writes up the results of interviews with lecturers and verifies them before publication. As stated by Aulia, *'Usually, we start with the website first... So when we publish, the articles or content are already finalised.'* The website serves as a credible channel and repository. This type of media supports long-term access to information and enhances the institution's reputation as a reliable source [14].

After being published on the website, articles are distributed by social media managed by the public relations division. They manage the social media platforms, which include Instagram, TikTok, Threads, X, Facebook, and YouTube. Each article is summarized into visual content, such as a 4-slide collage, short videos, reels, and narrative captions. Leonardo mentioned, *"We summarize the content into about four slides and publish it on Instagram... accompanied by supporting visuals." "For short videos, we also upload them on platforms designed for brief content..."* Using social media as a medium that aligns with the audience's characteristics can foster two-way communication, enabling active user engagement [3].

Article links were also added in the form of Instagram stories and WhatsApp posts. It was carried out to boost website traffic. *'Usually there is a direct link, so that when you click on it, you are taken directly to our website.'*

Besides public channels, dissemination is also performed internally using the WhatsApp group 'Dosen dan Tendik FIB.' In addition, interpersonal dissemination is conducted by word of mouth among the academic community. *'...it was shared through the Dean... shared to the entire FIB group.'*

This dissemination strategy demonstrates an inclusive multi-channel approach, combining formal and informal platforms to increase the reach of information. In line with Serrat's multi-channel approach [3], dissemination media should be selected according to the social, cultural, and technological context of users.

Target. The dissemination strategy targets various audience groups. The main group is students, especially those who are currently working on their final projects. The presentation of lecturers' ideas can help them identify lecturers whose expertise matches their research themes. *'This is beneficial for students who are preparing for their thesis. So they know that the theme they are interested in is available at Undip,'* said Aulia. Furthermore, the content targets fellow lecturers, particularly young ones, to promote mutual recognition and create opportunities for scientific collaboration. She added, *"For fellow lecturers, it could lead to partnerships. If there are young lecturers whose expertise could inspire others to write journal articles."*

Other targets include alumni, the society, and external parties who want to establish collaboration with the campus. Leonardo explained, *'We produce the content with the aim that outsiders who are specifically looking for something or a particular perspective can be directed straight to the Faculty of Cultural Sciences.'* The next step involves recognizing the existence and contributions of college student organizations and internal communities. *"We also want to highlight students who are active in organizations. So, we will publish not only lecturers but also students,"* added Aulia.

One can view the previously mentioned dissemination strategy as an integrative model that guides the practice of information dissemination in higher education institutions. This can be done by combining formal, informal, digital, and interpersonal media, as well as adjusting the form and style of content to the characteristics of the audience.

3.3 Analysis of Information Dissemination

The FIB Undip website (fib.undip.ac.id) follows the basic principles of information dissemination in formulating messages and determining dissemination channels, as stated by Sastropetro [15]. The principles of dissemination include (1) messages are arranged clearly and concisely, (2) language is adapted to the audience's comprehension level, and (3) the delivery of messages must generate interest and attention. The writing style of the articles was adjusted to be acceptable to two groups of readers, namely students and lecturers. *'Because literacy levels in Indonesia are low, we balanced the use of academic and contemporary language equally,'* Aulia said. Its semi-academic style was maintained so that students could easily understand the content of the writing without losing the necessary scientific aspects.

Before writing content, a preliminary study is conducted prior to the interview. The writing style is personalized to the nature of the topic and the interviewee. Articles are written in a structured manner, starting with definitions, opinions, and applications. Content creation is also accompanied by narrative processing to align with current issues or trends and is linked to the promotional needs of the program. *'We connect the content to the current context... for example, if there is context A, and Professor A is related to it, we discuss it as content,'* Leonardo explained.

Other findings suggest that the active participation of resource persons also influences audience engagement. Lecturers who share their content on social media or student groups typically increase readers, visitors, and traffic. Leonardo confirmed this by stating, *'Lecturers may share it again with students, so the content gets more traffic.'*

Thus, the strategy for disseminating lecturers' ideas at FIB Undip is not merely a technical process of content distribution but a series of planned interactions involving research, production, communication, and evaluation. This is as described in the dissemination model by Serrat [3]. The findings show that content with popular sources

and attractive visuals tends to receive high engagement. Content that went viral recorded 22 million views and 160,000 likes, which, according to Leo, *'the content was tailored to current trends.'* However, engagement does not always reflect deep understanding. The content with heavy topics or overly academic language tends to have minimal interaction. Therefore, the selection of message form and style plays an important role.

4 Conclusion

FIB Undip designed and implemented the strategy for disseminating the lecturers ideas, referring to the principles of modern information dissemination theory. The message design and distribution process takes into account each element—source, content, context, medium, and user—proportionally. The creation of communicative messages, the selection of appropriate media, and adaptation to the social and cultural context of users make this practice a good example of digital-based academic information management. However, there is still room for improvement through data-driven evaluation, strengthened policies, and increased participation from the broader academic community.

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