

ABSTRAK

Transformasi media sosial Instagram menuju dominasi konten video pendek melalui fitur *Reels* menciptakan tantangan baru berupa kompetisi atensi yang sangat ketat, di mana pemerintah hanya memiliki waktu kurang dari tiga detik untuk menghentikan aktivitas gulir *audiens*. Penelitian ini bertujuan untuk menganalisis pemanfaatan strategi *hook* pada konten *Reels* Instagram @pemprovlampung_ berdasarkan variasi tema konten menggunakan model AIDA (*Attention, Interest, Desire, Action*) serta mengidentifikasi faktor penghambat dalam penerapan strategi *hook* pada konten komunikasi pemerintahan. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, analisis konten, serta studi pustaka. Hasil penelitian menunjukkan bahwa strategi *hook* pada akun @pemprovlampung_ diterapkan pada lima tema konten yaitu infrastruktur, promosi, ekonomi daerah, klarifikasi, dan pencapaian. Bentuk *hook* yang paling dominan digunakan meliputi testimoni langsung masyarakat, pernyataan tegas pejabat daerah, visual isu yang sedang ramai, serta format pengumuman yang membangun rasa penasaran. Temuan utama studi ini mengungkapkan bahwa keberhasilan *hook* interaktif dalam komunikasi pemerintah mampu memenuhi keempat tahapan AIDA secara berurutan, yaitu menarik perhatian, menumbuhkan minat, memperkuat rasa ingin tahu, serta mendorong tindakan nyata berupa *likes*, komentar, postingan ulang, dan bagikan. Namun demikian, penerapan strategi *hook* masih menghadapi kendala seperti keterbatasan momen menarik pada kegiatan formal, perbedaan persepsi antara tim kreator dan *audiens*, serta keterbatasan waktu produksi. Secara keseluruhan, strategi *hook* terbukti efektif dan relevan diterapkan dalam komunikasi publik pemerintahan di media sosial.

Kata kunci: AIDA, Instagram *Reels*, Komunikasi pemerintah, Strategi *hook*.

ABSTRACT

The transformation of Instagram social media toward the dominance of short-form video content through the Reels feature creates a new challenge in the form of intense attention competition, where the government has less than three seconds to stop the audience's scrolling activity. This study aims to analyze the use of hook strategies in Instagram Reels content on the @pemprovlampung_ account based on content theme variations using the AIDA model (Attention, Interest, Desire, Action), as well as to identify the inhibiting factors in implementing hook strategies in government communication content. This research employs a qualitative method with a case study approach. Data collection was conducted through in-depth interviews, observation, content analysis, and literature review. The results show that the hook strategy on the @pemprovlampung_ account is applied to five content themes: infrastructure, promotion, regional economy, clarification, and achievement. The most dominant forms of hooks used include direct community testimonies, firm statements from regional officials, visuals of trending issues, and announcement formats that build curiosity. The main findings of this study reveal that the success of interactive hooks in government communication is able to fulfill the four stages of AIDA in sequence, namely attracting attention, building interest, strengthening curiosity, and encouraging real actions such as likes, comments, repost, and shares. However, the implementation of hook strategies still faces obstacles such as limited engaging moments in formal activities, perception differences between content creators and the audience, and limited production time. Overall, the hook strategy is proven to be effective and relevant when applied to government public communication on social media.

Keywords: *AIDA, Instagram reels, Government communication, Hook strategy.*