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Public Relations Strategies in Disseminating Information through Instagram Social Media in DIY Government

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Abstract: This study aims to identify the strategy of the Public Relations Department of the Regional Government of Yogyakarta Special Region in disseminating information through Instagram and to identify the inhibiting and supporting factors in its management. The subjects of this study were the Head of the Public Relations Department of the Regional Government of Yogyakarta Special Region, the administrator of the Regional Government of Yogyakarta Special Region’s social media, and one of its followers on Instagram. The study used a qualitative descriptive approach whose data were compiled through observation, interviews, and documentation. The result showed that in the process of disseminating information through Instagram, the Public Relations Department of the Regional Government of Yogyakarta Special Region applied the following phases: 1) Fact-finding, 2) planning, 3) communication, and 4) evaluation. To manage the Public Relations Department, it applied strategic planning to realize the goal set by the Public Relations Department of the Regional Government of Yogyakarta Special Region itself.

Keywords: Strategy, Public Relations, Instagram, Information Dissemination
A. Introduction

Since 2003 with the Direct Instruction of the President of the Republic of Indonesia number 3, it has been regulated in government administration to increase government effectiveness, efficiency, transparency, and responsibility (Fahri & Unde, 2018). PR, as an agency in public authority that creates transparency, convenience, and openness, is often also called (Humas). In government agencies, public relations has roles and functions that are public in nature, which are tasked with providing information about existing policies in government to be given to the public. The existence of public relations in a government certainly has the same function as institutions or agencies that are out there, how information in an institution is conveyed effectively and efficiently.

Dissemination of information disseminated by public relations must have good information elements, not contain hoaxes and be credible in its delivery so that the information conveyed to the public can be guaranteed as truly reliable information. Currently, the internet is a technological advance in great demand and is most widely used, one of which is social media.

The survey results from the news entitled "Essential Insight into the Internet, Social Media and E-Commerce Use Around the World" contains research showing the use of social media by up to 130 million registered Indonesians at the time. There are 265.4 million Indonesian citizens (WNI). Of the many existing social media, Indonesian people use Instagram, as seen from the results of a survey issued by We are Social (2022), where social media Instagram is in second place with a percentage of 86.6% and the number of users past 99 million (Lailatuz Zahro & Ima Fitri Sholichah, 2022).

Report from zeitungen-jakarta.com, DIY Provincial Government Public Relations won first place in the Social Media Management category at the Ministry of Communication and Informatics, holding the Public Relations Media Award (AMH) in 2021. The Instagram account @humasjogja, related to DIY Regional Government Public Relations communications, regularly posts local government activities and information needed by independent communities (Fadillah & Rosilawati, 2020). Thus, the role of DIY Regional Government Public Relations is as a communication facilitator (communication facilitator) and a bridge to inform management to the community and each Regional Government stakeholder. Finally, the people of the Special Region of Yogyakarta can feel the presence of the Government of the Special Region of Yogyakarta.

Some DIY Regional Government social media that have existed so far are: Facebook, Twitter, Instagram, and YouTube. This means the role of PR DIY in promoting the services is provided. Judging from social media, Instagram is a media favored by the public. This is evidenced by the number of followers on the account, totaling 226 thousand more than other social media. Therefore this research is limited to Instagram social media.

Apart from looking at the appearance of publications on Instagram social media, the Public Relations of the DIY Regional Government also takes into account the impact of building a humanistic side of the information published. So based on the background above, the researcher is interested in conducting research on "Public Relations Strategy in disseminating information through Instagram social media in the Government of the Special Region of Yogyakarta." This study aims to describe the strategy and find out the supporting and...
inhibiting factors of DIY Regional Government Public Relations in disseminating information through Instagram social media.

B. Research Method

This study used qualitative research methods. According to Strauss and Corbin (1997), the notion of qualitative research is a study that produces findings that cannot be achieved using statistical procedures or other quantitative methods. This qualitative research can be used to research community life, history, behavior, functional organization, certain events, social movements, and kinship relations within the family (Ruslan, 2008). This study described the facts about the Public Relations Strategy in Information Dissemination through Instagram Social Media in the Government of the Special Region of Yogyakarta.

Data collection techniques in this study used observation, interviews, and documentation with a descriptive qualitative approach. With the help of these steps, the results of this research flow into the DIY Regional Government Public Relations information process via Instagram: 1) information gathering, 2) planning, 3) communication, and 4) evaluation. Strategic planning is used in public relations management to achieve DIY's public relations goals.

C. Discussion

DIY Regional Government Public Relations Strategy in Information Dissemination through Instagram

The researcher used a qualitative descriptive method with data collection techniques in the form of observation, interviews, and recording to analyze the PR strategy of the DIY Provincial Government on Instagram @humasjogja. This action was taken to obtain the data sources needed for DIY's PR study.

The first step taken by the researcher was to make observations through the media in the Public Relations of the DIY Regional Government. Then, the researchers strengthened one of the social media used in DIY Regional Government Public Relations to disseminate information via Instagram @humasjogja. The next researcher looked for other data sources by interviewing several informants in the DIY Regional Government Public Relations. The next process is processing the data. In processing the data, the researcher analyzed Public Relations theory according to Scott M. Cutlip and Allen H. Center. The PR process relates to management. The PR strategic planning process consists of fact-finding, planning, communication, and evaluation (Elvinaro, 2014).

The DIY Regional Government Public Relations Strategy in disseminating information through Instagram social media @humasjogja certainly uses the strategic planning stages that have been mentioned. In practice, the Public Relations of the DIY Regional Government carries out the dissemination of information in accordance with its objectives.
The development of the times requires a public relations function in an organization that can support the organization's administrative functions to achieve common goals. In this case, the DIY Regional Government Public Relations strategy can be seen on Instagram DIY @humasjogja. The strategic planning process carried out by the DIY sector government PR unit is studied as follows according to the theory of Scott M. Cutlip and Allen H. Center.

**Fact Finding**

Planning is the information obtained at the initial stage when making decisions about programs, objectives, strategic actions, strategies, and communication objectives. Creating plans and programs requires making fundamental strategic choices about what to do, react to, and foresee problems.

In this case, the Public Relations of the DIY Regional Government considers the facts on the ground before extending information. So that people can know wisely about DIY conditions in general. PR DIY also does not only focus on regional policies but news updates that are now happening are also published to the public.

According to what was conveyed by one of the social media admins at DIY Regional Government Public Relations, the information presented by @humasjogja, in particular, is actual and fast. So when there is the latest information or policy, the head of DIY's Public Relations section immediately directs the section that manages the media so that content is immediately created and distributed to the public. So that in this case, preparations in the DIY Regional Government Public Relations field in disseminating information are always responsive and based on valid monitoring so that the actuality is guaranteed.

**Planning**

Planning is the information obtained at the initial stage when making decisions about programs, objectives, strategic actions, strategies, and communication objectives. Creating plans and programs requires making fundamental strategic choices about what to do, react to, and foresee problems.

After the Public Relations of the DIY Regional Government has carried out the monitoring or fact-finding stage, the next step is planning by making a program according to its objectives. In this case, the Public Relations of the DIY Regional Government coordinates what has been obtained in the field into several programs posted on social media, especially on Instagram @humasjogja.

**Communication**

The third phase involves implementing an action and communication program designed to achieve specific goals for each audience to achieve the program's goals. In program implementation, Public Relations activities must include Public Relations communication 7C: 1) Credibility, 2) Context, 3) Contents, 4) Clarity, 5) Sustainability and Consistency, 6) Channels, and 7) Audience Capacity.

In this case, the Public Relations of the DIY Local Government is implementing the program prepared with the 7C principles. This is in accordance with what has been done by
DIY Regional Government Public Relations. Dissemination of information published by social media. One of the media focused on in this research is Instagram @humasjogja. Content managed by Instagram @humasjogja uses this principle so that the DIY Regional Government Public Relations goals can be achieved directly.

This was also conveyed by one of the Instagram followers @humasjogja, who said:

“...yes, for example, if you look at the daily Instagram story posts, they have consistently raised the image of Jogja, provided community information, greeted the community well, and also spoke languages that were easy for the public to understand. Then, for example, my suggestion might be that the Jogja Public Relations account remains consistent in informing anything that is in Jogja, remains active even if things out of control occur at the palace or in other governments. Then maybe it covers all regencies in DIY. Maybe it can be included in the Jogja Humas account because it's a Province account” (Interview with Destita Mutiara, 3 October 2022).

Inhibiting and Supporting Factors for Public Relations of the Government of the Special Region of Yogyakarta in Disseminating Information through Instagram Social Media @humasjogja

In the implementation of Public Relations for the Regional Government of the Special Region of Yogyakarta in disseminating information through Instagram media, @humasjogja, of course, there are inhibiting and supporting factors in achieving its goals. The inhibiting and supporting factors are; a) Inhibiting factors: DIY Regional Government Inhibiting Public Relations of DIY Regional Government in disseminating information through the social media Instagram @humasjogja which are the spread of hoax information, the absence of a focus on analyzing messages on Instagram, and the lack of interaction with followers. b) Supporting factors for the Public Relations of the DIY Regional Government in disseminating information through the social media Instagram @humasjogja are relatively high engagement, Instagram is very effective, presents information in an actual and responsive manner, and is consistent in disseminating information.

D. Conclusion

Based on the results of research that has been carried out by the author using theoretical analysis of Public Relations Strategy from Scott M. Cutlip and Allen H.Center, it can be concluded that the public relations strategy in disseminating information on Instagram @humasjogja in the DIY Regional Government is in accordance with the planning process in development. The Public Relations of the DIY Regional Government in carrying out its strategy certainly pays attention to the management stages.

Some conclusions based on the analysis are as follows:

1. The Public Relations strategy implemented by the Public Relations of the DIY Regional Government in disseminating information on social media Instagram @humasdiy is carried out in several stages; Fact-finding, planning, communication, and evaluation. The four PR industry planning processes were carried out as planned.
The process steps are carried out to manage the information provided by self-made state public relations in accordance with its objectives. Social Media Management in Provincial Relations Do It Yourself also won 1st place in the Social Media Management category at the 2021 Human Media (AHM) Awards held directly by the Indonesian Ministry of Communication and Information. Until now, the Public Relations Section of the DIY Provincial Government has consistently released information to the public.

2. Factors that hinder and support PR activities are a) Inhibiting factors: DIY Regional Government Public Relations in disseminating information on Instagram social network @humasjogja; Spread of fraudulent information, lack of focus on analyzing Instagram messages, and lack of interaction with followers. b) Supporting factors for DIY Regional Government Public Relations dissemination in disseminating information on the Instagram social network @humasjogja; engagement is relatively high, Instagram is very effective, presents factual and interesting information, and consistently disseminates information.
Bibliography


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Supplementary Material

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