



Utilization of Instagram as a public relations publication media for the central statistics agency of Blora district

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ABSTRACT

This research is based on the increasingly widespread use of social media among the public and also government agencies. Instagram has become a social media that is increasingly used to disseminate various information by uploading various photos and videos to attract more audiences. In this case, BPS Blora Regency also participates in utilizing Instagram social media as a space to publish various information related to statistical data, member recruitment, and other interesting information. The management of Instagram social media to attract many audiences also requires the ability of Instagram admin in framing space with audiences in the media. This research will analyze the 4C elements described by Chris Heur regarding the use of social media which include Context, Communication, Collaboration, and Connection. In this study, researchers used a qualitative approach with descriptive qualitative research methods. The data collection techniques in this research are interviews and documentation. The conclusion in this research shows that the social media of BPS Blora Regency has described the 4C elements, but it is not optimal in terms of collaboration.

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Introduction

Social media has grown rapidly since its emergence. Social media, which initially focused on social interactions between individuals, allows users to connect with friends and family and share their thoughts and experiences. However, over time, the evolution of technology and the Internet has changed the social media landscape into a more complex and diverse platform. Today, social media is not only a tool for maintaining personal relationships, but also a platform for sharing creative content, developing a personal or professional brand, and accessing the latest news and information.

According to Gohar F.Khan in his book *Social Media for Government*, it is simply explained that social media is an easy-to-use platform that allows users to create and share content, including information, opinions and interests, with the support of the internet, which can reach a larger audience.(Widiastuti, 2018). Initially, social media platforms only supported plain text and images, but now users can share videos, live streams, news and many other types of content. These features not only provide more room for creativity but also enable stronger interactions between users. Additionally, social media has experienced significant globalization. The platform allows people around the world to connect and interact, across geographic and cultural boundaries. However, these

developments also raise new challenges regarding language and correct information management. Overall, social media continues to evolve based on technological dynamics and user needs, shaping the way we interact, gather information, and develop online identities.

Social media has emerged as a popular term that has penetrated all generations. With social media, activities were previously carried out conventionally face-to-face, but with social media, people can carry out communication activities online. One of the social media that is widely used in Indonesia is Instagram. In 2022, Hootsuite (We are Social) presented data on social media that was widely used throughout 2022 and Instagram was in second place after WhatsApp as the social media with the largest number of users.

(Philip and Kevin Keller in Fadila, 2022) states that social media is a means for users to share information, text, images, videos with a wide audience. Instagram social media, with all its features, can be used to publish various photos/videos. The content presented can then be used as a space for interaction between users.

The use of social media as a publication medium must also be accompanied by the skills of public relations practitioners. A public relations person uses social media as a publication medium with the aim of facilitating interaction with the public, accommodating people's aspirations, as a forum for introducing and publishing government programs and policies, and can be used as a place for clarification if one day a crisis occurs in the company (Nugroho in Abidin & Soegiarto, 2021). Therefore, a public relations person must pay attention to the content published on social media.

Chris Heur stated that there are 4Cs in using social media, namely: a) Context: "How we frame our stories." It is how to frame a message (information) by paying attention to the use of language and the content of the message to be conveyed. b) Communication: "The practice of sharing our stories as well, as listening, responding, and growing." It is how to share messages (information) such as listening, responding and growing in various ways so that users feel comfortable and the message is conveyed well. c) Collaboration: "Working together to make things better and more efficient and effective." how both parties work together to make things better. By collaborating between an account or company and its users on social media to make good things more effective and more efficient. d) Connection: "The relationship we forge and maintain", is how to maintain a more developed relationship. You can do something sustainable so that users feel closer to the company using social media.

The rapid development of Instagram social media has meant that many agencies also carry out publications related to matters of public interest through Instagram itself. In this case, BPS Blora Regency participated in utilizing Instagram social media as a medium for publicizing the activities carried out. This publication is uploaded through content in the form of photos and videos. Instagram was chosen because it is considered that modern society is aware that they use social media more than reading newspapers or leaflets. The advantages of Instagram compared to other social media are, Instagram has more diverse photo and video features, Instagram includes followers and following, it is easy to use. (Mayasari & Indraswari, 2018). The research benefits that can certainly be addressed to the object of research are an understanding of how social media has evolved from a social interaction platform to a more complex one, becoming a tool for building personal brands, sharing creative content, and as a significant source of information. Another benefit is the importance of the use of language and relevant content so that it can fit the target audience into an important focus. The use of appropriate language and relevant content affects the way the message is delivered and received by the audience. This research aims to review how 4C is implemented on Instagram BPS Blora Regency.

Method

In this research, researchers used a qualitative approach with qualitative descriptive research methods. Descriptive research is a form of research aimed at describing existing phenomena, both natural phenomena and man-made phenomena. These phenomena can be forms, activities, characteristics, changes, relationships, similarities and differences between one phenomenon and another. (Nana in Rusandi, 2014). Data in qualitative research can be obtained by observation notes, interviews, and documentation. This research will describe and explain findings in the field and is

structured in such a way that the findings are easily understood by readers.

The data in this research was obtained using interview and documentation methods. The interview will be conducted by asking questions to two sources. The first resource person is the Public Relations Department regarding the packaging of publication content via social media Instagram and the second resource person is a follower of the Blora Regency BPS Instagram whose statement will support the information obtained from the first resource person. The second method is documentation where researchers will review the Blora Regency BPS Instagram, then link it to the content of material that is relevant to the research.

Results and Discussions

3.1 Use of Instagram Social Media by Blora Regency BPS Public Relations

The use of Instagram as a publication medium is currently not only used by individuals or personal accounts, but official government agencies or institutions are also using Instagram social media as a publication medium. In an effort to increase information disclosure to the public in Indonesia, government agencies have begun to demonstrate their existence through the use of social media as a forum for disseminating information to the public. (Pramesti in Siregar, et, al 2023). In this case, BPS Blora Regency also takes advantage of the social media Instagram and has been using this social media since 2018. Based on interviews conducted by the author, Instagram is managed by content creators who are divided into two teams, namely the design section there are three people, while the script writers or There are three caption writers.

The resource person explained that coordination between the two teams was carried out after there was content material that had to be created. Content material can come from the public relations team or the management team whose job is to manage the data and then publish it to the public. The available content material is then re-processed by the public relations team, by designing posts to be uploaded on Instagram. Posts that have been completed by the design team are then uploaded by a team of scriptwriters who also make captions or post descriptions on Instagram BPS Blora Regency.

According to (Maryolein, et, al 2019) Instagram social media is a compatible platform and is an aspect that receives deep attention for individuals and companies when applied in the current modern era. In its use, Instagram social media has an important role, apart from fostering communication with the public, it is also a medium for distributing information (Rania & Diniati, 2023). This is in line with the resource person's explanation that Instagram was created with the aim of publicizing it to the public and so that all activities at BPS can be known to all parties. Apart from that, the source also explained that by publishing on Instagram, BPS would also be more widely known among young people. Because the majority of BPS members are young people and the member recruitment process is also segmented towards young people, the use of Instagram is considered important to facilitate matters related to publication and member recruitment.

The use of Instagram social media as a space for information dissemination by BPS Blora Regency is also felt by Instagram followers, in this case the researcher obtained information from sources who are Instagram followers of BPS Blora Regency. The resource persons were of the opinion that the information presented was varied, ranging from information on member recruitment to the presentation of data managed by BPS Blora Regency. Apart from that, there is content that is presented uniquely, but is still related to data.

In terms of language, the resource person stated that the information written in the caption was easy to understand and not boring, so the post would be more effective, especially since the target segment was mostly young people. Apart from language, the uploaded posts are also diverse and the presentation is still continuous with the data presentation. The variety of post displays also means that followers on the Blora Regency BPS Instagram don't get bored easily when visiting the profile.

The comments column feature also contributes to increasing interaction between users. The resource person stated that if it is felt that the existing post does not fulfill the required information, then followers on the Blora Regency Instagram will upload comments and ask several questions regarding the information needed and the admin will answer the comments. The source also said that sometimes some questions were also asked via direct messages on Instagram, so that the messages

would automatically be read easily by the Blora Regency BPS Instagram admin. The response given by the admin also didn't take that long, so far the longest response given was one day after the message was sent.

It is felt that the collaboration aspect is not yet very prominent, because there has been no further collaboration after the video collaboration held in 2022, where BPS invited its followers on Instagram to make videos to commemorate National Statistics Day. The collaboration carried out is also not yet prominent enough with users, even though Instagram has a content collaboration feature between account owners and their followers.

3.2 Context "How we frame our stories"

This aspect is part of how a PR person pays attention to the language used to convey information so that the message is conveyed to the audience. It is important to pay attention to the use of language, especially as the target audience for BPS Blora Regency is young people. The language used for publishing content must be appropriate to the intended target audience, so that the message conveyed can be well received by the audience.

On Instagram social media, this can be done in two ways, namely through images that have been edited and will be posted and secondly, it can be conveyed through captions or information written at the same time as the posted image. Based on the resource person's explanation, the language used in Instagram posts is Indonesian but not standard or formal language and is adapted to the target audience, namely young people. This can help the message written to be conveyed to the audience and be well received by the intentions conveyed by the Blora Regency BPS public relations admin.

The resource person also explained that the choice of language will follow the development of trends that are currently widely used on social media, because with the proliferation of content on social media and many new terms among young people, this means that there are new trends that must be followed so as not to be out of date. PR at official agencies is required to be more creative in creating content so that many young people are interested in following social media, especially on Instagram BPS Blora Regency.



Figure 2. Blora Regency BPS Instagram post

The resource person's presentation was strengthened by the Blora Regency BPS Instagram post which showed the language of the caption or post description and the language shown in the

image was in Indonesian but not standard formal language and was more adapted to a more relaxed language so that young people would also be interested in reading the post. The post contains the words of data friends and the sentence structure accompanied by the word "you know..." at the end. BPS PR also uses the English hashtag "storytelling" to attract more audiences. Publications that are interspersed with informal content outside the main content can also maintain interaction and prevent visitors to the BPS Blora Regency Instagram from getting bored of seeing monotonous posts.

3.3. Communication "The practice of sharing our stories as well, as listening, responding, and growing"

The second aspect of the 4C concept is communication where a PR person responds to the audience. This aspect emphasizes how to share stories or messages (information) as well as we hear, respond and grow in various ways that make users feel there is interaction even if only through social media and the message can be conveyed well. Interaction on Instagram social media can be via direct messages or via the comments column on a post.

The resource person explained that interaction is usually via direct messages, usually this happens when there is something urgent or important to know, such as member recruitment, the incomplete data submitted by BPS in its posts will be questioned via direct messages. The second interaction can be via the comments column, this refers more to posts that followers feel are not clear, they will be asked via the comments column and the BPS admin will respond.

The source also explained that important comments such as the recruitment of BPS members would be discussed first whether they needed to be answered or not, if they were urgent they would be followed by replies to comments referring to the next post such as "just wait for the next announcement". This can be seen in one of the Instagram posts showing the announcement of the results of the recruitment selection for census members.



Figure 3. Blora Regency BPS Instagram posts

The post above shows the response and interaction between users where the admin responds to the answers written in the post. In the comments column, you can see that Blora Regency BPS Instagram followers are asking "For entry and edcod officers, is the training place also the same in Cepu District, sis?" then the admin replied with the comment "wait for the official information, sis". Even though the information cannot be confirmed, the Instagram admin provides information regarding recruitment with this comment. This interaction is also built with the aim of ensuring that the published message reaches the audience. If it is felt that an image and caption in a post does not

provide the required information, the comments column will be created as a space for interaction between users.

3.4 Collaboration "Working together to make things better and more efficient and effective"

On This section is an agency that should build interaction with users through collaboration so that followers on Instagram also feel like they are taking part in interactions on social media. This collaboration also supports intense and sustainable interaction. Instagram has also provided a collaboration feature that can make one post appear on two social media accounts at the same time as a sign of collaboration that can be recognized by followers on each social media account.

The implementation of this collaboration can be seen from the presentation of the resource person who stated that the Blora Regency BPS held a video collaboration with its followers on Instagram to commemorate National Statistics Day. "In commemoration of National Statistics Day, BPS Blora Regency invites followers to make videos as creative as possible with the theme of National Statistics Day." This collaboration was welcomed by Blora Regency BPS Instagram followers and many followers made creative videos with the given themes.



Figure 4. Blora Regency BPS Instagram Post Collaboration

In To commemorate National Statistics Day, PR BPS Blora Regency held a collaboration to make a video on the theme of National Statistics Day. The source explained that this collaboration aims to increase creativity and interaction with followers on Instagram. This is to foster more intense interaction between users in a unique way.

Followers on the Blora Regency Instagram will follow these directions and repost them on the official Blora Regency BPS Instagram. However, the use of this collaboration feature is not optimal, because it still uses the old method of only reposting and not displaying posts on two accounts. Interaction with followers will only be carried out once in 2022 and BPS has not yet held significant collaboration activities with users such as account promotion by activating the collaboration feature that Instagram has provided on the BPS Blora Regency account to increase follower reach and foster sustainable interaction.

3.5 Connection “The relationships we forge and maintain”

On this aspect will build continuity of interaction between users. This can be done by posting continuous images so that followers on Instagram in Blora Regency feel close to the agency even though interactions only occur on social media. Continuous posting will also make Instagram social media more lively and look professional.

The interviewee stated that content to commemorate major national holidays was intensely created and posted on social media Instagram. Because, this is still related to agencies which in fact are government agencies and must be aware of nationalism, posts about national holidays will be uploaded on Instagram. The source also stated that the commemoration of national holidays is also to provide content outside the main content, namely the publication of data, so that uploads on social media Instagram can be varied.

This can be seen in the post about Youth Pledge Day which is celebrated on October 28. This post is in line with the Blora Regency BPS Instagram target audience which refers to young people, so this post, congratulations on commemorating Youth Pledge Day, was shared on Instagram. In this post there is still some data included, such as the number of young people, but it is not dominant.



Figure 5. Blora Regency BPS Instagram post

Posts to commemorate major national holidays like this are carried out continuously to increase interaction with the audience as well. Uploading posts on national holidays will also help fellow Instagram users to build interaction on social media, especially Instagram. This content upload, which is actually formal, is packaged in a contemporary way in language that follows young people's trends.

Conclusions

This research discusses the use of Instagram by BPS Blora Public Relations as a publication tool. Social media, especially Instagram, has entered various lines of life, including government agencies that also utilize this technology to increase interaction with the community, in this case the Blora Regency

Public Relations also utilizes Instagram as a publication media. The use of Instagram has 4C aspects, namely Context, Communication, Collaboration, and Connection. The social media utilization of BPS Blora Regency has illustrated the 4C elements, but it is not optimal in terms of collaboration, and there is no significant collaboration activity, even though the collaboration aspect is also needed to maintain interaction activities with more significant users. Therefore, the future research of the research site in the utilization of Instagram is to increase collaboration with followers, use more Instagram collaboration features, and focus more on sustainable interactions. Furthermore, an emphasis on language that is in line with youth trends and building varied content will strengthen user engagement and improve the connection between BPS Blora and its community.

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