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Cyber public relations management in Instagram account @Dprd_Diy In 2021-2022

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ABSTRACT

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Entering the current digital era, many organizations have used internet technology to create email, websites, and social media. Because of this, the government has also begun implementing cyber PR activities to improve government performance regarding information and communication with the public. One strategy that government public relations practitioners can use in disseminating information and communication widely and effectively is cyber public relations. The government uses information systems that utilize cyber PR to provide information, public services, increase public participation, facilitate communication with the public, and so forth. This study aims to find out in more detail the process of cyber public relations management in Instagram account @dprd_diy in 2021-2022. The research method used in this research is descriptive qualitative, with data collection through in-depth interviews and documentation. The results showed that the Public Relations and Secretariat Protocol of The Regional House of Representatives of Yogyakarta Special Province had implemented four stages of PR management, namely, fact-finding by conducting situation analysis, planning programming by setting responsibilities, goals, and targets, and managing publication content, then taking actions and communications by carrying out activities cyber PR, and finally evaluations with monitoring and evaluation. In carrying out the essential elements of cyber public relations, Public Relations, and Secretariat Protocol, the DPRD DIY has carried out the four stages: transparency, internet porosity, The Internet as an Agent, Richness in Content, and Reach. However, in carrying out the stages of the essential elements of cyber public relations, there are still deficiencies that could be improved.

1. Introduction

Entering the current digital era, many organizations have used internet technology to create email, websites and social media. Public relations practitioners must master effective communication techniques and use media relations in government agencies (Theaker, 2020). Because of this, the government has also begun implementing cyber PR activities to improve government performance regarding information and communication with the public (Men et al., 2018). One strategy that government public relations practitioners can use in disseminating information and communication widely and effectively is cyber public relations (Santos, 2020). The government uses this information system that utilizes cyber public relations to provide information, public services, increase public participation, facilitate communication with the public, and so on. (Sun et al., 2019) Cyber PR activities are generally carried out by government public relations, which also play a role in bridging the community and government institutions including the house of representatives (DPRD) (Moneter & Susanto, 2020).

With the existence of cyber PR, the need for two-way communications between Council Members and the public demands the implementation of online public relations activities. Needs also affect the community regarding the need for information on channeling community aspirations, following up on

community aspirations, to the final decision on processing community aspirations (Daud & Khairunnisa, 2021). Through online and internet media, the public can convey their aspirations to Council Members, find out their follow-up actions in the DPRD DIY discussion forum through official information being circulated, and find out about policies that have been taken based on the results of discussions and discussions related to the aspirations that have been submitted (Susiani, 2023). The Secretariat of DPRD DIY operationally carries out its activities carried out by the public relations and protocol sector, which plays a role in carrying out and carrying out communication activities from DPRD DIY members both internally and externally and has the responsibility to foster good relations with the DIY community (Sarasati et al., 2023). The PR Division of the DPRD DIY Secretariat was asked to be able to take advantage of social media that is developing at this time in order to be able to interact with the public. The existence of communication media with the public certainly supports the function of DPR Members as a form of people's representation. In this case, Council Members must absorb and gather the people's aspirations.

One of the advantages of the DPRD DIY compared to DPRDs in other provinces is that because the DPRD DIY Secretariat is in the Province of the Special Region of Yogyakarta, the authority in matters of Privileges is contained in Law Number 13 of 2012 Article 7 paragraph 2 covering: procedures for filling positions, positions, duties, and authority of the Governor and Deputy Governor; DIY Regional Government institutions; culture; defense; and layout (Susiani, 2023). Thus the Regional Government has authority which includes Privileges based on this Law and authority based on Law Number 32 of 2004 concerning Regional Government, including the position of DIY as a region equivalent to a province means that the Governor is the Head of an Autonomous Region and at the same time a representative of the central government in the area. So that any decisions and information submitted by the Governor, Deputy Governor, and DPRD DIY members will be disseminated using cyber public relations media, namely Instagram (Susiani, 2023).

As the need for information increased and entered the era of social media, the DPRD DIY Secretariat then began to create and manage social media, one of which was Instagram. Instagram is the most dominant social media to establish communication with the DIY community. The DPRD DIY Secretariat is optimizing social media with updated activities and content. Through the use of Instagram social media, the DPRD DIY Secretariat implements e-government to serve the needs of the general public. Transparency of public information is essential to good governance in government initiatives. This study will focus on cyber PR activities on Instagram social media. The following is a display of the DPRD DIY Instagram account, which can be seen in Figure 1 below:
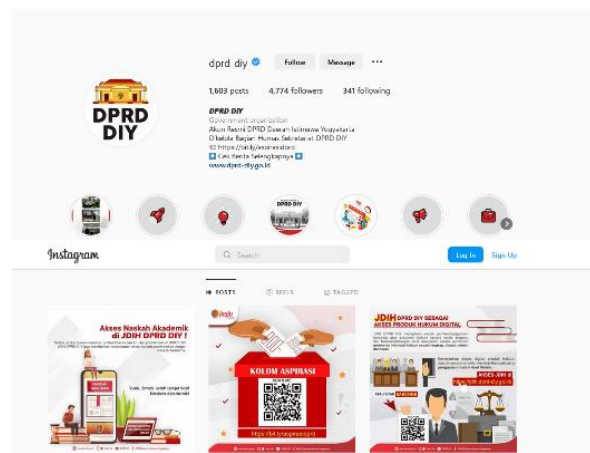
Figure 1. DPRD DIY Instagram account profile and content
(source: Instagram https://www.instagram.com/dprd_diy/)

The Instagram account @*dprd_diy* was inaugurated in February 2018 and has functioned as a means of information and communication as well as a place to accommodate the aspirations of the people of DIY. Managing the @*dprd_diy* Instagram account is carried out by public relations who are active in providing information such as news on internal and external activities of Board members, institutional policies, complete information on legal products (JDIH DPRD DIY), information related to PERDA, and always providing Instagram posts to provide information. Complete with the

government. In addition, the content on the @*dprd_diy* Instagram account tries to display interesting, varied, and innovative content. One of them is to provide information about the column for community aspirations, which aims for DIY people to be able to express opinions, suggestions, and criticisms to be conveyed directly to council members. In addition, there is information that explains the types of DIY legal products and the activities carried out by members of the Council for the surrounding community. The documentation and news displayed can be photos and videos from every event and holiday carried out by the DPRD DIY Secretariat. DPRD DIY Instagram also provides interactive communication channels for the community through the comment column feature and online people's aspirations form links that aim to make it easier for the community in terms of communication, information, and interaction from the community to DPRD DIY. This online communication media was created to facilitate channeling community aspirations to Council Members and provide sufficient space to receive input, suggestions, and responses directly from the public.

This research is necessary because the DPRD DIY Instagram also provides a communication channel for interaction with the community through the comment column feature and online people's aspiration form links which aim to make it easier for the community both in terms of communication, information, and interaction from the public to the DPRD DIY. This online communication media was created to facilitate the channeling of community aspirations to Council Members and to provide sufficient space to receive input, suggestions and respond directly to the public. Looking at the use of social media Instagram to implement cyber public relations, the Secretariat of the DPRD DIY certainly needs to be known in more detail. Implementing cyber public relations as a means of information and communication to the public cannot be seen from just one aspect. Therefore, it is necessary to carry out comprehensive research to find out in more detail the processes and functions of cyber public relations management in instagram account @*dprd_diy* in 2021 – 2022.

2. Method

The method used in this research is descriptive qualitative. Based on the postpositivism philosophy, qualitative research is used to examine the condition of natural objects, where the researcher is the key instrument, data collection techniques are triangulation, data analysis is inductive or qualitative in nature, and qualitative research results emphasize meaning rather than generalization. This study aims to accurately determine the phenomenon being investigated (Sugiyono, 2021).

In qualitative research, researchers used interviews and documentation methods (Nada rahmi et al., 2022). To obtain the complete truth of information regarding specific information. Researchers use interviews and documentation to check the differences. In addition, researchers can also use informants to check the truth of information through various perspectives or views obtained from results that are close to the truth (Sugiyono & Lestari, 2021).

Primary data was obtained through in-depth interviews with one Head of Public Relations and Protocol and two staff of the Public Relations and Protocol Secretariat of DPRD DIY. Secondary data was obtained based on the DIY DPRD Secretariat's Instagram content. Data analysis was carried out simultaneously with data collection utilizing data reduction, presentation, and conclusions. Qualitative research is subjective because the research instrument is the researcher himself. Researchers use this type of research method because they want to explain how to cyber public relations management in instagram account @dprd_diy in 2021 – 2022.

3. Result and Discussion

Public Relations is required to be able to convey up-to-date information on cyber public relations practices. In providing information, it must be consistent in order to maximize existing social media. Researchers collected data through interviews and observations with the Head of Public Relations and Secretariat Protocol of the DPRD DIY, Information, and Publication Material Management Staff, Social Media Management Staff of the DPRD DIY, and students. The current management of social media must be carried out by demanding cyber public relations to continue to be active in carrying it out. In digital development, internet use is an essential part. In addition to helping communication, the Internet also facilitates public relations performance. Public Relations must have a way to facilitate the means of information and communication via the Internet or social media. This makes the Public

Relations and Secretariat Protocol of the DPRD DIY implement Instagram social media as online public relations media or cyber public relations.

From the results of the information that the researchers obtained from in-depth interviews with Pujiati as the Head of Public Relations and Secretariat Protocol of the DPRD DIY, it was revealed that "the PR function, PR, PR and Protocol Secretariat of the DPRD DIY carry out the function of public relations management in providing information regarding activities that exist in DPRD DIY as well as activities that occur internally to society. In addition, the PR and Protocol of the DPRD DIY Secretariat chose Instagram as a publication medium because Instagram has been used by the PR of the DIY DPRD Secretariat to publish news related to various activities of the DPRD DIY to the public or the public since February 2018." (interview on May 13, 2023).

Instagram is a means of fulfilling information services for the public. Through Instagram, various reports on the DIY DPRD activities are displayed, including the plenary meeting activities, Special Committee Working Meetings in the formation of the Raperda, Board visits, Public Hearings, Audiences, and others. DPRD DIY Instagram can be used as an effective social media platform to interact and communicate online with the public. In managing Instagram, the Public Relations Secretariat of the DPRD DIY must provide the public with clear, transparent, and helpful information. They must ensure that the content displayed on Instagram adheres to the principles of objectivity, accountability, and the interests of the community.

Public relations management is carried out using internet media, commonly called cyber public relations, which is carried out in several stages, namely planning, organizing, implementing, and evaluating. These activities are carried out with internal and external communications to coordinate content concepts and the implementation of cyber public relations.

The stages in cyber public relations carried out by the PR and Secretariat of the DPRD DIY are as follows:

1. Fact Finding

    From the results of interviews with Pujiati as the Head of Public Relations and Secretariat Protocol of the DPRD DIY, it was found that by analyzing and researching the situation related to the cyber public relations activities that will be carried out. Previously, DPRD DIY PR activities used conventional media such as television and newspapers. However, with the development of the internet, public relations activities have turned digital by using cyber public relations. This activity is seen as a form of operation of the real function of cyberspace in real cyber public relations work practices. By implementing cyber public relations, it will facilitate two-way communication and lead to interaction with two parties. In addition, social media interaction also facilitates DPRD DIY feedback with the community.

2. Planning Programming

    Next, cyber public relations planning was carried out by Uji Gigih Firmansyah as the Administrative Management & Social Media Management staff of the DPRD DIY Secretariat, it was revealed that by making concepts and planning with the following steps:

    1) Identification of objectives, the first step is to identify the objectives of cyber public relations DPRD DIY. These goals must be clear and specific and include both long and short term goals.

    2) Identify the audience, after the goals have been set, the next step is to identify the audience that will become the target of cyber public relations DPRD DIY. This could include potential voters, the media and other relevant stakeholders.

    3) Determining the message, after the audience is determined, the next step is to determine the message to be conveyed. Messages must be clear and in a language that is easily understood by the audience.

    4) Determination of the media, after the message is determined, the next step is to determine the media to be used. The media used must be able to reach the target audience and communicate the message effectively.

    5) Content creation, after the media is determined, the next step is the creation of content that will be broadcast through that media. Content must be relevant to the

purpose and message to be conveyed and must be designed to attract the attention of the audience

6) Determining the timeframe, the next step is to determine the timeframe for carrying out cyber public relations DPRD DIY. This means that a schedule must be developed to encourage the timely measurement and assessment of cyber public relations performance, and ensure that effectiveness is measured.

7) Implementation and measurement, after the content has been developed and disseminated, the next step is to monitor and evaluate performance. Evaluation can be done through polls or surveys, monitoring response or participation rates, and tracking the source of page visitors.

The drafting and planning of cyber public relations DPRD DIY aims to maintain public trust and understanding in order to form a positive image of DPRD DIY through two-way communication that is communicative through internet media. Based on these objectives, the target audience to be achieved is the DIY community aged 17-45 years, male and female. The main education targets are students, colleges or various workers starting from offices, the private sector, students, students, and so on.

In making and planning the concept, it is necessary to determine the achievement indicators of DPRD DIY cyber public relations. The achievement targets set are expected to further accelerate the process of interaction between the government and the community. Utilization of IT Technology, Information and Communication is aimed at improving the quality of public services and reviving community activities in order to achieve a better level of welfare, as well as functioning as a portal of information, interaction and transactions for the government and the community as well as other parties so that the DPRD DIY as an institution that interested in the community can socialize public policies more efficiently. However, based on the research, this stage experienced problems, namely the number of human resources or public relations employees because they had a relatively small number.

3. Taking Action and Communication

The next activity is to carry out a series of actions and communications using Instagram social media to achieve all of its targets by providing interesting and informative visual content. This is a way of Public Relations so that information can be conveyed massively. In managing Instagram, DPRD DIY determines achievement indicators to become a reference in evaluating the success of managing Instagram, namely the number of followers, engagement rate, reach, sentiment, and conversions.
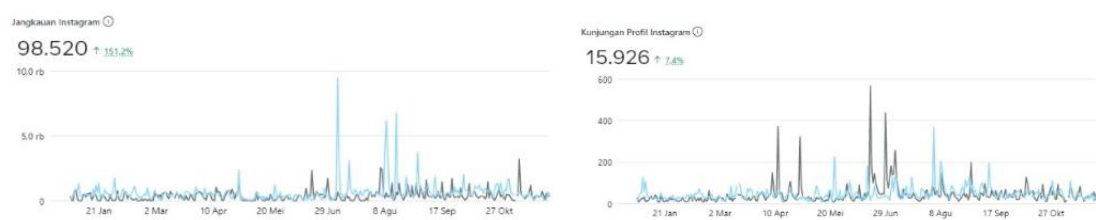
Figure 2. Data Insight

(source: Instagram https://www.instagram.com/dprd_diy/)

Based on figure 2 above, DPRD DIY Public Relations monitors several indicators of these achievements, DPRD DIY can effectively track their Instagram performance and make strategic adjustments if necessary, as well as improve communication and engagement between the community and DPRD DIY as a whole.

To be able to achieve the target indicators that have been determined, the following steps are taken:

1) Create clear and organized Instagram management plans and strategies to ensure the desired targets are achieved.

2) Manage DPRD DIY Instagram accounts consistently and regularly by posting regularly and being responsive to user feedback.

3) Ensuring that the content uploaded on the DPRD DIY Instagram account has added value and is relevant to the interests and needs of the community.
4) Using hashtags that are relevant and have the potential to spread en masse so that DPRD DIY accounts can be more easily found and accessed by the target audience.
5) Invite DPRD DIY employees and members to participate by regularly distributing DPRD DIY Instagram content and taking responsibility for increasing user engagement and opening up healthy interaction spaces.
6) Assess DPRD DIY Instagram performance by monitoring achievement indicators and creating regular evaluations of DIY DPRD Instagram performance.
7) Increase collaboration with various communities or other digital marketing strategies to encourage increased involvement and better knowledge about DPRD DIY in the community.

Based on Instagram activities with DPRD DIY cyber public relations carried out by the DPRD DIY PR and Secretariat, the aim is to provide information to the public about programs and activities carried out by the DPRD DIY. Posts on the DPRD DIY Instagram are expected to expand the reach of information and increase community participation and their involvement in ongoing democratic processes. Here are some more specific goals for posts on DPRD DIY Instagram:

1) Provide information and enlightenment to the public about the programs and activities of the DPRD DIY.
2) Communicate the opinions and policies of DPRD DIY related to important issues for the community.
3) Promoting active community participation in activities organized by DPRD DIY through announcements and invitations to attend and participate actively.
4) Introduce and build a positive image of DPRD DIY in the eyes of the public.
5) Opening space for discussion with the public about important issues and DPRD DIY policies through comments and responses under posts

With these objectives, it is expected to increase transparency, participation and accountability of the DPRD DIY and strengthen the relationship between the DPRD DIY and the community. In managing Instagram, Public Relations and the Secretariat of DPRD DIY also follow policies regarding government Instagram management which refers to the Regulation of the Minister of Communication and Information (Permendikbud) concerning Website Management and social media in Ministries or Institutions or Regional Governments, which stipulates guidelines regarding website management and social media effectively and efficiently.

In managing Instagram as a medium of communication with the public, Public Relations and the DPRD DIY Secretariat have a role in carrying out the communication function and maintaining good relations between the DPRD DIY and the community as follows:

1) Building the image and brand awareness of DPRD DIY, Public Relations is responsible for building a positive image and increasing public awareness about DPRD DIY through content posted on Instagram. They can present information about DPRD DIY activities, policies or achievements on a regular basis.
2) Manage content and posts, Public Relations is in charge of planning, creating and managing content to be posted on the DPRD DIY Instagram account. They have to ensure that the content is informative, relevant and of interest to the target audience.
3) Increasing interaction and involvement, Public Relations needs to interact with followers of the DPRD DIY Instagram account, answer questions, and provide relevant responses. Increasing public interaction and involvement can help build closer relationships between DPRD DIY and the community.
4) Conveying the latest information, Public Relations must ensure that the latest information, such as announcements, events, or DPRD DIY decisions, is conveyed to the public through an Instagram account. This can provide transparency and openness to the public regarding the activities of DPRD DIY.
5) Monitoring responses and feedback, Public Relations needs to monitor responses and feedback from the public on content posted on the DPRD DIY Instagram account. This

can help them understand public perceptions, needs and expectations, and take the necessary steps to improve communication.

6) Running a social campaign, Public Relations can use the DPRD DIY Instagram account to run social campaigns that are relevant to the issues being discussed in the DPRD DIY. This can engage the public in dialogue and broaden their understanding of the role of DPRD DIY in meeting community needs.

Figure 3 Instagram account *@dprd_diy* content (source: Instagram
https://www.instagram.com/dprd_diy/)

Based on figure 3 above, the Public Relations of the DPRD DIY Secretariat in managing Instagram as an information medium has an important role in providing accurate, relevant and useful information to the community. Following are some of the roles and responsibilities of Public Relations in managing Instagram as an information medium:

1) Providing official information, Public Relations is responsible for presenting official information about activities, policies, decisions, and issues related to DPRD DIY to the public through an Instagram account. The information submitted must be accurate, reliable, and based on legitimate sources.

2) Communicating the DPRD DIY agenda and schedule, Public Relations can use Instagram to inform the public about the agenda and schedule of DPRD DIY meetings, meetings or events. This allows the public to know about and be involved in the legislative process and activities of DPRD DIY.

3) Convey information about DPRD DIY policies and programs, Public Relations can use Instagram to explain policies being discussed or adopted by DPRD DIY. They can describe the objectives, benefits, and implications of these policies to the community in a clear and easy to understand manner.

4) Educating the public about the role of the DPRD DIY, Public Relations can use Instagram to provide an understanding to the public about the role and function of the DPRD DIY in a democratic system. They can explain how the DPRD DIY represents the interests of the community, carries out legislative, oversight and budget functions, and involves the community in decision making.

5) Presenting statistical information and reports, Public Relations can use Instagram to share statistical information, activity reports, and achievements of DPRD DIY to the public. This can provide a better understanding of the contribution of DPRD DIY in carrying out their duties and providing accountability to the community.

6) Encouraging public participation, Public Relations can use Instagram to encourage public participation in legislative and decision-making processes. They can inform the public about opportunities to provide input, provide suggestions, or participate in forums or public consultations organized by DPRD DIY.

In using Instagram, Public Relations and the Secretariat of the DPRD DIY carry out patterns and processes for managing Instagram by involving several stages that aim to produce an effective content strategy in increasing public awareness and responses regarding the implementation of the DIY DPRD

to increase the effectiveness of the DPRD's performance. The following are the pattern steps and the process for managing Instagram DPRD DIY:

1) Content Planning, Managers estimate the content schedule in posts whether it needs to be further developed or published on channels such as IGTV and so on.
2) Collection of Material or Photos or Images, Managers prepare content material in the form of text, photos or videos according to a predetermined theme and schedule.
3) Curation and Content Creation. Managers will select and evaluate content to produce professional and creative results.
4) Scheduling Posts or Content Publishing, Posting or displaying content at certain times or completing employee schedules or other adjacent schedules that are important.
5) Evaluation and Analysis of Content Performance, Evaluating public response as an analysis of activity on Instagram DPRD DIY, especially to ensure building event concepts, information, supervision and development can be a matter of policy making.

4. Evaluation

The last stage carried out is by evaluation. The evaluation stages are carried out after the program has been implemented or has been implemented. Evaluation is an important stage in the implementation of cyber public relations because it has the objective of measuring the level of effectiveness of social media users used in achieving the desired goals. In the evaluation process, the PR and Secretariat of the DPRD DIY monitors the content uploaded to Instagram.

Monitoring is carried out in the implementation of cyber public relations carried out regularly, both on the amount of publicity and the quality of published content. The PR team that was formed always strives for zero mystic in every job to avoid mistakes using the principle of accuracy. Then for monitoring the management of Instagram DPRD DIY content is to carry out supervision and monitoring activities on the performance of Instagram accounts. Through this monitoring, Public Relations can find out how effective their Instagram content is in achieving the set goals. Monitoring can be done using various methods, such as viewing insights on the number of followers and engagement rates, analyzing content and feedback from followers, and tracking the latest trends in Instagram usage.

In managing the Instagram content of DPRD DIY, an evaluation is carried out with an assessment of the results and performance of Instagram accounts in achieving the set goals. Evaluation can be done using various methods, such as conducting follower satisfaction surveys on government Instagram content, looking at analytical data to determine account growth, and comparing account performance with other government Instagram accounts.

In providing relevant and detailed information on Public Relations and DPRD DIY protocols, they must pay attention to the basic elements of cyber public relations, namely: cyber public relations, including transparency, internet porosity, The Internet as an Agent, Richness in Content and Reach. In detail as follows:

1. Transparency

In carrying out the basic elements of cyber public relations, Public Relations, the Secretariat of the DPRD DIY, are required to be able to provide information in a transparent, open and fair manner to the public. For this reason, based on the results of interviews with sources, it was stated that the DPRD DIY Instagram has disseminated information submitted by members of the DPRD DIY in an open and transparent manner without hiding anything. This aims to be able to give public trust and is expected to increase transparency, participation and accountability of DPRD DIY as well as strengthen the relationship between DPRD DIY and the community.

2. Internet Porosity

In the next stage, the Public Relations of DPRD DIY carried out in carrying out the basic elements of cyber public relations by disseminating information easily and getting people interested in sharing this information widely. Based on the results of previous interviews, the PR of DPRD DIY has carried out this stage by utilizing the Instagram feature, namely sharing where news or information regarding the activities of council members,

aspirations or even regional regulations can be spread by the public to broaden the information obtained with other members of the public.

3. The Internet as an Agent

The next step taken by the PR of DPRD DIY in implementing the basic elements of cyber public relations is being able to share news or information obtained as well as the stages of the elements above, for that the PR of DPRD DIY has done well and optimally.

4. Richness in Content and Reach

In the last stage of PR, DPRD DIY is required to be able to attract the public or visitors through search sites. Based on the interview data previously obtained, the PR of the DPRD DIY has included a link that can connect to the website and other social media on the @dprd_diy Instagram profile page. This aims to be able to connect one media with other media and make it easier for the public to access other media to get the information they need.

Figure 4 Instagram account profile bio *@dprd_diy*
(Source: Instagram https://www.instagram.com/dprd_diy/)

However, based on Figure 4 above, the implementation of this stage has not been fully maximized. It can be seen that on the Instagram profile page @dprd_diy only provides links that can access the DPRD DIY website. Seeing this, it will be difficult for the public to find information available on other social media owned by DPRD DIY.

Basically, Public Relations and the Secretariat of DPRD DIY have carried out Public Relations management activities and have done well. According to the researchers, the implementation of cyber public relations management activities for DPRD DIY is highly dependent on the role of Public Relations. This activity can be carried out properly and achieve the objectives of the activity if the Public Relations and Secretariat of the DPRD DIY implement management functions optimally.

4. Conclusion

Based on the research conducted, it can be concluded that the PR and Secretariat of the DPRD DIY of managing cyber public relations through the Instagram account @dprd_diy for the period 2021-2022, The result of the research indicated that the DPRD DIY cyber public relations activities are used to maintain public trust and understanding in order to form a positive image of the DPRD DIY in two way communication through the internet. The implementation of DPRD DIY's cyber public relations depends on the Public Relations and Protocol Section of the DPRD DIY Secretariat in determining the direction of establishing activities in cyber public relations with the Administration Management & Social Media Staff of the DPRD DIY Secretariat. In interacting with the public, cyber public relations is seen as a form of operating functions in cyberspace in cyber public relations work practices. The advantages of cyber public relations are avoiding distance and time constraints and facilitating two-way communication so that interactions between the two become more personal. The interactivity of social media also facilitates feedback between the DPRD DIY and the community itself.

However, in carrying out the stages of the essential elements of cyber public relations, researchers consider that there are many aspects which still needs to be improved and not optimal. In addition, there are obstacles to managing the DPRD DIY Instagram, namely insufficient teamwork, inadequate human resources, and many agendas that make it difficult for the team to pursue targets to publish information or news on the DPRD DIY's Instagram. Suggestions that can be given to the PR and Protocol of the DPRD DIY Secretariat, namely by including other social media links owned by the DPRD DIY Secretariat on the @dprd_diy Instagram profile page or bio and the need of additional

training or open job vacancies for existing HR so that the implementation of cyber public relations in DPRD DIY Instagram can be appropriately and optimally implemented.

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