The management of Instagram of Yogyakarta Special Region Province as a Medium to communicate public policy on Instagram social media @Humasjogja in 2022

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ABSTRACT

Keywords

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Good media management has a positive impact on the process of delivering public policy. This research analyses the management of the Instagram account @humasjogja by the Provincial Government of the Special Region of Jogjakarta in 2022 as a media to communicate public policy through social media. The purpose of the research is to understand how the province's Instagram account is used as a means of publication, information, and public services. Social media Instagram Public Relations of the DIY Regional Government also managed to get 4 awards from the Anugrah Media Humas (AMH) organized by the Ministry of Communication and Information in 2022. Public Relations of the DIY Regional Government synergize with community elements and stakeholders to obtain factual and actual information to get valid information to be conveyed to the community. The focus of the research is how this Instagram account functions as the main communication tool to convey public policy to the public through social media. Through a qualitative descriptive research method, this research documents the steps taken in managing the account, from the planning to the evaluation stage. The results of the research show that the management of Instagram involves the planning stages, making news articles, information coverage, to evaluation, with positive results in conveying government information to the public and involving them in the decision-making process, by the goals of Public Relations to provide information that is fast and well received by the public.

1. Introduction

Public relations in government has a very important role in bridging communication between the government and the community (Holm, 2006). Government public relations is responsible for managing information and messages conveyed by the government to the public, as well as receiving input, responses, and feedback from the public to be passed on to the government (Dulitzky, 2020). Government public relations also has a key role in conveying government information and policies to the public, including new policy announcements, government programs, development plans, and other important information (Siswanto & Abraham, 2016).

Along with the growth of technology and the internet, various kinds of internet access have emerged, such as websites and various social media, which are currently widely accessed and used as tools to exchange effective information (Prathisara & Masduki, 2023). It is possible that the internet is now what makes people's social lives develop rapidly. Making internet users increase and increase. Through the sophistication of social media, it currently supports the realization of public information disclosure without intermediaries in obtaining information and communicating (Jumbo et al., 2023). Then provide convenience for communication between individuals as well as for disseminating information from the government in carrying out communication activities.

The Instagram platform is one of the most significant information providers, with many users, from individual accounts, groups, and companies to official government-owned accounts. Social media has now been utilized with better optimization by city/district, provincial, and even state governments to participate in e-government programs. Government agencies use social media to support the dissemination of information about the government. The optimization of social media in the application of e-government in DIY public relations is one of the government's efforts to increase the efficiency and effectiveness of public services. In today's digital era, people are getting used to social media to communicate and find contact information.

The government uses social media as a means to provide information and public services to the public. One example of the application of social media in e-government is the use of Instagram accounts by DIY Public Relations. In its use, DIY Public Relations utilizes Instagram as a means to provide information and public services to the public. In this case, DIY Public Relations utilizes Instagram features such as Instagram Live and Instagram Stories to provide real-time information to the public (Wibowo, 2022). In addition, the government can also use social media to increase public participation in the decision-making process.

In addition, the social media account Instagram Public Relations of the DIY Regional Government has a fairly significant number of followers, namely 239,000 people. In 2022, there are achievements that the DIY Regional Government's Public Relations has that various awards have been successfully achieved by the Public Relations, including 4 award categories from a total of 6 categories (Annisa, 2021). Among them, the 2nd best award in the press release category, the 2nd best in internal media publishing (inhouse magazine), the 2nd best public communication campaign, and the best in the 3rd in the social media category are a row of proud achievements for DIY in 2022. The award was received by Plh. Assistant to the DIY Regional Secretariat for Economy and Development, Wiyos Santoso, at the Marriott Hotel Jogjakarta on Thursday (11/24/22). The prestigious award is held annually by the Ministry of Communication and Information of the Republic of Indonesia to honor public relations professionals. The appreciation is given to public communication as well as public relations of ministries and institutions, BUMN, BUMD, universities, and local governments (Wardha, 2022).

This proves that the performance of DIY Regional Government Public Relations has become a role model and can quickly face the times with today's digital technology. The sophistication can provide space to the public openly so that they can access information, policies, and activities from local governments. With the opening of space to the public, the government can reach its public closely. DIY Public Relations uses Instagram to reach easily, one of which is millennials. In this case, DIY Public Relations really pays attention to various forms of Instagram uploads in order to attract social media users, especially Instagram, so that they want to read the news of the DIY Regional Government Public Relations uploads.

Researchers conducted research on DIY Regional Government Public Relations because the Instagram social media account owned by DIY Regional Government Public Relations is the most active Instagram social media account among others. Then on that account there is a visualization, so that it can be interesting and attractive for the followers of the Public Relations of the DIY Regional Government who want to know about the latest events or service information. Even though the DIY Regional Government's Public Relations website is still active to provide news, for now, the social media that is often used by the public to access information and get visuals is Instagram. Therefore, researchers are interested in researching the role of the public relations department of the DIY regional government in implementing government public relations on Instagram and social media (@humasjogja).

2. Research Method

This research uses qualitative methods with the primary objective of conveying to the public the importance of optimizing governance through social media. Through this research, information can be disseminated more effectively to the public, with a focus on openness and transparency between the government and its citizens. The approach used in this research is a case study. According to (Syamsuryadin & Wahyuniati, 2017) a case study is a concept with a broad definition in the social sciences and can fall into one of four categories. Thus, this research aims to provide in-depth insights into relevant governance issues in the current context.

Meanwhile, this research provides an overview of the potential of social media in government promotion to obtain actual and more detailed information. This study applies two primary data collection techniques: interviews and document analysis. The approach used in discussions is unstructured interviewing. This approach involves creating a list of questions covering points identified through the literature review, which will serve as guidelines during interactions with research subjects. In addition to interviews, the second data collection technique is document analysis. This method does not involve direct interaction with research subjects but relies on gathering data from relevant documents. Thus, these two data collection techniques will provide a comprehensive framework for extracting the necessary information in this research (Iriantara, 2019).

3. Findings and Discussion

3.1. Instagram as a supporting social media

In presenting the data I obtained, based on (Atmoko, 2012), Instagram is an application accessible through smartphones, serving as a social media platform, and falls under the category of digital media that allows users to share information. Many government agencies utilize social media platforms like Instagram to disseminate information, as seen with the Yogyakarta government, whose Instagram handle is @humasjogja. In every piece of information conveyed, there is a message provided by the Yogyakarta government for its citizens to stay informed about event developments, regional government policies, and activities undertaken by the Governor. The local government's Public Relations Instagram account is interactive, creative, open, and educational for its followers. They regularly upload posts both in their Instagram Stories and on their main Instagram feed, providing information about Jogja that their followers eagerly anticipate.

Currently, the Instagram account @humasjogja is well managed, with informative content presented innovatively and modernly to keep readers engaged. Information is conveyed in distinctive and straightforward language, making it easily understandable to readers. They use local colloquial terms like "lur" and captivating language to grab the attention of their social media followers. In every Instagram post, they consistently use hashtags in their captions, such as #JogjaIstimewa and other relevant hashtags related to the content they share. This makes it easier for readers to find information related to specific hashtags, such as #VisitingJogja for posts about tourist destinations and #GubernurDIY when there are posts featuring Sri Sultan.

3.2. Government Public Relations

The main task of government public relations, according to (Fahri & Unde, 2018), is to respond to inaccurate and detrimental news about the government and to convey various government policies to the public. The presence of Humas has improved the government's positive image and enhanced communication between the government and the public. The role of Humas in the Yogyakarta government is to actively participate in the decision-making process. In the digital era, the role of public relations has undergone significant development, especially in the context of government institutions and local authorities. Social media platforms have become powerful tools for PR professionals to promote transparency, interact with the public, and effectively disseminate information. One shining example of this evolution is the role played by Humas Yogyakarta in leveraging Instagram to promote transparency and share information.

Humas Yogyakarta has embraced Instagram as a dynamic platform to connect with its constituents and provide them with timely and relevant information. With the handle @humasjogja, they have effectively harnessed the potential of Instagram to serve as a bridge between the government and the people. The main focus of Humas in conveying messages on the Instagram social media platform is transparency, which is one of the pillars of good governance. Humas Yogyakarta has recognized the importance of transparency in building trust with the public. Through Instagram, they have shared insights into the workings of the local government, showcasing the decision-making processes, policy implementations, and even the day-to-day activities of government officials, such as the governor and their staff and local government officials in Yogyakarta. This transparency helps demystify government operations and makes the government more accessible to the public. Furthermore, they engage the community. Instagram's interactive features have allowed Humas Yogyakarta to interact with the community actively. They regularly post updates, news, and announcements, inviting comments and feedback from their followers. This engagement fosters community and inclusivity, making the government feel more approachable. Additionally, they use

local language and everyday expressions, such as "lur," to create a more personal connection with their audience. They even frequently host podcasts that include local businesses (UMKM) and officials like council members and local government representatives for focused discussions that the public can view.

Timely dissemination of information is also one of their strengths. One of the significant advantages of using Instagram is the speed at which data can be disseminated. Humas Yogyakarta has capitalized on this by providing real-time updates on events, policies, and other essential matters. Using hashtags like #JogjaIstimewa and #GubernurDIY helps users quickly find information relevant to their interests. Whether it's updates on tourism, governance, or cultural events, Instagram has become a reliable platform for timely information dissemination. With innovation and creativity, Humas Yogyakarta has set an example by embracing innovation and creativity in its Instagram posts. They present information in an attractive and modern way, using visuals, videos, and stories to make content more engaging. This approach ensures their followers stay energized and look forward to their posts.

The use of Instagram by Humas Yogyakarta as a tool to promote transparency and disseminate information is evidence of the evolution of the role of PR in the digital era. By leveraging Instagram's interactive and real-time capabilities, they have fostered transparency, engaged the community, and provided timely information to their constituents. As more government agencies recognize the potential of social media platforms like Instagram, we expect to see further improvements in transparency, accessibility, and public engagement in governance.

3.3. Government Public Affairs

According to (Putra, 2017) defines government and public affairs as a crucial field in the interaction between the government, governmental institutions, and the public. It involves the formation, implementation, and evaluation of public policies and the impact of interactions between the government and the people on political decisions and policies. In the era of disruption, government communication faces significant changes in public communication behavior due to advances in information technology. According to (Wicaksana & Rachman, 2018), the government must pay attention to hoaxes and negative information that can influence public opinion. Message integrity and contextual understanding of messages are critical to the success of government communication.

Government and Public Affairs (GPA) itself enhances government transparency for Humas Jogja by ensuring that relevant and essential information is conveyed to the public. This allows the public to understand better government actions and policies, which, in turn, can increase government accountability to the public. Humas Jogja actively engages the community in policy-making and provides them with better access to information. GPA can encourage more active public participation in politics and decision-making, enabling the public to contribute to developing more effective policies that meet their needs.

Government and Public Affairs involve various types of implementations, such as G2C (Government to Citizens), which is a common e-government application; G2B (Government to Business), which the government uses to manage business aspects to ensure the country's economic conditions; and G2G (Government to Government), which connects interactions between countries in line with government relations at various levels and scopes (Lestari et al., 2021). In practice, the local government's Public Relations has maximized multiple types of implementations by using general e-government as a connecting application to disseminate information on digital-based applications such as Instagram Humas Pemda, which consistently broadcasts news in both text and audio formats.

Regarding G2B implementation, the local government has cooperated well with neighboring countries, such as Malaysia, to collaborate on economic development in the Yogyakarta region. In this context, the government must understand its essential role in communicating with various parties and adapting to technological changes and changes in public communication behavior. Government and public affairs play a central role in bridging the government and the public in an era of disruption.

4. Conclusion

In conclusion, the management of the Instagram account @humasjogja by the Yogyakarta Special Region Provincial Government in 2022 has undeniably revolutionized public policy communication. This research illuminates the remarkable effectiveness of using Instagram as a platform for information dissemination, public service, and engagement, as exemplified by the accolades earned at the Anugerah Media Humas (AMH) 2022. The collaborative efforts of DIY Regional Government Public Relations with the community and stakeholders have ensured the consistent delivery of accurate information. At the same time, the strategic planning, news creation, coverage, and evaluation processes have collectively contributed to the department's mission of providing swift and well-received government information. This study underscores the pivotal role of government public relations in bridging the communication gap between government and the public, showcasing how digital platforms, especially Instagram, have become powerful tools for efficient information exchange. Despite challenges in the digital landscape, such as data security and technological disparities, the success of DIY Regional Government Public Relations on Instagram reaffirms the significance of government public relations across digital platforms, emphasizing the transformation of Instagram into a smartphone-accessible, interactive, and educational tool that fosters transparency, trust, and public engagement.

5. Acknowledgment

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