



Digital Public Relations of Puskesmas Banguntapan II through Instagram

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ABSTRACT

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Digital Public Relations (PR) is a part of public relations that utilizes information and communication technology to attract public attention. One of the media used in digital PR is Instagram. Puskesmas Banguntapan II utilizes social media, especially Instagram, as a means of disseminating information to improve health services, education, and interaction with the community. This study aims to determine the Digital Public Relations strategy of Puskesmas Banguntapan II through the Instagram platform, using the theory of The Circular Model of Some includes four stages of share, optimize, manage, engage. The research method used is a descriptive qualitative approach with data collection techniques in the form of observation, documentation and in- depth interviews. The results showed that the digital PR strategy implemented by Puskesmas Banguntapan II was in accordance with the theory of The Circular Model of Some, which includes four stages: share, optimize, manage, and engage. However, it is necessary to evaluate and improve the engagement strategy to strengthen relationships with the community and achieve more effective communication. This contributes to increasing public awareness of health programs, as well as making Instagram an effective medium in public communication.

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1. Introduction

The latest development in the field of public relations is the utilization of the internet as a medium of communication, as well as the use of digital power to attract public attention, known as digital PR. Digital PR is a public relations activity that uses the internet as a tool to convey information about products and services to the public in a faster, more efficient, precise, and effective way. In addition, digital PR also aims to build good relationships with the public and create mutual understanding, which is a determining factor in the success or failure of the communication strategy (Tuhana, Daga, Aslam, Lada, & Edo, 2023).

The presence of social media in technological development has significantly changed the work strategies of PR practitioners. This can be seen in the field of digital PR, where social media, especially Instagram, has become a powerful tool for Public Relations Officers to carry out various activities. According to (Grunig, 2009). Instagram is one of the social media platforms that shape communication and interaction with the public, so it is currently one of the media for public relations. Instagram is the most widely used social network. In Indonesia, Instagram usage as of February 2024 was recorded at 88,861,000 users, of which 54.8% were women and 45.2% were men (NapoleonCat, 2024).

One of the health centers that utilizes Instagram social media as a means of delivering information is Banguntapan II Health Center. This health center was established in 1983 in Bantul Regency, precisely in Tamanan Village. Puskesmas Banguntapan II has won two awards, namely related to

Manpower Research in the Health Sector in 2017 from the Health Research and Development Agency, as well as the Public Service Standards Compliance Predicate in 2022 from OMBUDSMAN Republic of Indonesia. Various strategies have been implemented by this puskesmas to increase public awareness about the importance of responsibility for environmental health and healthy living behavior independently.

The Instagram account of Puskesmas Banguntapan II, namely @puskesmasbanguntapan_2 began to be active from 2019 with 1,147 followers and 313 uploads. The upload content includes health information, education, service schedules, activities that have been and will be carried out, and various programs that will be run by the puskesmas. Based on observations, this account is very active in providing information. This can be seen from the last upload made on October 6, 2024, which not only includes information about health services at Puskesmas Banguntapan II, but also remarks commemorating major health holidays, such as World Anti- Drug Day.

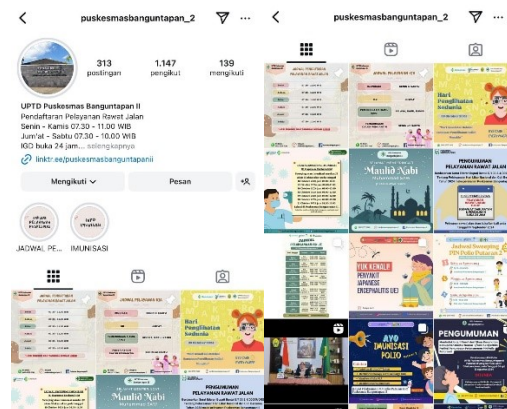


Figure 1. Display of Instagram Account of Banguntapan II Health Center

Source: Instagram Puskesmas Banguntapan II @puskesmasbanguntapan_2

Research by Tuhana et al., (2023) examined the Digital Public Relations Strategy of the Kupang City Government through Instagram, focusing on shortcomings in the implementation of Digital PR strategies in government agencies. The results showed that the government's Instagram posts used official and formal language, focused on the mayor's activities, and only resulted in public engagement in the form of likes, without further interaction. This study used the Analysis of Cyber Media (AMS) Method to analyze social media content and found that this formal approach has not been effective in encouraging two-way communication with the public. Therefore, it is recommended to improve the strategy by using more interactive and relevant language and content.

However, despite the many studies on Digital Public Relations, there are still gaps in the exportation of Digital Public Relations strategies in government agencies engaged in health services, such as Puskesmas Banguntapan II. Research by (Shahra, Cholidah, & Sosial, 2021) with the title Digital Public Relations management on Instagram Social Media @Halobandung, which focuses on managing Digital Public Relations (PR) through Instagram social media refers to The Circular Model of SOME including four main stages, namely share, optimize, manage, and engage. The study shows that Instagram management by The Bandung City Leadership Communication Protocol has fulfilled all four aspects, from disseminating information, searching for issues, to maintaining sustainable communication. Instagram is used effectively as a platform to build trust and achieve public communication targets. This research emphasizes the importance of a structured strategy in managing social media in government agencies to achieve public engagement and trust. Meanwhile, research conducted at Puskesmas Banguntapan II prioritizes Digital Public Relations strategies based on active interaction with the community through Instagram in the hope of higher involvement in health programs.

Therefore, the digital public relations efforts of Puskesmas Banguntapan II utilizing Instagram as a liaison between the community and puskesmas aims to be the main source of information dissemination. The uploads submitted include activities that have been and will be carried out, health

education, service schedules, and various programs aimed at increasing public health awareness. Instagram has proven to be an active and responsive media in supporting the Digital Public Relations strategy of Puskesmas Banguntapan II to deliver information effectively. This research focuses on analyzing the Digital Public Relations strategy implemented by Puskesmas Banguntapan II through Instagram using The Circular Model of SOME theory. The purpose of this research is to find out how the Digital Public Relations strategy of Puskesmas Banguntapan II in conveying information through the four stages of the SOME model, namely Share, Optimize, Manage, and Engage. Hopefully, this research can make a positive contribution in an effort to increase public health awareness through optimizing the use of Instagram.

2. Theoretical Framework

In knowing the digital public relations strategy of Puskesmas Banguntapan II through Insagram in conveying health information, this study uses the theory of The Circular Model of SOME which includes four stages: Share, Opyimize, Manage, and Engange which was discovered by Regina Luttrell. (Regina, 2015) in (Bin Rohmad & Suranto, 2024) states that the model includes four important aspects that must be considered in managing social media, where each aspect has its own advantages. This stage discusses how organizations or agencies can identify target audiences to increase engagement, including selecting the most popular networks, content sharing platforms, and their usage strategies. Agencies can determine the communication channels used to interact with the public and utilize them to build connections and trust. The second stage is optimize. At this stage, agencies need to listen and study the public's reaction to the shared content, where the public can provide both positive and negative feedback. Institutions must pay attention to public responses in order to identify shortcomings in the information content delivered through social media. The third stage is manage. At this stage, agencies must be able to manage communication on social media accurately and quickly, because in communication on social media, time and distance are no longer an obstacle (Fadillah & Huiquan, 2024). When people need information, most social media users expect a quick response from the authorities. The fourth stage is engage. Who, how, and how often engagement happens is an important part of this stage. An institution should understand its target audience and be present on the platforms they use, avoiding choosing social media that is rarely visited by that audience (Faza & Deslia, 2024). Communication on social media is fast-paced, so people expect an immediate response when they need important information.



Figure 2. *The Circular Model of SOME by Regina Luttrell*

Source: <https://ginaluttrellphd.com/rostir-model/>

3. Method

The research method used is a descriptive qualitative approach with a case study design to analyze the Digital Public Relations strategy of Puskesmas Banguntapan II in delivering information through Instagram. Interviews with the Public Relations team of Puskesmas Banguntapan II were conducted to understand the digital strategy implemented, as well as observation of audience interactions and analysis on the Instagram account @puskesmasbanguntapan_2. Through this method, the researcher

intends to examine in depth the strategies carried out by the team in conveying information to the public.

Data analysis techniques in this study refer to methods that include data collection, data reduction, data presentation, and conclusion drawing. The validity of the findings is guaranteed through triangulation of sources and techniques to ensure that the data obtained from interviews, observations, and documents support each other (Saleh Sirajuddin, 2017). Interviews are used as a data collection technique when researchers want to get in-depth information from a relatively small number of respondents Sugiyono, (2012) in (Effendy & Sunarsi, 2020). Meanwhile, interactive observation and document analysis were used to provide knowledge of Digital Public Relations (Saleh Sirajuddin, 2017). This approach contributes significantly to the Digital Public Relations literature, fills the existing gaps, and offers recommendations to strengthen the image of Puskesmas Banguntapan II. Through the use of various methods, this research not only answers the research questions, but also presents a framework that can be applied to similar research in the future.

4. Result and Discussion

This research is divided into four main stages of findings: Share, Optimize, Manage, Engage. The research aims to find out the Digital Public Relations of Puskesmas Banguntapan II in delivering health information through Instagram to the community. The results showed that Digital Public Relations has an important role in providing information, although the utilization of Instagram as a communication platform is still not optimal.

4.1. Presenting the Results

a. Stages Share Digital Public Relations on account @puskesmasbanguntapa_2

At the share stages, this action refers to the dissemination of the upload, information, or experiences to audiences through various social media platforms (Satyadewi, Hafiar, & Nugraha, 2017). In the share process, the audience targeted by Digital Public Relations of Puskesmas Banguntapan II is the community in Bnguntapan District, with the aim of building health awareness. The Public Relations Team of Puskesmas Banguntapan II shares various types of content through Instagram, which are categorized based on information provided by the puskesmas and then shared with the community. This content sharing includes related themes or topics, such as activity implementation schedules, announcements, health education, commemoration of holidays, and documentation after health activities. The types of content shared were generated from direct documentation during activities outside the puskesmas, taking into account patient privacy. For example, educational content about toddlers with stunting cases is presented without showing the patient's face. The type of content using the Instagram feature that is shared is usually in the form of feed posts, picture slides, and instastory.

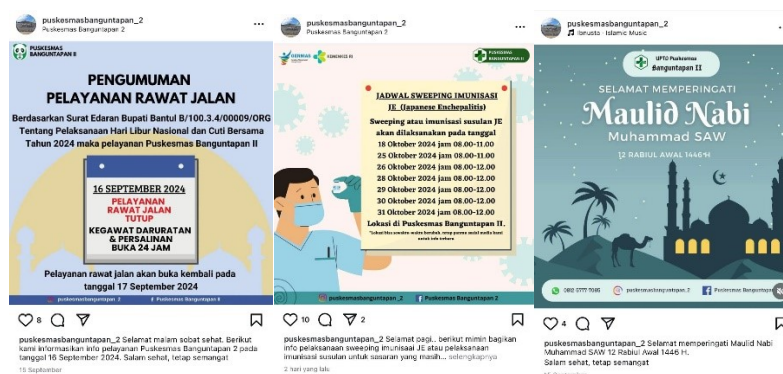


Figure 3. Example of content shared by Puskesmas Banguntapan II

Source: Instagram Puskesmas Banguntapan II @puskesmasbanguntapan_2

Puskesmas Banguntapan II successfully implemented an effective Digital Public Relations strategy through Instagram, by utilizing the "Share" stage of The Circular Model of SOME (Share, Optimize, Manage, Engage). At the "Share" stage, Puskesmas focuses on sharing content that is relevant, interesting, and useful for the community in Banguntapan Sub-district. The shared content includes

health education, activity schedules, and documentation of events such as immunization or handling of specific health cases. This not only meets the information needs of the community, but is also consistently published which can increase health awareness in a sustainable manner.

The features used in Instagram content are designed to be attractive while maintaining patient privacy. For example, in the documentation of stunting treatment in toddlers, the child's face is not shown, showing the Puskesmas' attention to privacy and ethics. In addition, the language used in each upload is designed to be easily understood by people from various backgrounds. The use of simple language makes it easier for audience to receive and understand the information conveyed. Overall, Puskesmas Banguntapan II successfully utilizes the "Share" stage in an effective way, not only to disseminate important information, but also to strengthen relationships and trust with the community, thus supporting a better and more effective Digital Public Relations strategy.

Puskesmas Banguntapan II uses various Instagram features such as feed posts, picture slides, and instastory to share health information with the community. This division of content types has a strategic purpose, namely so that the information conveyed is more easily accepted and relevant to a diverse audience. Feed posts are used for content that is permanent and in-depth, such as health education and documentation of activities, so that people can refer back to them in the future. Picture slides or carousel posts are used to visually convey more complex information, such as steps to prevent disease or explanations about healthy eating. Meanwhile, instastory is used for temporary or urgent information, such as reminders of immunization schedules or updates on daily activities. By dividing these types of content, Puskesmas Banguntapan II can maximize the features of Instagram and adjust the way information is delivered to the characteristics of the audience. This approach also increases community engagement, as they can access content in a way that is most convenient for them, whether through a more in-depth feed or a faster and more interactive instastory.

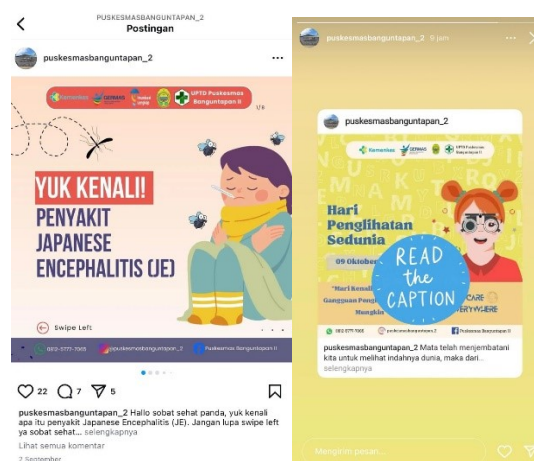


Figure 4. Examples of content types with instagram features (picture slides & instastory)

Source: Instagram account @puskesmasbanguntapan_2

b. Stages Optimize Digital Public Relations on account @puskesmasbanguntapan_2

The optimize stage is the process of improving the quality and effectiveness of content to make it more attractive and relevant to the audience. Optimize means maximizing interactions on social media to build strong relationships with consumers. An optimized communication plan has a huge impact on information, brand, and value. Understanding consumer opinions on social media makes it easier to build relationships (Qorib, Rinata, & Fianto, 2021). Optimize has three things that must be considered in this aspect, namely listening, learning, and taking part. Messages or information that have been disseminated to the public from social media can form public reactions both positively and negatively. So that companies or communities that spread messages must be involved in it through listening and learning how the public responds to them in order to improve the less than optimal parts of the message (Basten & Djuwita, 2019)

The Public Relations Team of Puskesmas Banguntapan II designs the content to be uploaded in such a way that it can be easily received and understood by the community. They try to create content

that is both informative and visually appealing, such as adding animations, choosing attractive colors, using a distinctive identity in each upload, and varying the type of font used. This aims to attract Instagram users who may not realize the importance of the health information conveyed. In terms of optimizing publication time, the Public Relations Team of Puskesmas Banguntapan II does not set a definite schedule for uploading content on the @puskesmasbanguntapan_2 Instagram account. Any content that has been created will be discussed first by the team, and after approval, the content will be uploaded immediately so that information can immediately reach the public through the account.



Figure 5. Example of Instagram content of Puskesmas Banguntapan II

Source: Instagram account @puskesmasbanguntapan_2

At the optimize stage in the Digital Public Relations strategy, Puskesmas Banguntapan II implemented several strategic steps to improve the quality and effectiveness of content on Instagram. The Public Relations team focuses on visually appealing content design by adding animation elements and selecting bright colors, so that the content becomes more prominent and attracts the attention of the audience. In addition, the use of Puskesmas's distinctive visual identity, such as a consistent logo and color palette, strengthens brand awareness and the institution's image as a trusted source of health information. A variety of fonts are also applied to emphasize important information and make the text easier to read. Although there is no fixed upload schedule, the team conducts discussions before uploading content to ensure relevance and the right time to deliver information.

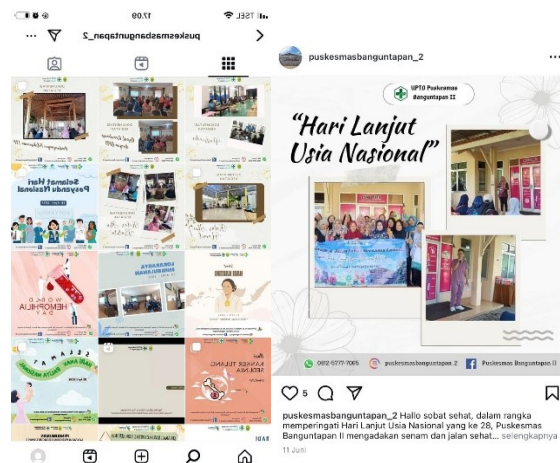


Figure 6. Example of color palette & logo usage from Instagram Puskesmas Banguntapan II

Source: Instagram account @puskesmasbanguntapan_2

At the optimize stage in the Digital Public Relations strategy, Puskesmas Banguntapan II implements strategic steps to improve the quality and effectiveness of content on Instagram. By focusing on visually appealing content design, through animation elements and the selection of bright

colors, the Puskesmas seeks to attract audience attention and increase user interaction. The use of distinctive visual identities, such as logos and a consistent color palette, aims to strengthen brand awareness so that people can easily recognize Puskesmas content. In addition, a variety of font types are applied to emphasize important information and facilitate reading. Discussions before uploading are conducted to ensure the relevance and timing of information delivery, so that messages can be delivered quickly and efficiently. Through this strategy, Puskesmas Banguntapan II seeks to increase public awareness of health issues and strengthen its image as a trusted source of information.

c. Stages Manage Digital Public Relations on account @puskesmasbanguntapan_2

The manage stage is the process of planning, organizing, and controlling content and interactions on social media to achieve the desired goals (Hajati, Perbawasari, & Hafiar, 2018). Manage consists of three main aspects, namely media monitoring, quick response, and real-time interaction. Monitoring can be done effectively by using additional tools such as social media dashboards, which can collect information from various sources on various networks (Suherman, Lawelai, Nurtang, Salam, & Hadmar, 2022). Based on the results of the interview, Public Relations of Puskesmas Banguntapan II manages Instagram by responding to comments, messages, complaints, and questions from the public regarding health services. The Public Relations team does not limit the number of comments, likes, or shares that enter through feed posts or DMs on Instagram. They have the principle to always reply to messages or questions as quickly as possible, so that people feel satisfied with the services of Puskesmas Banguntapan II through Instagram. However, regarding the procedure for responding to complaints or problems submitted via Instagram, the Public Relations team has not implemented it directly on this platform and only handles it at the health center face-to-face.

Puskesmas Banguntapan II has implemented the principles of the manage stage in The Circular Model of SOME theory, which includes planning, organizing, and controlling content and interactions on social media. First, in the aspect of media monitoring, the Puskesmas actively monitors incoming comments and messages on Instagram, which helps them plan content that is relevant and in line with community needs. While not explicitly using monitoring tools, this effort reflects an awareness of the importance of understanding topical issues in the community. The use of tools such as social media dashboards can further improve the effectiveness of monitoring and data analysis. The quick response aspect is an integral part of the manage stage, which emphasizes responsiveness to the audience. Puskesmas Banguntapan II demonstrates this commitment by trying to respond to every comment, message, and complaint as quickly as possible, thus increasing community satisfaction. This action not only creates a positive image for the Puskesmas as a caring institution, but also maintains a good relationship with the audience, in accordance with the objectives of effective communication.

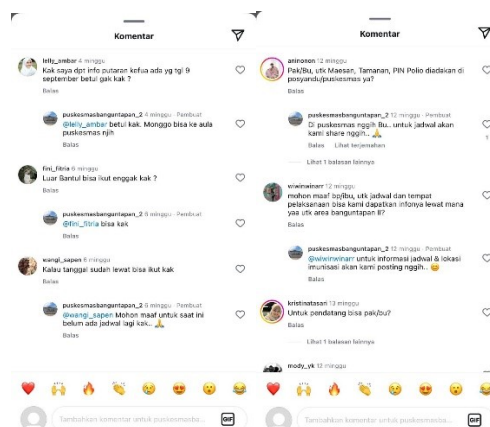


Figure 7. Example of comment reply from Instagram of Puskesmas Banguntapan II

Source: Instagram account @puskesmasbanguntapan_2

Based on the theory of The Circular Model of SOME. The manage stage shows that Puskesmas Banguntapan II manages interactions on Instagram, to achieve effective communication goals. At this stage, the process of planning, organizing, and controlling content and interactions includes three main aspects: media monitoring, quick response, and real-time interaction. Puskesmas uses the principle of

quick response by trying to respond to every comment, message, or complaint as quickly as possible to maintain public satisfaction. However, the obstacle is seen in the real-time interaction aspect, because although they do not limit comments, likes, and shares, and are committed to quick response, the procedure for handling complaints through social media has not been fully implemented. Interactions to handle complaints are focused more directly at puskesmas, rather than through digital platforms, so the potential for real-time engagement on social media has not been maximized. To improve effectiveness, the use of a social media dashboard as a monitoring tool can assist the team in managing interactions in a more responsive and structured manner.

d. Stages Engage Digital Public Relations on account @puskesmasbanguntapan_2

The engage stage is a process of active interaction with the audience, which aims to build stronger conversations and relationships (Al Rahmah, Hafiar, & Ryanto Budiana, 2022). According to Luttrell (2015) in (Bin Rohmad & Suranto, 2024), engage is the last stage where social media users must pay close attention to relationships with influencers, understand the audience, and know how to respond to them. In delivering messages or information, the identified audience should be involved, with the aim of optimizing the use of social media so that engagement can be achieved (Risma & Setiawan, 2022). The Public Relations Team of Puskesmas Banguntapan II applies this strategy to increase community involvement in health programs through Instagram, but the application is adjusted to the conditions and content to be uploaded. However, the use of Instagram interactive features such as live, polls, or Q&A is still rarely done by the team. In addition, Puskesmas rarely promotes offline activities through Instagram, and only shares documentation after the activity is completed. In content creation, the Public Relations team of Puskesmas Banguntapan II does not just make uploads, but also creates content that is useful for the community also refer to trusted sources such as the Ministry of Health website. Efforts to involve the community in sustainable health programs are mostly done through posts on feeds or instastories, such as invitations to do routine blood pressure.

At the engage stage based on the theory of The Circular Model of SOME. Highlighting how Puskesmas Banguntapan II interacts with audiences through social media, especially Instagram. The engage stage aims to build stronger relationships with audiences through active conversations, but in practice, this engagement has not been maximized. Although content is tailored to the conditions and created based on trusted references such as the Ministry of Health website, the use of Instagram interactive features such as live, polls, and Q&A is still rarely utilized. This limits the potential for more dynamic and responsive engagement from the audience. In addition, the promotion of offline activities is also rarely done actively, with uploads limited to post-activity documentation. Nonetheless, efforts to engage the public in health programs, such as invitations to routine blood pressure through feeds and instastories, still show intentions to maintain interaction. However, optimization of interactive features and more consistent promotion of activities would increase engagement more effectively and encourage wider community participation in Puskesmas health programs.



Figure 8. Example of a health program invitation from the Instagram of PuskesmasBanguntapan II

Source: Instagram account @puskesmasbanguntapan_2

4.2. Create a Discussion

In this study, the results obtained show that Puskesmas Banguntapan II implements Digital Public Relations strategies effectively through four stages: share, optimize, manage, and engage. These results are in line with the principles of digital communication that emphasize the importance of delivering useful information, designing engaging content, managing responsive interactions, and increasing community engagement. These findings not only confirm previous research results, but also expand our understanding of how good social media management can increase public awareness and participation in health programs.

In the share stage, Puskesmas Banguntapan II successfully implemented a Digital Public Relations strategy through Instagram by sharing useful content such as health education, activity schedules, and event documentation. The consistency of these publications increases public health awareness while maintaining patient privacy, such as not showing the child's face in stunting documentation. The use of simple language ensures information is easily understood by all.

Puskesmas make strategic use of Instagram features: feeds for permanent content, picture slides for complex information, and instastories for urgent reminders such as immunization schedules. This division of content types tailors the delivery of information to audience characteristics, increases community engagement, and maximizes Instagram as an interactive communication medium. This finding is in line with research (Tuhana et al., 2023) which shows that social media management by the Kupang City Government uses a formal language style with limited community involvement. With a proactive approach, Puskesmas Banguntapan II creates more active and useful interactions with the audience.

At the optimize stage, Puskesmas Banguntapan II implements strategies to improve the quality and effectiveness of content on Instagram. The content is designed to be visually appealing through the use of animations, bright colors, and distinctive visual identities, such as logos and a consistent color palette. This effort aims to strengthen brand awareness and ensure that the public can easily recognize official Puskesmas content. The use of font variations also helps to emphasize important information and facilitate understanding. Puskesmas conducts team discussions before uploading content to ensure relevance and appropriate timing, even though it does not have a fixed upload schedule. This maintains the effectiveness of information delivery to the community.

The optimize strategy implemented by Puskesmas Banguntapan II is in line with the findings of research by (Shahra et al., 2021) regarding the management of Digital Public Relations on Instagram @Halobandung. The research also emphasizes the importance of disseminating interesting content and good communication to reach the target audience. Thus, the implementation of the optimize strategy by Puskesmas not only strengthens the institution's image, but also ensures relevant and effective content in reaching the audience, in accordance with the principles of The Circular Model of SOME which emphasizes the importance of content management in increasing public awareness of health issues.

In the manage stage, Puskesmas Banguntapan II manages content and interactions on Instagram by focusing on three main aspects: media monitoring, quick response, and real-time interaction. The health center actively monitors comments and messages to plan relevant content according to community needs. Although they do not use sophisticated monitoring tools, their awareness of hot issues reflects their efforts to understand their audience. In addition, the health center is committed to responding quickly to comments and complaints, creating a positive image and maintaining a good relationship with the audience, where high responsiveness is essential for effective communication.

However, challenges arise in that social media grievance procedures have not been fully implemented, with interactions focused more on face-to-face meetings, reducing the potential for engagement on digital platforms. To improve effectiveness, health centers should consider using monitoring tools such as social media dashboards to manage interactions more responsively. Research by (Shahra et al., 2021) shows that good social media management includes content dissemination, issue-finding, and maintaining communication, which is in line with the findings of this study, emphasizing the importance of planning and organization in achieving effective communication goals. By optimizing these aspects, Puskesmas Banguntapan II can improve its Digital Public Relations strategy.

At the engage stage, Puskesmas Banguntapan II tries to increase community engagement through Instagram, although its application is still limited. The Public Relations team focuses on relevant content and refers to trusted sources, such as the Ministry of Health website. However, the use of Instagram's interactive features such as live, polls, and Q&A are rarely utilized, so the potential for dynamic engagement is not realized. In addition, promotion of offline activities was minimal, with uploads only being documentation after the activity was completed. Although there are efforts to encourage people to take routine blood pressure, this interaction has not been optimized.

This suggests the need for improved engagement strategies. Optimizing interactive features and actively promoting activities can encourage wider community participation in health programs. This finding is in line with research by (Tuhana et al., 2023) which emphasizes the importance of creating more meaningful interactions on social media, not just providing information. To build a better relationship with the community, Puskesmas Banguntapan II needs to evaluate and improve their engagement strategy.

5. Conclusion

The conclusion of this study shows that Puskesmas Banguntapan II successfully implemented a Digital Public Relations strategy through four stages: share, optimize, manage, and engage. At the share stage, they share useful content with easy-to-understand language, increasing public health awareness. In the optimize stage, visually appealing content is designed to strengthen brand awareness. At the manage stage, the health center actively monitors interactions and responds quickly, although the procedure for handling complaints on social media still needs to be improved. Finally, at the engage stage, although efforts to increase community engagement are made, the utilization of interactive features is still limited. This research emphasizes the need for evaluation and improvement of engagement strategies to strengthen relationships with the community and achieve more effective communication goals.

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