

The Public Relations Strategy of the Bogor City Council Secretariat in Carrying Out Instagram Content Activities @setwankotabogor

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Abstract

This study aims to analyze the strategies implemented by the Bogor City Council's Public Relations Secretariat in managing Instagram content @Setwankotabogor. The method used is descriptive qualitative with interviews as the data collection technique. The results show that the Bogor City Council's Public Relations uses Instagram to increase transparency and a positive image of the institution. The Public Relations team coordinates content creation and adapts themes to emerging local issues. However, the main challenges faced are limited creative ideas and low audience interaction. Recommendations given are to improve content creativity, audience interaction, and further support from the organization.

Keywords: Public Relations, Bogor City Council, Instagram, Communication Strategy, Social Media



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INTRODUCTION

In the rapidly evolving digital era, information and communication technology has significantly changed the way people interact, access information, and form social relationships (Alamsyah et al., 2024). Social media platforms, as one of the main innovations in the field of communication, have changed the traditional paradigm of information delivery. Social media is now used not only for personal purposes but also as a strategic tool for organizations, including the government, to interact with the public. Amid the rapid growth of social media usage, Instagram has emerged as one of the most widely used platforms by various government agencies, including the Bogor City DPRD Secretariat. With its ability to convey messages visually and interactively, Instagram enables Public Relations to more effectively reach a wider audience, especially young people who are dominant users of this platform. In this context, the use of Instagram by the Bogor City DPRD Secretariat Public Relations is crucial to promote transparency, increase public participation, and strengthen the relationship between the local government and the community.

Instagram, as one of the world's most popular social media platforms, has played a crucial role in the development of digital communication, both in personal and institutional contexts (Sikumbang et al., 2024). Since its launch in 2010, Instagram has grown rapidly, with over one billion monthly active users worldwide (Statista, 2020). This image- and video-based platform is not only used for sharing personal photos but has also become a primary channel for organizations and governments to communicate with the public. Instagram provides opportunities for its users to network, share information, and connect with audiences directly and more personally. Therefore, the use of Instagram by various agencies, including government institutions, is becoming increasingly important in supporting public communication.

Public Relations Public Relations (PR) is a crucial part of government organizations, responsible for maintaining good relations between government agencies and the public (Mauliq, 2021). In this context, the Public Relations of the Bogor City DPRD Secretariat plays a strategic role in managing communication between the local government and the public through various media channels, including Instagram. Public Relations is not only tasked with informing government policies, but also with building a positive image, increasing public engagement, and bridging communication between the public and the government (Kusuma & Wijaya, 2019). Through platforms like Instagram, Public Relations can convey information in an engaging and easily understood manner to a wider audience, including the younger generation who are more active on social media.

The existence of social media content is crucial in building image and increasing public engagement. According to Gunawan & Nugroho (2018), relevant, engaging, and consistent content on social media can help increase brand awareness, enhance audience loyalty, and create positive interactions between organizations and the public. Furthermore, social media content also serves as a tool for disseminating information, influencing public opinion, and accelerating the dissemination of government policies. In the context of the Bogor City DPRD Secretariat's Public Relations, social media content can be used to convey information related to DPRD policies, programs, and activities, with the aim of increasing transparency and public participation in the governance process.

Instagram has various advantages that make it the primary choice for many organizations in carrying out social media content activities (Girsang, 2020). One of its advantages is its ability to present attractive visual content, which can create a deeper impression on the audience. As an image and video-based platform, Instagram allows Public Relations to convey messages more creatively and easily digested by the audience. In research by Putri (2020), it was explained that visual content on Instagram tends to attract more audience attention, especially in increasing user interaction and engagement compared to plain text. This

provides an advantage for the Public Relations of the Bogor City DPRD Secretariat in managing communication with the public effectively.

Based on this, this study aims to analyze the strategies implemented by the Public Relations of the Bogor City Council Secretariat in managing the Instagram content of @Setwankotabogor and identify the challenges faced in carrying out these activities. By understanding the strategies used and the challenges faced, it is hoped that solutions can be found to increase the effectiveness of using Instagram as a public communication tool. As part of this study, researchers will explore various aspects such as the type of content published, the frequency of posting, and the interactions that occur between the Instagram account and the audience. This research is expected to contribute to the development of public communication strategies on social media, especially on the Instagram platform, for local government agencies such as the Bogor City Council.

RESEARCH METHODS

A qualitative approach aims to understand participants' perspectives through interactive and adaptive methods. This research focuses on understanding social reality from the perspectives of individuals directly involved. Therefore, qualitative methods are used to explore the natural situations of the objects studied, with the researcher acting as the primary instrument (Sugiyono, 2017). This research uses various methods to explore natural phenomena, including verbal and linguistic descriptions within specific contexts, with the aim of gaining a better understanding of the meaning of these experiences.

This research was conducted using a descriptive qualitative approach. The aim of this research is to thoroughly understand the research subjects, including their behavior, perceptions, motivations, and actions. According to Habsy (2017), this research was conducted by describing phenomena using words and language that occur in a natural environment. The method used is appropriate to the phenomenon being studied. However, according to Sugiyono (2020:64), descriptive research is a type of research that aims to determine the condition or existence of a variable, either one or more, without comparing them or seeking relationships between them. Therefore, descriptive qualitative research is a research approach that does not involve experiments or manipulation and focuses on explaining what happens in the field.

This study was conducted at the Public Relations Office of the Bogor City DPRD Secretariat, located at Jl. Pemuda No. 25, RT.01/RW.06, Tanah Sereal, Tanah Sereal District, Bogor City, West Java 16161. This location was chosen to reflect the author's observational activities during the research process. This study conducted various structured steps from February to April 2025. The data used in this study consisted of primary and secondary data. Primary data were obtained through active participation, direct observation, and interviews with several relevant informants. Meanwhile, secondary data were obtained through literature studies and digital sources related to the research topic. Descriptive qualitative analysis was used to analyze all of the data. This included data reduction, data presentation, and drawing conclusions based on interview findings and the author's participation in the Bogor City DPRD Secretariat Public Relations activities.

This study collected data using an interview guide, a list of questions specifically designed to gather information from informants, and documentation tools such as a mobile phone and a voice recorder. Furthermore, the author used a laptop to manage and analyze the interview data. Using descriptive qualitative analysis methods, all collected data were analyzed. This involved data reduction, data presentation, and conclusion drawing based on the interviews, as well as the author's active involvement in the Public Relations section of the Bogor City DPRD Secretariat.

RESULTS AND DISCUSSION

This study conducts an in-depth analysis of the communication strategies implemented by the Public Relations Department of the Bogor City Council (DPRD) Secretariat in managing its official Instagram account, @Setwankotabogor. This study not only highlights the strategic approaches used in conveying public information but also examines how these efforts are implemented technically and operationally within the context of institutional dynamics. The primary focus of this study is to evaluate the extent to which the implemented communication strategies are able to build a positive image of the institution and establish effective interactions with the public through social media.

To obtain relevant and in-depth data, researchers conducted interviews with several informants directly involved in content management and social media publication activities. These informants included Siti Faizah, a Technical Policy Reviewer; Kuntari Pratiwi, who is responsible for the Preparation of Information Materials and Publications; and Dendi Mulyadi, who is responsible for Public Relations, Protocol, and Publications. These three informants provided various perspectives and factual information that contributed to uncovering the internal and external challenges faced in implementing digital communication strategies.

The interviews yielded several important findings that not only address the research problem but also strengthen the research objectives. These findings reflect the current state of digital public relations strategy implementation within the Bogor City Council Secretariat and serve as evaluation material for developing more effective public communications in the future.

Strategies Implemented by the Public Relations of the Bogor City DPRD Secretariat in Managing Instagram Content @Setwankotabogor

The Public Relations of the Bogor City Council Secretariat has several key strategies in managing the Instagram account @Setwankotabogor, which aims to disseminate information related to the policies, activities, and programs of the Bogor City Council. Based on an interview, Siti Faizah explained that the main purpose of using Instagram is to provide information to the public quickly and efficiently. This is in line with Dendi Mulyadi's statement that emphasized the importance of Instagram social media in disseminating information faster than traditional media such as newspapers. The use of Instagram as a public communication medium aims to achieve transparency, accountability, and improve the image of the Bogor City Council institution in the public eye.

In its implementation, the Bogor City Council (DPRD) Secretariat's Public Relations coordinates through a Telegram group to ensure that content to be published is approved before being uploaded to Instagram. This demonstrates efforts to ensure the quality and appropriateness of posted content. The team involved in managing Instagram content consists of various elements, including curators, a technical team, and members responsible for creating visual and written content.

Kuntari Pratiwi added that when developing a content strategy, it's crucial to align with current issues in Bogor City. They choose themes that are relevant and aligned with celebrations or current issues, such as holidays or important events. This demonstrates that the Bogor City Council Secretariat's Public Relations Department strives to remain relevant and engaging with its audience by adapting content to the current social context.

Challenges in Managing Instagram Content @Setwankotabogor

Despite employing various strategies for managing its Instagram account, the Bogor City Council (DPRD) Secretariat's Public Relations also faces several challenges that impact its effectiveness. Dendi Mulyadi revealed that one of the main challenges is the limited creative ideas for content that can capture audience attention. Sometimes, existing ideas still focus on formal activities such as meetings or internal DPRD activities, which may be less appealing to younger audiences. Therefore, it is important to continue exploring new ideas that can better

capture the attention of audiences, especially the younger generation who are more active on social media platforms.

Furthermore, another challenge is audience interaction. Kuntari Pratiwi stated that although the published content has educational value, audience interactions, such as comments and shares, are relatively rare. This may be due to the content's more educational nature and less interactive or controversial nature, which generally garners a greater response from social media users.

In terms of organizational support, despite efforts by the PR team to optimize Instagram usage, there is still a lack of tools or budget that could speed up and simplify the content management process. Kuntari Pratiwi added that despite organizational support, sometimes the budget or tools needed to support PR's social media management performance are not optimal.

Effectiveness of Strategies in Increasing Public Engagement

Despite these challenges, the Bogor City Council's Public Relations Secretariat continues to strive to increase public engagement through Instagram. According to Dendi Mulyadi, Instagram plays a significant role in disseminating information compared to traditional media like newspapers, as it reaches audiences more quickly, especially millennials and Gen Z, who prefer to share information through visuals. Therefore, the Bogor City Council's Public Relations Secretariat focuses more on Instagram to publish information related to council members' activities and internal activities within the secretariat.

In an effort to increase effectiveness, the PR team is striving to be more creative by creating more engaging and varied content, including using graphic design and video editing applications like Canva and CapCut. They also utilize interns to provide fresh and varied creative ideas for content creation. Kuntari Pratiwi emphasized the importance of creativity in content creation to increase engagement and capture the attention of audiences increasingly accustomed to engaging visual content.

Instagram's Role in Improving the Image of the Bogor City DPRD

Overall, Instagram plays a crucial role in enhancing the image of the Bogor City Council (DPRD) by demonstrating the transparency, accountability, and performance of council members to the public. The Bogor City DPRD Secretariat's Public Relations Department strives to visualize council members' activities through content posted on Instagram. For example, they create educational content on important issues such as stunting and healthy eating, which not only convey information but also educate the public on issues relevant to their lives.

In this regard, Dendi Mulyadi stated that the primary goal is to create a more modern, responsive, and informative image through Instagram. He added that it is crucial for the Regional People's Representative Council (DPRD) to utilize this platform to demonstrate to the public that they are actively carrying out their duties and are always open to input from the public.

CONCLUSIONS

Based on the research results, it can be concluded that the Public Relations of the Bogor City DPRD Secretariat has implemented an effective strategy in managing the Instagram content of @Setwankotabogor to achieve public communication goals, namely increasing transparency, accountability, and a positive image of the institution in the public eye. The implemented strategy includes a clear division of tasks within the team, coordination through a Telegram group for content approval, and adjustment of themes to current local issues. Instagram has become the main platform in disseminating information due to its ability to quickly and efficiently reach audiences, especially the younger generation who are more active on social media.

However, despite the successful implementation of the strategy, several challenges remain, such as limited creative content ideas and low audience engagement, particularly in the form of comments and shares. Organizational support in terms of budget and equipment also needs to be improved to optimize social media management.

Overall, Instagram plays a crucial role in building the image of the Bogor City Council (DPRD) by demonstrating transparency and the performance of council members to the public. More creative content management and adherence to evolving social media trends are key to continuously increasing public engagement.

Based on the research findings, several recommendations are available to improve the effectiveness of Instagram content management by the Bogor City Council Secretariat's Public Relations. First, creativity needs to be enhanced by optimizing the role of the team, including interns, and utilizing more varied content formats. Second, audience interaction should be enhanced by encouraging people to comment, share, and follow the account. Third, Public Relations should utilize other social media platforms such as TikTok and Twitter to reach a wider audience. Fourth, organizational support in the form of budget and tools needs to be increased to ensure more efficient content management. Finally, regular evaluation of social media performance is crucial to measure content effectiveness. With these steps, it is hoped that Instagram can become a more optimal public communication medium and strengthen the institution's positive image.

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