

## **Implementation Public Relations Performance of The Bogor City Legislative Council Secretariat in Improving Communication Strategies Digital Instagram Account @Setwankotabogor**

**Azqia Aulia Denariansyah<sup>1\*</sup>, Willy Bachtiar<sup>2</sup>**

IPB University Vocational School, Bogor, Indonesia<sup>1,2</sup>

azqiadenariansyah@gmail.com<sup>1\*</sup>, willybachtiar@apps.ipb.ac.id<sup>2</sup>

### **Abstract**

In the era of digitalization and bureaucratic reform, demands for transparency, accountability and openness of public information are getting higher. This research aims to analyze the implementation of the Public Relations performance of the Bogor City DPRD Secretariat in managing digital communication strategies through the @setwankotabogor Instagram account, as well as identifying challenges faced and steps taken to improve the effectiveness of public communication. The research method used is descriptive qualitative with an observation approach, in-depth interviews, and literature studies. The results showed that the Public Relations of the Bogor City DPRD actively utilizes Instagram as the main communication media with a focus on disclosing information on official activities and building a positive image of the institution. However, significant challenges faced include limited human resources, digital work tools, and content creativity. To address these challenges, public relations implemented a strategy of adaptation to digital trends, regular content evaluation, intensive internal coordination, and utilization of big moments to increase information reach. This research confirms the important role of government public relations in building two-way communication with the public through an adaptive and structured digital strategy.

**Keywords:** Digital communication, Government public relations, Instagram, Communication strategy, Bogor City Council



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**INTRODUCTION**

In the era of reform and digitalization, demands for transparency in governance and public services are increasing. The public expects open information and accountability from public institutions in carrying out their duties and responsibilities. Open communication between the government and the public is key to building public trust and realizing good governance. Open information also enables the public to participate in decision-making and provide input on public policy.

The development of information technology has driven changes in communication patterns within public organizations. Digital media is now the primary means of achieving transparency, efficiency, and accountability in government institutions. Digital communication can reach a wider audience in a shorter time and enable two-way interaction between institutions and the public. According to The Global Statistics (2025), the number of internet users in Indonesia reached 204.7 million, with 191.4 million of them being active social media users. This demonstrates that social media has become a primary communication channel in today's digital era.

Abdul Kadir, in Heriyanto (2018), defines information as data that has been processed so that it is meaningful to the recipient and useful in decision-making, both now and in the future. Public relations plays a key role in disseminating information to the public through various channels, including the rapidly growing use of social media. In an agency, public relations plays a crucial role in conveying information to the public, both through social media and direct communication, as well as building and maintaining the organization's image (Anggraini et al. 2021). Public relations is responsible for collecting, managing, and disseminating information about the institution's activities to the public (Cahyani et al., 2020). Furthermore, government public relations is also required to be able to adapt to changes in public behavior that are increasingly active and critical in the digital space (Wulan, 2023). According to (Ruchiat Nugraha et al., 2022), achieving communication goals requires an effective strategy, namely by selecting appropriate media and conveying messages that align with public needs. The integration of information and communication technology opens up significant opportunities for public relations practitioners in government to maximize their front-line roles while strengthening their image. Communication with the public, previously conducted through traditional methods, can now shift entirely to digital platforms.

The use of social media in government public relations activities serves to measure public response as an indicator of success (Budhirianto, 2020). Isnaini (2021) explains that public relations must have the ability to manage information and present it in an attractive and informative manner, so that the institution's reputation in the eyes of the public can improve. Sani et al., (2020) revealed that public relations plays a crucial role in building public trust and ensuring that the information conveyed is well received by the public. Husein et al., (2021) added that effective information dissemination can be done through various communication media, such as social media, websites, and traditional media such as radio and television. Meanwhile, Ansyar and Junianto (2023) highlighted that in the current digital era, the use of social media as a communication tool is becoming increasingly important in reaching the wider community.

The public relations department actively implements a communication system to build interactions with other parties, achieve agency goals, and prevent potential conflicts that can hinder the achievement of a positive image. This effort is also carried out by the Public Relations of the Bogor City DPRD Secretariat, which plays an important role in creating and maintaining the institution's good reputation through targeted and effective communication, to be able to achieve interactions with other parties. The Public Relations of the DPRD Secretariat has a task to manage documentation and produce daily content such as reels and feeds published through the Instagram account.

The official @setwankotabogor account. Instagram was chosen as a communication medium because it is one of the most popular platforms in Indonesia, with 173.59 million active users (The Global Statistics, 2025). Situmorang and Hayati (2023) stated that Instagram is currently one of the most popular social media platforms and continues to experience user growth. Through this platform, people can share messages or stories visually through images, which are often more engaging than written text (Syah et al., 2021). Instagram is also a social media platform that can provide feedback in the form of likes or comments on posts (Maulana, 2019). Through this account, the secretariat's public relations team strives to build a positive image of the Bogor City DPRD and foster good relations with the public, ultimately supporting public information transparency.

In addition, challenges in terms of content consistency, human resources, and adaptation to digital trends are also parts that need to be analyzed. Based on this description, this study formulates two main focus issues, namely how the implementation of the Public Relations performance of the Bogor City DPRD Secretariat in managing and strategizing digital communications through the Instagram account @setwankotabogor, and what challenges faced and steps taken by public relations and account managers in increasing the effectiveness of digital communications to the public.

In line with this formulation, the purpose of this study is to analyze the implementation of public relations performance in managing Instagram accounts as a means of public communication, as well as to identify challenges and solutions implemented to improve the effectiveness of digital communication strategies within the Bogor City DPRD. This research is important for understanding how digital communication strategies are designed, implemented, and evaluated by the institution's public relations, as well as how the content presented can build openness and public trust.

## RESEARCH METHODS

This study uses a descriptive qualitative method to gain an in-depth understanding of the public communication strategies implemented by the Bogor City DPRD Secretariat Public Relations in managing the Instagram account @setwankotabogor. Qualitative research aims to gain an in-depth understanding of social phenomena (Rusandi, 2021). According to Denzin & Lincoln in Anggito & Setiawan (2018), qualitative research interprets phenomena in their natural context. Kriyantono (2020) explains that qualitative research focuses more on in-depth data collection rather than on extensive data collection. Meanwhile, Erickson in Anggito & Setiawan (2018) states that qualitative research aims to narratively describe the activities and impacts of the actions taken. This approach is used to analyze real situations according to conditions at the time of the research, without manipulating the data obtained (Wacika, 2021). The descriptive method aims to systematically describe facts on the ground and examine the communication strategy patterns implemented by the Bogor City DPRD Secretariat Public Relations.

This research was conducted at the Public Relations of the Bogor City DPRD Secretariat, located at Jl. Pemuda No. 25, RT. 01/RW. 06, Tanah Sareal, Tanah Sereal District, Bogor City, West Java 16161. The selection of this location was adjusted to the observation activities by the author in research activities. The research activities took place from February to April 2025, with various stages of research carried out in a structured manner during that period. The data used in this study are primary data and secondary data, primary data obtained based on the results of active participation, observation, and answers from the results of interviews conducted with several informants. While secondary data was obtained from literature studies, including digital sources relevant to the research topic.

The author used several instruments to collect data, namely interview guidelines in the form of a list of questions specifically designed to obtain information from sources, a mobile

phone as a tool for documentation, and a voice recorder, as well as a laptop to manage and analyze the interview data. The author analyzed all data using descriptive qualitative analysis techniques, which included the process of data reduction, data presentation, and drawing conclusions based on the results of the interviews and the author's active participation in the Public Relations of the Bogor City DPRD Secretariat.

## RESULT AND DISCUSSION

In the ever accelerating digital era, public communication patterns have undergone significant changes. The public is now more active, critical, and accustomed to instant access to information through various digital platforms. This requires government agencies to not only convey information one-way, but also to foster more responsive and participatory two-way interactions. Therefore, the role of public relations (PR) is highly strategic in managing public communications to ensure they remain relevant, inclusive, and adaptive to the dynamics of the times.

As the spearhead of institutional communications, public relations within government is required to optimally utilize digital media. It's not enough to simply convey a message; public relations must also ensure that it reaches the right audience, in an engaging format, and at the right time. Digital communication strategies must be designed to build a positive image of the institution, increase public trust, and strengthen government accountability in the eyes of the wider community. In this context, it is interesting to examine how digital communications are implemented by local government agencies, particularly the Public Relations of the Bogor City Council (DPRD) Secretariat. Through the official Instagram account @setwankotabogor, public relations has a strategic space to convey council information, build rapport with the public, and leverage digital momentum to expand the institution's communication reach. The following discussion will outline how this strategy is implemented, the challenges faced, and the strengthening steps taken to optimize public relations functions in the digital realm.

### **Implementation of Public Relations Performance of the Bogor City DPRD Secretariat in Digital Communication Strategy via Instagram @setwankotabogor**

The Public Relations of the Bogor City DPRD Secretariat plays a strategic role in shaping the institution's image through social media, particularly Instagram. Operationally, the public relations department's role is divided into several functions, such as writing content, taking and selecting photos, and curating content before publication. This work process demonstrates that each individual has specific responsibilities that support each other in a cohesive digital communication flow. The Public Relations of the Bogor City DPRD Secretariat has demonstrated an active role in implementing digital communication strategies through the management of the @setwankotabogor Instagram account. Instagram was chosen as the primary medium due to its ability to reach a wide and fast audience. In one day, the Secretariat's Public Relations team typically targets two to three content posts, typically covering council activities, local issues, and important national moments. Content creation also considers relevance to current issues and current events, such as national holidays or viral local phenomena, to maintain audience engagement. In addition to Instagram, Public Relations also collaborates with online and print media such as Tribun Bogor and Bogor Daily to expand the reach of information. This strategy strengthens content visibility through cross-platform distribution. Each upload is coordinated in advance through the public relations team's Telegram group to ensure consistency and accuracy of information.

From the interview results, it was found that the digital communication strategy currently being implemented focuses on public information disclosure and publication of council activities, such as plenary meetings, recesses (the period in which members of

parliament carry out activities outside of session periods), especially outside the parliament building, to the socialization of regional regulations. Content creation is usually structured to adapt to current developments, using lighter language, engaging visuals, and following trends (such as the use of popular songs in reels). The phenomenon of adaptation to the growing digital culture is reflected in the current tendency of society to prefer visual and informal forms of communication. Interview results indicate that every documentation and content published on the Bogor City DPRD Instagram always goes through a strict curation and approval process, paying attention to editorial aspects and broadcast suitability. Although the social media management team is relatively limited, the work mechanism implemented remains systematic and structured, so that the quality of the information conveyed can be maintained well.

In general, the performance of the Bogor City Council's Public Relations and social media management focuses on two main areas. First, ensuring clear information regarding various council activities to the public. The DPRD routinely submits performance and activity reports, such as plenary meetings, discussions of draft regional regulations, and regional working visits to the community. Dissemination of this information aims to provide the public with a clear picture of the DPRD's implementation of its legislative, budgetary, and oversight functions, thereby maintaining the institution's transparency and accountability. Second, efforts to improve the Bogor City DPRD's positive image in the eyes of the public are carried out through the implementation of council functions in an open and collaborative manner. Involvement in various strategic programs, strict oversight, and collaboration with other agencies and organizations are important steps in building public trust and support. Thus, the DPRD's reputation as a responsive and professional institution is strengthened, thereby fostering a positive image of the institution in the public eye.

### **Challenges Facing Public Relations and Steps to Strengthen Digital Communication Strategy**

The main challenges currently faced by the Bogor City Council's Public Relations are complex and closely related to limited human resources and available infrastructure. Despite having a structured work system, the Bogor City Council's Public Relations faces several challenges. Among them are the limited and less than optimal support tools, particularly in terms of digital work tools, and the ever-increasing need for content. Furthermore, the Public Relations department faces an urgent need to improve competency in graphic design, videography, and the use of advanced social media features to create more engaging content that effectively reaches audiences. Content creativity also remains a challenge, with fresh and innovative ideas essential to avoid monotonous posts.

Furthermore, another significant challenge is how to package formal and administrative content so that it remains engaging and relevant to the public, especially the younger generation, who tend to prefer lighter and more visual communication formats. Public relations must be able to convey information in a contemporary and dynamic style without diminishing the dignity and image of the DPRD institution, so that the message remains credible and well-received by the wider public. This effort requires high creativity and a deep understanding of digital communication trends so that the public relations function can run optimally even with limited resources. Based on the interview results, there are four strategic stages implemented by the Bogor City DPRD Public Relations team to improve the effectiveness of digital communication: adaptation, evaluation and monitoring, internal coordination, and utilization of major events. In facing the challenges of digital communication, the Public Relations team adapts to digital trends by adopting content formats currently popular on social media, such as reels and carousels, to present council information in a more engaging and easily digestible manner, especially for the younger



generation. The use of light and communicative captions also helps convey formal messages in a relaxed manner, thus increasing the interest and engagement of young audiences who are active on digital platforms like Instagram. Furthermore, published content is regularly evaluated and monitored by tracking social media metrics such as likes, shares, comments, and reach. Insights from this monitoring serve as the basis for evaluating the content's effectiveness in capturing public attention and increasing engagement. This allows communication strategies to be continuously adjusted to optimize engagement with the public.

Intensive internal coordination is also a crucial part of every content production process, where all published material is the result of discussions and mutual agreement between the Public Relations team and the DPRD leadership. This process ensures that the information conveyed is accurate, in accordance with policy, and supports the institution's image, starting from the documentation stage, editing, and writing captions so that the resulting content appears professional and informative. Furthermore, the Bogor City DPRD utilizes major events as strategic momentum, such as the commemoration of Bogor City's Anniversary, Independence Day, and DPRD member recess activities, to expand the reach of information. These events are used as opportunities to highlight various DPRD programs and achievements, while increasing public participation and attention to the institution's activities through planned and focused publications. Thus, the implemented digital communication strategy not only strengthens the relationship between the DPRD and the community, but also builds a positive image and increases transparency and public trust in the Bogor City legislative institution.

## CONCLUSIONS

The Bogor City Council (DPRD) Secretariat's Public Relations plays a strategic role in shaping the institution's image and conveying public information digitally through its Instagram account @setwankotabogor. Content management is systematic and adaptive to evolving digital communication trends. The implemented strategy reflects a commitment to transparency and public engagement, despite challenges such as limited human resources and equipment, and the need for high creativity in presenting engaging and relevant content. Nevertheless, measures such as adapting to trends, regular evaluations, internal coordination, and leveraging major events have proven effective in improving the institution's digital communication performance.

Based on the findings and discussions in this study, it is recommended that the Public Relations of the Bogor City Council Secretariat continue to improve the quality of its digital communication strategy by strengthening the capacity of its human resources (HR) through technical training in graphic design, videography, and social media management. This is crucial to keep pace with the dynamic development of digital communication trends and the increasingly visual and interactive public preferences, particularly among the younger generation. Furthermore, it is necessary to improve the facilities and infrastructure supporting content production to ensure more efficient work processes and optimal content output. The public relations team is also advised to develop a strategic and adaptive content editorial calendar that addresses current issues and major momentum, to ensure consistent and impactful communication. Furthermore, regular evaluation of content performance on social media needs to be made a routine policy so that communication strategies can be continuously adjusted to audience responses and needs. Finally, building broader collaborations, whether with mass media, local communities, or public figures, can strengthen the reach of messages and enrich the positive narrative about the Bogor City Council's performance in the digital public space.

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