The Public Relations Strategy of the Bogor City DPRD Secretariat in Disseminating Public Information Through Instagram Social Media

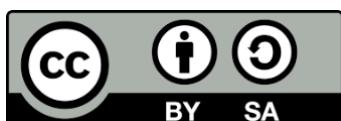**Kerenhapukh Eunike Befalya Sirait[1*], Ika Sartika[2]**
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Abstract

This study aims to examine the communication strategies implemented by the Public Relations Division of the Bogor City DPRD Secretariat in using Instagram as a primary medium for disseminating public information. In addition, the research focuses on identifying the most effective types of content to be published in order to build a positive institutional image and enhance public participation. The research method employed is qualitative descriptive, with data collection techniques including in-depth interviews, direct observation, and documentation. The findings indicate that the management of the @setwankotabogor Instagram account is conducted professionally, with clear division of tasks among team members, intensive coordination, and a systematic content curation process. The variety of content published includes documentation of DPRD activities, educational content, collaborations, interactive posts, creative visuals, and internal secretariat activities. The use of Instagram has proven effective in delivering information quickly, attractively, and transparently, as well as in fostering active public engagement. Despite facing technical and budgetary limitations, the digital strategies applied have succeeded in positioning Instagram as a modern and accountable public communication platform. This study recommends strengthening human resources and exploring other digital platforms to further support the effectiveness of legislative communication in the future.

Keywords: Government Public Relations; Public Information; Instagram

INTRODUCTION

In today's digital era, social media has become one of the most effective communication tools for reaching the wider community. Among the many social media platforms, the Public Relations Division of the Bogor City Council (DPRD) has chosen Instagram as a platform for delivering information to the public. According to Anggrayni et al. (2018), in their study, interactive public spaces provided by the media for parliamentarians will project a positive image that will foster public trust in their parliamentarians. In Indonesia, social media has become an inseparable part of human social life, especially in large cities, where most people's lives depend on social media. (Cahyani,(2020)

The Bogor City Council's Public Relations Secretariat plays a strategic role in bridging communication between the council and the public. One effective way to fulfill this role is by utilizing social media, particularly Instagram, as a means of publication and interaction. Through the Instagram platform, Public Relations can disseminate information about various council activities, such as meetings, outreach events, and ongoing programs. Transparent and easily accessible publications enable the public to obtain real-time information and understand the various policies and decisions made by the council.

The application of digital transformation, in addition to transforming conventional processes into digital ones, also focuses on creating new value or innovation. (Fansuri 2024) In the context of the Bogor City DPRD Secretariat's public relations, digital transformation is implemented through the use of social media, such as Instagram, as an effective two-way communication tool between the government and the public. This transformation not only increases efficiency in delivering information but also opens up wider public participation through interactive, informative, and easily accessible content. Thus, digital transformation plays a crucial role in encouraging innovation in public communication that adapts to technological developments and public expectations for transparency and openness of information from regional legislative institutions.

StudyZempi, et al. (2023) stated that social media is a potential tool for the government in shaping public opinion and increasing public political participation. Social media provides easy access to political information quickly and interactively, thus making the public more aware of the importance of involvement in the democratic process. Furthermore, this platform also enables two-way communication between citizens and political representatives, creating a more open and inclusive dialogue space. The use of social media by the Bogor City DPRD Public Relations serves not only as an information medium but also as a means of political education and increasing the transparency and accountability of legislative institutions at the regional level.

It is important to systematically evaluate and analyze the strategies implemented by the Public Relations of the Bogor City DPRD Secretariat in utilizing Instagram as a medium for publishing activities. This evaluation covers various aspects, such as the effectiveness of information delivery, the level of community involvement, the quality of the content presented, and consistency in uploading relevant information.According to Agustriani (2023), evaluation provides an overview of the achievement of organizational goals, in which there is a continuous process which is an application to determine whether stages have been achieved or not based on predetermined benchmarks or evaluation instruments.Through in-depth analysis, the strengths and challenges faced in managing Instagram social media can be identified, so that communication strategies can be continuously improved to strengthen the relationship between the DPRD and the community.

Widiaswari's (2021) research states that the quality of Human Resources (HR) of Civil Servants in government agencies is one of the factors in increasing the productivity of an organization or government agency's performance. In the context of the Bogor City DPRD Secretariat, the quality of HR is the main determinant in the implementation of public relations

functions, particularly in managing and disseminating public information to the public. Professionalism, competence, and the ability to adapt to developments in digital communication technology are crucial aspects that must be possessed by civil servants, especially those who work in the public relations field. With superior HR, public communication strategies through digital platforms such as Instagram can be implemented optimally, both in terms of content planning, compiling informative and persuasive messages, and managing interactions with the public. Therefore, strengthening the capacity and quality of HR within the Bogor City DPRD Secretariat is an important foundation in supporting the success of public relations strategies in the dynamic digital communication era.

Based on the description, this study formulated two main focus problems, namely how the Public Relations of the Bogor City DPRD Secretariat utilizes Instagram social media in disseminating public information and what types of content are published by the Public Relations of the Bogor City DPRD Secretariat through Instagram. In line with this formulation, the purpose of this study is to analyze the strategy of utilizing Instagram by the Bogor City DPRD Public Relations in disseminating public information and identify the most effective types of content to be published through Instagram.

This research is crucial for providing a comprehensive overview of how the digital communication strategy implemented by the Bogor City Council Secretariat's Public Relations Department can improve the effectiveness of public information dissemination in the digital age. Furthermore, the findings are expected to serve as a reference for other government agencies in optimizing the role of social media, particularly Instagram, as a responsive, transparent, and accountable communication tool.

RESEARCH METHODS

This study uses a descriptive qualitative method to gain an in-depth understanding of the strategies implemented by the Bogor City DPRD Secretariat's Public Relations Department in utilizing the Instagram account @setwankotabogor as a medium for disseminating public information. Qualitative research has the specific function of describing, examining, analyzing, and interpreting specific social phenomena. (Waruwu, 2024)

This research was conducted at the Public Relations Office of the Bogor City DPRD Secretariat, located on JalanYouth No. 25, RT.01/RW.06, Tanah Sareal, Tanah Sereal District, Bogor City, West Java 16161This location was chosen based on the author's observation/internship activities during the research. The research activities took place from February 3rd2025until June 13, 2025, with various stages of research carried out systematically during that period.

According to Waruwu's (2024) research, qualitative research methods refer to a research approach that produces descriptive data. These descriptive data are sourced from observations, whether in written, oral, or behavioral form, of the research subjects. Descriptive or narrative data are formed from the researcher's exploration and interpretation of the social environment being studied. This approach was chosen because it is able to capture the dynamics, meanings, and processes that occur in the social context being studied, particularly in the management of social media by the Bogor City DPRD Secretariat Public Relations. The data collected in this study consisted of primary and secondary data. Primary data were obtained through in-depth interviews with several key informants, such as members of the Bogor City DPRD Public Relations team, including the Information and Publication Materials Compiler, and the protocol and publications public relations officer. Interviews were conducted in person and recorded to ensure data accuracy.

In addition to interviews, researchers also observed the management of the @setwankotabogor Instagram account, from planning and production to content publication. These observations aimed to gain a firsthand understanding of how the public relations team

implements digital communication strategies and practices. Secondary data was obtained from supporting documents.and also literature studies, such as Instagram post archives, activity reports, and relevant articles or news. According to Sugiyono (2018), literature review includes theoretical studies through references related to values, culture, and norms in the social situation being studied. All collected data is then analyzed descriptively using data reduction, data presentation, and conclusion drawing techniques.

RESULTS AND DISCUSSION

The Bogor City Council (DPRD) Secretariat's Public Relations Department demonstrates a strong commitment to utilizing Instagram as its primary medium for publishing activities and disseminating public information. The @setwankotabogor Instagram account is managed professionally and collaboratively by a multi-person public relations team with a clear division of tasks, including writing, photo selection, curation, and content editing before publication. This process does not rely solely on one person, but involves intensive discussion and coordination through a Telegram group, ensuring that every uploaded piece of content undergoes a joint selection and verification process to ensure the quality, relevance, and accuracy of the information conveyed.

The public relations strategy in building the image of the Bogor City DPRD through Instagram pays close attention to local issues and emerging trends.Research by Thifalia et al. (2021) states that information delivery through content must be clear, meet visitors' information needs, and have a positive impact. Therefore, the use of social media must be accompanied by an appropriate content creation strategy to ensure satisfactory communication results.

Therefore TThe Public Relations team actively adapts published themes and content to current events and issues in Bogor City, such as national holidays, meeting agendas, spot checks, and DPRD social activities. This adjustment aims to ensure the information delivered remains up-to-date, engaging, and able to increase public engagement. Furthermore, the Public Relations team also collaborates with online and print media outlets, as well as media partners, to expand the reach of publications, so that information about the Bogor City DPRD can be accessed by a wider audience through various channels, particularly Instagram.

The primary goal of utilizing Instagram is to provide valid, timely, and transparent information regarding the activities and performance of the Bogor City Council (DPRD). Through regular visualization of activities, public relations strives to build a positive image of the institution and strengthen public trust.This is in line with research by Fitrianingsih, et al (2021) which states that a positive image can be formed from trust originating from all parties concerned and also through all activities that have been well publicized by the public relations department itself.

The public relations team targets a minimum of two to three posts each day, hoping to continuously increase the frequency and creativity of their content. To support this, the public relations team also empowers student interns to contribute creative ideas and a wider variety of content, ensuring the Bogor City Council's Instagram account remains fresh and relevant.

The effectiveness of utilizing Instagram as a publication medium is evident in the very positive public response, both in terms of the number of followers, interactions through likes and comments, and public participation in each post. Social media, particularly Instagram, is considered more efficient and faster in disseminating information than conventional media. This is evidenced by the increased public engagement and participation in various DPRD activities published on Instagram.

However, in its implementation, public relations also faces several challenges, such as limited equipment and suboptimal budget support. Nevertheless, the public relations team continues to strive to improve the quality and reach of digital communications by maximizing content creativity, increasing posting frequency, and optimizing the role of team members and

student interns. The hope is that Instagram will not only serve as a publication medium but also strengthen the Bogor City Council's branding and reach a wider audience organically.

The use of Instagram by the Bogor City Council Secretariat's Public Relations has been effective and has had a positive impact on building the institution's image, increasing transparency, and strengthening communication and public participation. This effort serves as a concrete example of how social media can be optimized as a modern, responsive, and accountable means of public communication within local government. With a structured content management strategy, responsiveness to local issues, and prioritizing interaction and communication ethics, the Bogor City Council's Public Relations has successfully built a positive image and increased public trust in the legislative body in Bogor City.

The types of content published by the Bogor City DPRD Secretariat's Public Relations via Instagram are very diverse and tailored to public communication needs and the dynamics of emerging issues in society. The uploaded content not only documents formal activities such as plenary meetings, work visits, or spot checks, but also includes internal secretariat activities, such as halal bihalal (gatherings), ASN meetings, and invitations to city hall. Based on interviews with the public relations team, several types of content published by the Bogor City DPRD Secretariat's Public Relations via the Instagram account @setwankotabogor can be identified.

Documentation Content of DPRD Activities

The most dominant type of content is documentation of various Bogor City Council (DPRD) activities, both internal and external. This content includes:

1. Meetings and Plenary Sessions: Visual documentation and short narratives regarding the implementation of meetings, plenary sessions, and commission meetings.This aims to show the performance of council members transparently to the public.
2. Working Visits and Comparative Studies: Reports on the activities of DPRD members when visiting other agencies or receiving visits from external parties.The content created consists of video documentation containing a brief description of the activity. In addition to video documentation, photos are also needed for the benefit of both parties.
3. Sidak (Sudden Inspection): Coverage of sudden inspection activities carried out by DPRD members regarding current issues in the City of Bogor.The content for this is created like a video coverage.
4. Ceremonial Events and Commemoration of Major Holidays: Publication of activities to commemorate major national, religious, and other special moments.Special posters for major holidays are created several days in advance to prepare for immediate posting on the day. If there's an event related to it, coverage content is usually also created.

Educational and Socialization Content

Educational content is also a key part of the Bogor City Council's Public Relations (DPRD) publication strategy. This content aims to increase public understanding of specific issues, for example:

1. Program and Policy Socialization:This type of content focuses on conveying information about the Regional People's Representative Council's (DPRD) work programs, regional regulations, and policies currently or to be implemented. The presentation is presented in an informative yet concise manner to ensure easy comprehension by the general public. The goal is to bridge the information gap between local governments and the public, ensuring that the public is not only informed but also understands the impact of policies on their daily lives.

2. Current Issue Education: This content touches on current issues with high social relevance, both locally and nationally. The goal is to raise public awareness and understanding of social issues that require collective attention. For example:
   - Educational campaign about stunting and the role of the DPRD in supporting its prevention program.
   - Content that discusses the importance of waste management and the environment, linked to legislative activities such as spot checks or hearings on environmental issues.
   - Education about mental health, public health, or gender equality issues in the form of carousel posts, reels, or short videos.

This content delivery is usually complemented by attractive visuals and easy-to-understand language to reach the younger generation, who make up the majority of Instagram users.

3. Tips and General Information:This content is practical and light-hearted, yet still educational. Its function is to bring the Regional People's Representative Council (DPRD) closer to the community and open public access to the local democratic process. This type of content is also effective for fostering informal public engagement, as the information is down-to-earth and oriented to the community's real needs.

3. Collaborative and Partnership Content

The Bogor City Council's Public Relations Department also actively collaborates with media partners, relevant agencies, and local communities. This collaboration typically takes the following forms:

- Cross-posting: Sharing or re-posting content from media partners, such as Tribun, Bogor Daily, or related agencies.
- Joint Activities: Documentation of collaborative activities, such as seminars, training, or social actions involving the DPRD and external parties.

4. Interactive and Participatory Content

To ensure two-way communication with the public, Public Relations also creates content that encourages interaction, such as:

- Q&A (Questions and Answers): Inviting the public to ask questions about the DPRD via the comments or story feature.
- Polls and Mini Surveys: Use the polling feature in Instagram Stories to find out people's opinions on certain issues.
- Greetings and Appreciation: Content containing congratulations, appreciation for members of the community or institutions that have achieved success, as well as awards for DPRD members.

5. Creative Visual Content

To increase its appeal, the Bogor City DPRD Public Relations also optimizes the use of attractive visual designs, such as:

- Infographics:Infographics are used to convey complex data or information in a more concise, visual, and easy-to-understand way. They are especially useful for explaining technical or administrative topics.
- Short Videos and Reels: Videos documenting activities, agenda highlights, or clips of important events that are creatively packaged.Public relations typically employs simple editing techniques, such as cut-to-cut transitions, relevant background music, clear subtitles, and visually appealing footage. This aims to reflect the current content styles favored by social media users.
- Activity Photos: Gallery of recent activity photos with informative captions.This photo content is usually used to display the actual results of daily activities, build public closeness with DPRD activities, and archive activities digitally.

6. Internal Content of the Secretariat

In addition to DPRD activities, the Instagram account also publishes internal activities of the DPRD Secretariat, such as:

- ASN Internal Meeting: Documentation of secretariat staff meetings or briefings.
- ASN activities: For example, halal bihalal, training, or internal social activities.

This diverse content offering aims to keep the Instagram account active, informative, and relevant to the public's needs. Each day, the PR team aims to post at least two to three posts with varied content to avoid monotony and reach a diverse audience, particularly the younger generation who are active on social media.

In the creation process, each content goes through a selection and curation process by the team, from writing and photo selection to visual editing, to ensure the final result is both informative and visually appealing. Creativity is also a key focus, with student interns involved to generate fresh ideas and a more contemporary variety of content. In addition to independent publication, Public Relations also collaborates with media partners and relevant agencies to expand the reach of information. Material published on the DPRD Instagram account is also picked up by media partner accounts.

With this strategy, the Bogor City DPRD Secretariat Public Relations Instagram account not only serves as a showcase for information on the institution's activities, but also as an effective space for interaction, education, and collaboration to build a positive image and increase public trust and participation in the Bogor City DPRD. The diverse types of content published by the Bogor City DPRD Secretariat Public Relations through Instagram have proven effective in building a positive image, increasing transparency, and strengthening participation and communication with the Bogor City community. This strategy also supports the DPRD's main goal as a modern, responsive, and accountable public institution in the digital era.

CONCLUSIONS

Based on the findings of this study, it can be concluded that the Public Relations of the Bogor City Council (DPRD) Secretariat has optimized the use of Instagram as its primary medium for distributing public information. The implemented strategies include professional and systematic content management, selecting current and relevant issues, and utilizing attractive visual displays. Through these steps, the @setwankotabogor Instagram account has been able to build a positive image of the DPRD, increase information transparency, and strengthen public participation and trust in the regional legislative institution.

The content published is highly varied and tailored to public communication needs, ranging from documentation of DPRD activities, educational and outreach content, collaboration, interactive content, creative visuals, and internal secretariat activities. This diversity makes the Bogor City DPRD Instagram account function not only as a publication medium but also as a space for interaction and education that adapts to current developments and the preferences of digital audiences.

Further, more in-depth research is needed to examine the long-term impact of Instagram use on public participation in the legislative process at the regional level. Such research would be invaluable in understanding the extent to which public engagement can be fostered and maintained through interactions on social media, particularly Instagram, which is currently a primary platform for the Bogor City Council (DPRD) Secretariat's Public Relations department.

Furthermore, with the growing popularity of other social media platforms like TikTok and YouTube Shorts among the younger generation, a comparative study of their effectiveness in conveying legislative information and fostering public participation is essential. This comparative research can provide government public relations agencies with strategic insights to determine which platforms best suit their audience characteristics and communication objectives. The results of this follow-up research are expected to inform digital communication policymaking that is more adaptive, innovative, and has a real impact on increasing

transparency, accountability, and public engagement in the democratic process in the digital age.

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