

Utilization of Social Media Instagram @Diskominfo.Semarang as a Public Information Medium in Improving the Agency's Positive Image

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ABSTRACT

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Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn allow users to interact with others, share information, and express themselves online. This research aims to determine the use of social media Instagram @Diskominfo.Semarang as a public information medium in improving the positive image of the agency. The method used in this research is a qualitative method using data collection techniques in the form of interviews, observation and documentation. This research refers to the theory of The Circular Model Of Some. The research results obtained are 1) Sharing before sharing content, namely forming an Instagram social media team, classifying the type of content, content in publishing content and carrying out layered verification 2) Optimize utilizing all features on Instagram, using language that is easy to understand, creating various types of content and publishing all activities 3) Manage the social media team well and use Instagram analytical features to analyze Instagram developments 4) Engage involves all social media, communication and PR teams and the public can submit complaints or opinions to the Semarang government via an account Instagram @kominforminfo.semarang.

Keywords: *Instagram, @kominforminfo.semarang, Agency Image, Dessimination, Public Information*

1. INTRODUCTION

Social media has become an inseparable part of human life. In recent years, technological developments and increasingly easy accessibility have allowed social media to become a popular platform for millions of people around the world. Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn allow users to interact with others, share information, and express themselves online (Kusumaningrum, 2021).

One of the most attractive features of social media is its ability to facilitate strong social connections. This platform allows users to communicate with people they may not meet directly in everyday life (Anggreani, 2021). This allows people to build larger social networks, broaden horizons, and gain support from individuals who may have similar experiences or interests (Hastuti, 2021).

In the current millennial era, social media plays an important role in disseminating public information to the public. In terms of raising support or providing notifications regarding public issues, social media can convey messages quickly and effectively, thereby strengthening the role of democracy in conveying public information. (Noven, 2024). As a means of communication that is fast and easy to access, social media also

encourages active participation by users in providing contributions and responding openly, whether in sharing information or providing feedback online. (Novianti, 2022).

Social media has become an important tool for government agencies to interact with the public and form a positive image. Instagram, as a popular social media platform, offers various features that enable the dissemination of public information effectively and interactively (Prayogi & Prawijaya, 2022).

Instagram users are now widely used by various groups, this makes Instagram have an important role in forming an institutional image. Image is a view or perception of the audience or society towards something, this makes image very important for agencies or institutions, especially government institutions. (Setiadi, 2020). The experience of an agency or institution is able to form an image, be it a positive image or a negative image, which will determine what the image of the institution is. Image is not only seen from the history of previous experiences but can be seen from various media, one of which is Instagram social media (Lubis, 2019)

Images reflect an individual's thoughts, emotions and perceptions. Even though people see the same thing, their views can be different. This perception forms the image of an organization (Putri, 2022). The essence of the goal of

public relations in the world of government is to create various government programs that can form, improve and maintain a positive image and good reputation in order to obtain favorable public opinion, as well as support and sympathy from the people or the public. The image is deliberately created by Public Relations in the world of government in the form of events (activities), campaigns and programs (Mulyanti, 2022).

The Semarang City Government, through its official Instagram account @koinfo.semarang, uses this platform to convey the latest information to the public. This step is in line with efforts to increase transparency and public participation in various government programs. Research by (Maharani, (2021) revealed that the Semarang City Government chose Instagram as the main medium for disseminating public information because it was considered faster and had a wider reach among the public.

Additionally, research Tajudin Gunawan & Sutisna, (2023) shows that the use of Instagram social media can improve the image of an institution through the distribution of informative and interactive content. This emphasizes the importance of appropriate communication strategies in managing Instagram accounts by government agencies.

However, challenges such as content variety and less than optimal posting frequency can affect the effectiveness of information dissemination. Research by Hehanusa, (2024) highlighting that a lack of variety of information and low posting frequency can reduce people's interest in visiting government agency Instagram accounts. Therefore, creative and responsive content management is needed to increase community involvement and form a positive image of the agency.

2. LITERATURE REVIEW

The use of social media, especially Instagram, by government agencies has become an important strategy in forming and improving a positive image in the eyes of the public. Various recent studies examine the effectiveness of using Instagram in this context.

Research Tajudin, Gunawan, dan Sutisna (2023) highlighting the role of Instagram in improving the image of the Dompot Dhuafa Human Development Institute. This research revealed that through informative and interactive content, the institution succeeded in building closer relationships with the community, thereby strengthening its positive image.

Research conducted by Mulyani (2021) shows that the use of social media Instagram by the Majalengka Regency Communication and Information Service as a means of information on Covid-19 vaccination has proven effective. They successfully manage social media by publishing useful content, actively interacting with followers, and providing quick responses to questions and comments. In this research, Instagram social media management is the main focus in conveying relevant and useful information to the public regarding Covid-19 vaccination.

In addition, research conducted by (Prayogi & Prawijaya, (2022) revealed that the East Luwu Regency Communication and Informatics Service had succeeded in improving public information facilities through an effective media relations strategy. They are active in providing information through mass media, organizing events, and collaborating with other parties to improve public information services. This research highlights the importance of media relations strategies in providing relevant and up-to-date information to the public.

Research (Hehanusa, 2024) emphasizes the importance of content variety and consistent posting frequency in maintaining audience interest in government agency Instagram accounts. Lack of variety and infrequent content updates can reduce community involvement, which in turn has a negative impact on the agency's image.

Overall, recent literature suggests that use of Instagram by government agencies can be an effective tool in enhancing a positive image.

3. METHODOLOGY

Researchers in this study used qualitative methods which involve in-depth data collection with the aim of interpreting phenomena that occur in a particular context (Sugiyono, 2019). The approach used by researchers is constructionist (Haris Herdiansyah, 2019). The researcher chose the constructionist paradigm because the focus of this research is how the use of Instagram social media by the Semarang Communications and Information Service affects the agency's image.

Data collection techniques were carried out through observation, documentation and in-depth interviews. To gain a deeper understanding and the strategy chosen was based on the desire for this research to be easily understood by the public. This research aims to collect information about the status of a theme, symptom, or situation that existed at the time the research was conducted.

In determining research subjects, researchers used a purposive sampling technique by considering several criteria.

1. Informants who have the authority to make decisions regarding the activities of the Semarang Communication and Information Service.
2. Infoman who has authority in the field of public communications at the Semarang Communications and Information Service
3. Informant for managing lg accounts for the Semarang Communications and Information Service or Public Relations

Based on the criteria above, the subjects in this research are the Head of the Semarang Communications and Information Service, the Head of Public Communications, the IG account management of the Semarang Communications and Informatics Service and employees in the public relations sector of the Semarang Communications and Information Service.

4. RESULT AND DISCUSSION

4.1. Instagram of the Communication and Informatics Service

Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them on various social networks, including Instagram's own. The terms for friendship on Instagram are "following" and "followers", where "following" refers to someone who is followed and "followers" refers to followers. Each user can comment, like, and share content with others (Revina, 2020).

The Communication and Information Service is a government agency tasked with managing and facilitating the communication and information sector in a region. The main tasks of this department include organizing public communications, managing public information, supervising mass media, and developing information and communication technology (ICT) in the region. Apart from that, this agency is also responsible for establishing relations with the mass media and building a positive image of government agencies in the eyes of the public (Ummi, 2020).

Government communication can be defined as the delivery of government programs, concepts and ideas to the public to achieve state goals. This concept is supported by research which states that the government is the communicator and the community is the communicator, but under certain conditions, the community can become the communicator in conveying their ideas and aspirations to the government. In communicating, a communicator is the main key to communication effectiveness. Several components that a communicator must have are source credibility, attractiveness, and information sources (Etikayanti, 2019).

4.2 The Circular Model of Some

The Circullar Model Of SoMe is a communication model created by Regina Luttrell to make it easier for social media practitioners to carry out communication planning on social media. There are four aspects in Luttrell's model, each of which has its own strengths, but these four aspects make it possible to create and develop a solid and strong strategy. The following is an explanation of The Circular Model of SoMe as explained by Regina Luttrell in her book entitled Social Media: How to Engage, Share, and Connect (Regina Lutrell, 2016).

1. Share

At this stage, the information that the Communications and Information Service wants to convey to the public is in the form of the latest programs, achievements, news or information that is important to disseminate to the public. The Communication and Information Service, as a communicator, must also have a strategy when disseminating information to the public using social media so that the communication carried out can run effectively and efficiently. In this case, the Semarang District Communications and Information Service emphasizes that there are 3 things that must be paid

attention to when utilizing Instagram social media, namely:

a) *Participate*

The Semarang Communications and Information Service participates directly when communicating with the public via social media and how the Semarang Regency Communications and Information Agency creates content via Instagram social media, so that messages can be conveyed well.

b) *Connect*

In the share stage, the Semarang Communications and Information Service establishes good relations with the public through Instagram social media, such as replying to comments from uploaded posts. Apart from that, the Communication and Information Service also makes posts as interesting as possible to attract the attention of the public so that the posts made can be reposted by the public.

c) *Build Trust*

In managing Instagram social media, the Ministry of Communication and Information will build trust in the public. After connecting with the public, trust will emerge, where the public believes that the agency can truly be trusted.

2. Optimize

At this optimization stage, there are several things that will be explored regarding the use of social media from the Semarang Communications and Information Service, namely:

a) *Listen dan Learn*

At this listen and learn stage, the Semarang Regency Communications and Information Department knows what is being discussed by the public. The Semarang District Communications and Information Service knows what the public is talking about by using the features on Instagram, namely through messages that go to direct messages and viewing comments that go to the Instagram account @kominfo.semarang. Not only through messages that go to direct messages. The Semarang Communications and Information Service also looks at the hashtag that is usually used by the Semarang Communications and Information Service #KominfoSemarang. From there, the Semarang Communications and Information Service can find out what is being discussed by its audience.

b) *Take Part In Authentic Conversation*

At this point, the Semarang Communications and Information Service has a way if its followers ask questions or provide criticism and suggestions. The Communications and Information Service never creates a topic to be discussed together, so the Communications and Information Service only relies if someone asks the Instagram account @kominfo.semarang in the comments column. When the public asks questions or provides criticism and suggestions and they are responded to well by the

Semarang district communications and information service, it will create a good image in the eyes of the public.

3. *Manage*

At this stage, how do communicators manage social media well? There are several things that will be explored regarding the use of social media from the Semarang Regency Communication and Information Service, namely:

a. *Media Monitoring*

The first point in the management stage is how the Semarang Communications and Information Service works in media monitoring. The Semarang Communications and Information Service uses the insight feature. This insight feature is very helpful for Instagram in carrying out media monitoring because in the feature facilitated by Instagram we will be able to see the growth of followers, age range of followers, location of followers so that posts have the most likes and comments. In addition to using the insight feature. The Semarang Communications and Information Service also carries out media monitoring by looking at posts from the public that use the hashtag commonly used on the @kominfo.semarang account.

b. *Quick Response*

The efforts made by the Semarang Communications and Information Service in managing Instagram social media are by monitoring or keeping Instagram accounts online every day. The Semarang communications and information service also activates notifications, so that if there is any recent activity that enters the @kominfo.semarang Instagram account, it can be immediately responded to by the Semarang communications and information service. The final step in the Semarang communications and information service's efforts to provide a fast response in the use of Instagram social media to the public is by replying to incoming messages via direct messages in time order, namely from the bottom first.

c. *Real-Time Interaction*

The Semarang Regency Communication and Information Service actually interacts with its audience by doing live or live broadcasts, which have now been added to the Instagram feature. The live feature is used by the Semarang communications and information service to utilize the activities carried out by the communications and information service while holding activities. When it's live, everyone who is a follower or not can watch the live broadcast by the Semarang district communications and information service. While the live event is taking place, viewers can provide comments and the admin can respond directly to them from the Instagram account @kominfo.semarang. The interaction that occurs

during the live event is the way the Communication and Information Service interacts directly in real time.

4. *Engage (Melibatkan)*

At this stage, the Communication and Information Service always maintains good relations with the audience because the audience is very important in building an agency's image.

4.3 Public Information and Agency Image

Public Information is all information relating to the public interest and can be accessed by the public freely, easily and openly. Public information includes all forms of information that are in the possession or control of the government or business entities that serve the public interest. The concept of public information is based on the principle that the public has the right to know information relating to the public interest, and that access to this information is important to maintain transparency, accountability and public participation in the decision-making process. (Febriananingsih, 2021).

The image of an agency refers to the perception or assessment formed by the public towards a government agency or organization related to the government. Many factors influence the image of the agency, such as performance, service, transparency, honesty and integrity. A good image can increase public trust and influence the success of programs or policies implemented by the agency (Putri, 2022).

Therefore, it is important for the Semarang Communications and Information Service to pay attention to and improve the image of its agency in the right way, including through the use of social media as a means of conveying public information and building good relationships with the community.

4.4 Instagram @kominfo.semarang in Improving Agency Image

In the era of digitalization, the development of social media is growing rapidly day by day and is in great demand by people around the world. There are also various types of social media which are used as a medium for socializing, communicating and expressing oneself. One example is social media Instagram.

In this case, the Communication and Informatics Service in the Semarang Government uses Instagram as a medium for disseminating information to the public and building the agency's image. Where every activity carried out by the Communication and Informatics Service in the Semarang Government is carried out by the Public Relations Team by publishing the activities via Instagram. Instagram social media users @kominfo.semarang in forming brands and information media as well as publications that can be enjoyed by the public.

1. Sharing

When sharing posts, there are things you need to pay attention to, namely participate, connect, and build then. Apart from that, it must be understood that

when making an effort to share a message, you must participate directly in managing social media. So companies must have their own social media to use. When sharing messages/information, companies must also distribute message content, images or videos on designated social media. The Semarang district Communication and Information Office uses Instagram as a medium for disseminating information. Instagram has many advantages, including being practical and saving in terms of time and the costs required to promote it are not too expensive and of course with a wide reach. Here the Head of the Semarang Communication and Information Service has several policies, namely:

a) Form a Social Media Team

The Semarang Communications and Information Service has formed a social media team to manage Instagram, especially in content creation and content publication. In building an image on Instagram social media, Diskominfo Public Relations invites the institution's internal departments, especially the social media team, to collaborate in building the institution's image. Public Relations conveys every activity held or participated in by Diskominfo Semarang by posting the activity via Instagram.

The use of social media Instagram @kominfo.semarang in forming a brand and as a medium of information and publication for the public is because Instagram is considered more effective than other social media, managing it is easier because Instagram is an application that is liked by the public.

Based on the results of an interview with the Head of the Semarang Communication and Information Service, it can be said that the current formation of the social media team is only focused on managing and developing Instagram. The social media team is fully responsible for content creation and content publication. Because the content published greatly influences the image of the agency.

b) classify content types

In effective social media management, not all content can be published because it will affect the agency's image in the eyes of the public. In this case, Diskominfo Semarang classifies content and then selects content that is appropriate and suitable for publication.

As said by the Head of Information and Public Communication, it can be said that news content classification is important to create branding for an agency on social media. The types of content published on social media @kominfo.semarang are educational content, advisory content and news content. The three contents were selected based on community needs and careful consideration..

c) Carry out multiple layers of verification before uploading content

To build and maintain public trust in agencies, agencies must ensure their credibility. In this case, Diskominfo Semarang pays full attention to the accuracy of the information or message to be conveyed. The content created is first tested for validity. This was done to maintain the credibility of the Semarang Communication and Information Service.

As the results of interviews with the Head of Information and Public Communication show, the Communication and Information Service verifying the information obtained before publishing it is the main thing. Moreover, Diskominfo as a forum for providing information to the public must pay close attention to the validity of news or information. Apart from that, the content presented must be interesting and adapted to the needs of the community

2. Optimize

Optimizing Instagram @Diskominfo.Semrang is carried out by conveying messages or information to the audience as interesting as possible, and the company creates a more detailed timeline schedule and collaborates with brand influencers. In optimizing Instagram to disseminate information and improve agencies, Diskominfo Semarang. The things to do are:

a) Take advantage of all the features on Instagram

Diskominfo Semarang takes advantage of all the features on Instagram. The reels, Bio, stories, hashtag and so on features are used to attract public attention. Apart from that, to support the credibility of Instagram, data and information about Diskominfo is displayed in the Instagram Bio.

As explained by the Head of Information and Communication, the Instagram feature is used to optimize the use of Instagram as a medium for disseminating information. The branding created on Diskominfo's Instagram is the quality of the information provided, because Diskominfo Semarang believes that the quality of information determines the image of the agency.

b) Use Language that is easy to understand

Language is the main means of communication, the use of language greatly influences a person's level of understanding. Therefore, Diskominfo Semarang uses language that is easy to understand to disseminate information on Instagram.

The Head of Public Information and Communication explained further that the language contained in the @kominfo.semarang Instagram content uses language that is relaxed, easy to understand and interesting. The social media team always adjusts the language

according to needs. Additionally, captions and images are adjusted to match.

- c) Create content that is not monotonous
The content presented by Diskominfo Semarang is not monotonous. This is done so that people don't get bored of seeing Diskominfo Semarang posts. As the Head of the Communications and Informatics Service said, content as the main force on social media must be considered in detail. In this case, Diskominfo Semarang creates content that is not monotonous by adapting to people's needs. Content can be in the form of photos, videos, infographics or other things.

3. Manage

Managing (managing) social media is an agency or company effort carried out in more detail in managing hashtag media, such as a social media dashboard. Hootsuite which includes analyzing follower demographics including age, gender, country, city, and hashtags, monitoring account activity, including views and new followers, searching and finding the best posts on Instagram with view and engagement analytics, utilizing writing analysis on content to measure interactions that occur.

In this case, Diskominfo Semarang monitors the development of Instagram @kominfo.semarang in full. This is done by collaborating between teams and utilizing analytical features.

a. Manage information content well

Good management will make it easier to manage information and publications. Of course, this is needed for the smooth running of company and agency activities. Head of Public Information and Communication Division. Diskominfo Semarang manages its media team well. Each type of content has its own person in charge. Apart from that, when there are interesting issues they discuss and work together.

b. Using the Instagram analytics feature

Analytical features are really needed in managing social media, from these features managers can find out the progress of their accounts. Apart from that, he can also analyze content that the public likes and dislikes. As stated by the Head of Public Information and Communication, in managing Instagram, analytical features are used to monitor Instagram's development. In this case, the data from this analysis is used as evaluation material so that in the future Diskominfo Semarang's Instagram will be better.

4. Engage

Engage (keterlibatan) merupakan upaya instansi atau Companies in managing social media must build customer or consumer interest, this can be done by holding promotions, giveaways and events to influence consumer interest in buying the products offered. In this case, Diskominfo Semarang involves

all related fields for cooperation and mutual assistance. As said by the Head of the Communications and Information Service, our social media accounts have teams from all lines under the secretariat. However, when there is a problem, all the publication, communications and PR teams are involved and we help each other because it is our shared responsibility.

5. CONCLUSION

The Semarang Communication and Informatics Service (Diskominfo) uses Instagram as a medium for disseminating information, building the agency's image, and increasing interaction with the public. In its management, Diskominfo Semarang implements a strategy that includes four main aspects:

1. Sharing

Social media management is carried out through the formation of a special team, classification of relevant content (education, advice and news), as well as layered verification before publication to ensure the credibility and validity of information.

2. Optimize

Use various Instagram features such as reels, stories and hashtags to increase attractiveness, use language that is easy to understand, and create varied content so that it is not monotonous.

3. Manage

Social media management is carried out by utilizing Instagram's analytics features to monitor account development and public engagement. In addition, each type of content has its own person in charge to ensure effective management.

4. Engage

Increase public involvement with various strategies such as cross-sector collaboration within teams, as well as implementing interactive activities that attract public attention.

Overall, the strategy implemented by Diskominfo Semarang in managing Instagram aims to increase the effectiveness of information dissemination, build a credible agency image, and strengthen engagement with the public.

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