

## Public Relations Strategy of the Secretariat of DPRD West Sumatra Province in Creating Instagram Content for Public Information Dissemination

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### ABSTRACT

In the digital era, social media has become an essential tool for government institutions to effectively disseminate public information. The Secretariat of the West Sumatra Provincial Parliament (DPRD) utilizes Instagram as a communication channel with the public. However, challenges in managing Instagram content require an appropriate public relations (PR) strategy to ensure that the information shared is not only informative but also engaging and capable of reaching a broader audience. This study analyzes the PR strategy of the DPRD Secretariat in creating Instagram content using a qualitative approach through observation and literature review. The findings indicate that the success of this strategy depends on visual quality, public interaction, utilization of Instagram features, and consistency in publication. However, challenges such as low engagement and minimal responses to public comments remain obstacles that need to be addressed through content innovation and improved interaction management.

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### INTRODUCTION

In the rapidly evolving digital era, social media has become one of the most effective communication channels for disseminating information to the public. Instagram, as one of the most popular social media platforms, has been utilized by various institutions, including government agencies, to enhance information transparency and build better relationships with the community. The Secretariat of the Regional People's Representative Council (DPRD) of West Sumatra Province, as one of the legislative bodies at the provincial level, is no exception to this trend. Through its official Instagram account, the Secretariat of DPRD West Sumatra Province strives to disseminate public information effectively and transparently. However, managing social media content, especially on Instagram, is not without its challenges, and a well-crafted Public Relations (PR) strategy is required to ensure that the content is not only informative but also engaging and able to reach a wider audience. The PR strategy is crucial in determining the success of public information dissemination through Instagram. PR is not only responsible for conveying information but also for building a positive image of the institution and ensuring that the information is well understood by

the public. Government PR activities in building communication with the public must be based on the principles of transparency and accountability (Aras, 2014). This is in line with the demands of modern society, which desires quick and easily accessible information. Therefore, the PR strategy employed by the Secretariat of DPRD West Sumatra Province in creating Instagram content needs to be thoroughly examined to determine its effectiveness in achieving its objectives.

The use of social media, particularly Instagram, as a tool for disseminating public information has been a focus of research in recent years. Azzahra (2022) found in her research on the utilization of social media by the DPRD of Riau Province that Instagram can be an effective tool in enhancing the image of legislative bodies if managed properly. However, its success depends on the content strategy used, including theme selection, visual design, and timely posting. This is supported by the research of Nugroho, Handayani, and Damayanti (2023), which states that utilizing Instagram to increase public awareness about the role and function of legislative bodies requires a creative and innovative approach. Additionally, research conducted by Ali Alamsyah Kusumadinata, Astrid Sri Wahyuni Sumah, and Suryatna (2023) on the use of agricultural social media shows that engaging and relevant content can significantly increase information exposure. This finding can be applied to government PR, where Instagram content that is engaging and informative can increase public engagement in the process of public information dissemination. Thus, the PR strategy employed by the Secretariat of DPRD West Sumatra Province in creating Instagram content needs to consider these aspects to achieve its desired objectives.

On the other hand, research by Havifi et al. (2023) on the government PR communication model in implementing public information transparency reveals that information transparency not only depends on the availability of communication channels but also on the ability of PR to manage that information. Instagram, as a digital communication channel, requires a different approach compared to traditional media. Modern information society tends to prefer visual and interactive content, so PR needs to adapt its communication strategy to suit the audience's preferences (Damanik, 2012). Furthermore, research by Ni Luh Putu Ening Permini and I Made Wahyu Kusuma Atmaja (2022) on the role of PR in government online publication activities shows that the success of information dissemination greatly depends on the ability of PR to utilize digital technology. Instagram, with features like Instagram Stories and Reels, offers various opportunities to create more dynamic and engaging content. However, utilizing these features requires a deep understanding of user preferences and behavior. Prihatiningsih (2017) found in her research on the motives of Instagram use among teenagers that visually appealing and informative content tends to garner more attention and interaction from users. In the Secretariat of DPRD West Sumatra Province, the PR strategy in creating Instagram content needs to consider several factors, such as target audience, type of information to be disseminated, and effective delivery methods. According to Subarkah, Luthfie, and Kusumadinata (2024), the exposure of Instagram content to the audience is greatly influenced by visual design, narrative, and consistency in posting. This is in line with research by Zakiya and Fuady (2024), which found that engaging and relevant Instagram content can significantly increase user engagement. Therefore, the PR strategy employed by the Secretariat of DPRD West Sumatra Province needs to be carefully designed to achieve the objective of public information dissemination effectively.

This research aims to analyze the PR strategy of the Secretariat of DPRD West Sumatra Province in creating Instagram content for public information dissemination. By referring to various previous studies, this research will examine how the strategy is designed, implemented, and evaluated to ensure its effectiveness. Additionally, this research will identify the challenges and opportunities faced by the Secretariat of DPRD West Sumatra Province in utilizing Instagram as a public communication channel. The results of this research are expected to contribute to the development of digital PR strategies in other government institutions, particularly in public information dissemination through social media.

## METHOD

This research uses a qualitative approach with data collection techniques in the form of observation and literature study. Observations were carried out through direct observation in the field, focusing on the communication strategy of public relations applied by the Secretariat of DPRD West Sumatra Province in conveying information to the public, as well as paying attention to the suitability with the central government's objectives in reaching the target audience. In addition, library materials obtained from various references were analyzed critically. In the literature study, the authors utilize sources from journals on optimization that have been studied by experts in the field. This research was conducted for approximately 1 month. During this period, the authors intensively observed the public relations communication strategy applied by the Secretariat of DPRD West Sumatra Province in conveying information to the public. The authors also studied the pattern of content uploads and the utilization of Instagram features used. With this approach, the data collected becomes more in-depth and able to describe the public's response over a fairly long period of time. Data analysis in this study was carried out using thematic analysis method. Data obtained from the results of observations and literature studies were coded to identify main themes, such as communication patterns, use of Instagram features (including stories, reels, captions, and hashtags). This process aims to find themes that can explain the effectiveness of public relations communication strategies in conveying information to the public.

## RESULTS AND DISCUSSION

### Analysis of Public Relations Strategy of the Secretariat of DPRD West Sumatra Province in Disseminating Public Information

Public Relations (PR) is a vital profession required by various organizations, including government agencies, as a means of internal and external communication. PR plays a strategic role in building and maintaining a positive image of an organization. One of the main functions of PR is to convey information to the public. In the digital era, social media has become a primary platform for information dissemination. Mass media, especially social media, makes it easy for people to access information quickly. Instagram, as one of the popular social media platforms, is often utilized by the government to convey information to the public. The PR function in an institution can serve as a means to optimize public services, especially in terms of information provision. Government PR plays a crucial role in bridging communication between the government and the public to build public trust. Information dissemination to the public can be done verbally or in writing, including through PR activities with the main function of providing information to the public to create harmonious relationships with the community.

The implementation of information dissemination activities by the Secretariat of West Sumatra Province is carried out through public communication and mass media, with Instagram as the main platform. The official account @dprdprovsumbar becomes the main medium for the public to access various activities of the Secretariat of DPRD West Sumatra Province. The shared content includes photos and videos of activities presented in a journalistic format with brief but informative descriptions. Instagram was chosen because of its interactive features, such as likes, comments, and direct messages, which allow for direct communication between PR and the public. This interaction usually increases when the @dprdprovsumbar account uploads current news or relevant information. In addition to being an information medium, Instagram is also used to expand the reach of communication. With the right content presentation strategy, the @dprdprovsumbar account has successfully become an effective publication medium known to the wider community.

The PR communication strategy includes several important aspects: operational strategy, social responsibility, and cooperation (Aras, 2014). The DPRD of West Sumatra Province, in its operational strategy, utilizes Instagram to receive public feedback and adjust the content presented. Social responsibility is reflected in the design of educational and informative content, which reflects the social responsibility of the Secretariat of DPRD West Sumatra Province. Cooperation is also established with various parties, such as institutions, regional apparatus, and related agencies. In

addition, PR is also responsible for receiving guests of leaders and DPRD members, as well as coordinating DPRD activities.

The [@dprdprovsumbar](https://www.instagram.com/@dprdprovsumbar) Instagram account is managed consistently with various types of content, such as information about activities, congratulatory messages on national holidays, and educational content. This strategy aims to strengthen relationships with the public while increasing public trust in the DPRD of West Sumatra Province.

### **Analysis of Instagram Content Creation**

Social media includes various platforms, such as web journals, social networks, wikis, discussion forums, and virtual worlds, which provide ease for users to participate and generate content actively (Subarkah et al., 2024). Social media utilizes web-based technology to transform communication into interactive discussions that support social interaction and idea exchange. The development of web and mobile phone technology has expanded the role of social media, making it an important platform for sharing information, collaborating, and communicating. Social media is based on three main concepts: sharing, collaborating, and connecting.

Public Relations (PR) now utilizes social media as a platform to communicate directly with their audiences. Social media serves not only as a tool for interacting with supporters but also as a means to build brand image and manage crises. Various digital content, such as blogs, videos, and podcasts, is increasingly used because it is considered effective in conveying company messages. Through such content, PR can convey information, run campaigns, and strengthen relationships with the public.

The PR of the Secretariat of DPRD West Sumatra Province utilizes Instagram features such as Instagram Story, Feed Post, Reels, Explore, and Hashtags that support content creation. In managing Instagram social media, these features are used publicly to increase engagement and effectiveness of communication. In creating content for the [@dprdprovsumbar](https://www.instagram.com/@dprdprovsumbar) Instagram account, there are several important stages carried out by PR. First, the selection of photos and videos becomes the initial step in this process. PR actively documents various activities held by the Secretariat of DPRD West Sumatra Province, both internal meetings and visits from external parties. After the activities are completed, they select the best photos and videos to be published. This process includes editing to ensure optimal visual quality and attractiveness, which is then reviewed together with graphic designers before being uploaded to the official Instagram account.

The next stage is content publication, where PR utilizes Instagram features like feeds and reels to convey information more effectively. With this format, information is not only presented in text form but also in video form, making it more attractive and easier for the audience to understand. In addition, determining captions is also an important part of content presentation. The captions are designed to be informative and provide a clear picture of the activities being carried out, while paying attention to communication objectives to the audience. The use of hashtags is also an important strategy in content dissemination on Instagram. Hashtags make it easier for the audience to find posts and expand interaction reach. Relevant hashtags like #DPRDSumbar, #SumateraBaratMaju, #KerjaNyataUntukSumbar, and #VisitSumbar2025 are chosen based on their relevance to the activities and issues being highlighted, as well as their potential to attract the target audience's attention. With the right hashtag selection, the number of likes, interactions, and followers can increase significantly, supporting the effectiveness of information dissemination through social media.

The entire content strategy creation process carried out by the PR of the Secretariat of DPRD West Sumatra Province in managing social media is well-designed. The main focus is given to visual quality, informative caption writing, and effective hashtag selection. This aims to ensure that the uploaded content can reach a wider audience while building a positive image of the institution in the eyes of the public. Therefore, content creation on the [@dprdprovsumbar](https://www.instagram.com/@dprdprovsumbar) Instagram account is carried out in a structured and professional manner, in accordance with communication objectives and public needs.

## **Low Engagement on the Instagram Account of the Secretariat of DPRD West Sumatra Province**

One of the main challenges faced by the Secretariat of DPRD West Sumatra Province in managing its official Instagram account is the low level of engagement from the public. Social media engagement includes various forms of interaction such as likes, comments, shares, and shares that indicate the extent to which the audience interacts with the uploaded content. Low engagement indicates that the content presented is not sufficiently attractive or relevant to the account followers. Several factors can cause low engagement on the DPRD Instagram account, one of which is the lack of variation in the type of content presented. If the uploaded content only contains formal information, it may not be engaging enough. Additionally, the lack of utilization of Instagram features such as Instagram Stories and Reels can also hinder efforts to increase interaction with followers. Instagram users tend to pay more attention to visual and interactive content, so DPRD PR needs to adjust its content strategy to make it more attractive to the audience (Prihatiningsih, 2017).

In addition, the timing and frequency of uploads also play a role in determining engagement. If content is uploaded at less strategic times, such as outside active user hours, it is likely to receive fewer interactions. Nugroho, Handayani, and Damayanti (2023) emphasize the importance of understanding audience activity patterns so that posts can reach more people and increase interaction. Therefore, a thorough analysis of optimal posting times is needed to increase engagement.

## **Lack of Response from PR Team to Public Comments**

In addition to low engagement, another challenge faced by the Instagram account of the Secretariat of DPRD West Sumatra Province is the lack of response from the PR team to comments made by the public. Unresponded comments can create the impression that the communication is one-way, so the public feels less considered. This is contrary to the basic principle of digital communication, which emphasizes two-way interaction between the institution and its audience. In digital public relations, active involvement of the PR team in responding to public comments plays an important role in building public trust. According to research by Havifi et al. (2023), transparency and information openness are not only about disseminating information to the public but also ensuring that the public feels heard and receives a response to the questions or feedback they provide. Therefore, the lack of response from the PR team can be an obstacle in building a positive image of the DPRD Secretariat as an open and responsive institution.

One of the main reasons for the lack of response to public comments is the insufficient allocation of resources in managing social media. If the PR team has limitations in terms of personnel or lacks a clear strategy in responding to comments, it is likely that there will be delays or even negligence in responding to interactions from the public. This is reinforced by research by Ni Luh Putu Ening Permini and I Made Wahyu Kusuma Atmaja (2022), which shows that the success of digital information dissemination by the government greatly depends on the readiness and ability of the PR team to manage interactions effectively.

## **Strategies to Increase Engagement on DPRD Instagram Account**

To overcome low engagement, the Secretariat of DPRD West Sumatra Province needs to adopt several more effective strategies in managing its Instagram account. One of the main strategies is content diversification. More varied content, such as infographics, short videos, interactive polls, and quizzes, can attract audience attention better than posts in text or static photo form. As Zakiya and Fuady (2024) stated, attractive and relevant Instagram content can significantly increase user engagement. In addition, the utilization of Instagram features such as Stories, Reels, and Live Streaming can also help increase interaction with the audience. Instagram Stories, for example, can be used to convey short information or conduct Q&A sessions with the public. Meanwhile, Reels can be utilized to present more dynamic and creative content. Live Streaming.

## CONCLUSION

The Public Relations (PR) strategy in managing the Instagram account of the Secretariat of DPRD West Sumatra Province plays a very important role in disseminating public information. However, there are several problems that need to be addressed immediately, such as the lack of engagement in the form of likes and the minimal response to public comments. The factors that influence this low interaction include the lack of creativity in content creation, suboptimal posting schedules, and the lack of involvement of the PR team in responding to user comments. Therefore, more effective strategies are needed, such as the use of more attractive visual designs, utilization of Instagram's interactive features, and increased interaction with the public in an active manner. By implementing better strategies, the DPRD Instagram account can become a more effective communication tool and build a closer relationship with the public.

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