

Management of Instagram @kantahkabbogor1 as a Media for Information and Publication

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Abstract

The development of social media has played an important role in public communication of government agencies, including in conveying land service information to the public. This research aims to find out how the management of Instagram @kantahkabbogor1 is carried out by the Public Relations of the Bogor Regency Land Office I as an information and publication medium, as well as the obstacles faced in its implementation. This study uses a qualitative approach through observation, interviews, active participation, and literature studies by referring to *The Circular Model of SoMe* consisting of the Share, Optimize, Manage, and Engage stages as an analysis framework. Research results show that Public Relations has played a role in Instagram as a medium for disseminating land information through visual content that is informative and easy to understand by the public, as well as structured management strategies. The management still faces several obstacles such as human resource limitations, internal coordination that takes longer, and limitations of available devices. Public Relations of the Bogor Regency Land Office I are still able to maintain the sustainability of publications and support the transparency of public information through adaptive social media management strategies despite obstacles.

Keywords

Management, Instagram; Public Relations; Social Media, @kantahkabbogor1

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1. INTRODUCTION

Technological developments in the digital era have changed the way people interact, obtain information, and convey messages. In the previous era, people only obtained information and messages through conventional media such as newspapers, radio, and television. One form of technological development that can be felt is the existence of social media. Social media has become one of the modern communication platforms that continues to be in high demand by the public. Social media, which is a result of digital technology development, has become the main means of establishing relationships with audiences quickly, efficiently, and widely (Yohanes et.al., 2025). This makes social media not only a medium for entertainment but also a medium for information. Indonesia itself has a high number of internet users. Based on data from We Are Social, in January 2025 there were 143 million social media



users, covering 50.2% of the total population. This makes social media a strategic public communication channel for various institutions, both private and government, because social media has a wide reach.

The position that can manage social media well is a public relations officer. Public relations officers themselves have the responsibility of acting as a bridge or liaison between agencies and the public. Public relations officers are established as a means of two-way communication between internal and external parties, so that every activity, regulation, and policy of the organization can be conveyed properly to the public (Putri & Yuningsih, 2023). In addition to conveying messages, a public relations officer must also ensure that the content of the information to be conveyed is relevant and can increase public trust.

The public relations division of the Bogor I District Land Office plays an important role in conveying accurate, transparent, and easily understandable information to the public in order to support the smooth running of public services, especially in the land sector. Public relations has also utilized social media as a means to expand the reach of information about services. Providing services to the public is part of the responsibility and function of state administration (Asmara & Hidayati, 2025). This reinforces that the existence of a public relations division can be part of realizing transparent land services.

The development of communication and information technology has given rise to various social media platforms that have become an important part of modern society. The use of social media is essentially a change in the concept of conveying information to the public, which was originally done through conventional media, but has now shifted to utilizing information and communication technology (Fansuri et al., 2024). Social media now not only functions as a means of interaction between individuals, but has also developed into an appropriate platform for organizations to convey information to the public. One application that is currently popular among social media users is Instagram. Instagram is an application that focuses on being a medium for communication through image and video content (Safitri et al., 2025). These characteristics of Instagram make the application more effective in attracting the audience's attention, conveying messages, and building interactions.

The benefits of Instagram have encouraged the Bogor I District Land Office to create and manage the official account @kantahkabbogor1 as a medium for information. Public relations utilizes this official account to disseminate information in the form of informative content related to services, publication of activities, and education regarding service procedures in a visual manner. The high interest in visuals has prompted media to provide information in a more concise, easy-to-understand, quick, and non-confusing manner, especially when presenting the chronological sequence of events and creating statistical data (Afina et al., 2022). This situation makes Instagram content management a practice

worthy of further research, particularly to examine how public relations manages Instagram to support the functions of information transparency and publication through digital media.

Similar research was also conducted by Akbar Saputro, Susana, and Veranus Sidharta in 2023 with the title “Management of the Bekasi KPKNL Public Relations Instagram Social Media in Building Institutional Image.” The focus of the study explains that the use of Instagram and websites as the main media for publication and interaction plays a role in building institutional image. Based on this, the researchers were interested in writing a study titled “Management of Instagram @kantahkabbogor1 as a Media for Information and Publication for Public Relations.” This research not only views Instagram as a means of building image, but also focuses on the function of Instagram as a medium for information transparency, publication, and delivery of land services to the community. It is hoped that this research can fill the previous gap research and provide a clearer picture of the management of Instagram as a medium for information and publication.

2. METHODS

This study uses a qualitative approach with the aim of gaining an in-depth understanding of the management process of the Instagram account @kantahkabbogor1. The research was conducted directly at the Bogor I District Land Office, located on Jalan Tegar Beriman, Pemda, Cibinong Subdistrict, Bogor Regency, West Java. The data used in this study consists of primary and secondary data. Data are facts that support a study, thereby producing accurate information. Valid and reliable data enable researchers to draw accurate and credible conclusions, so that the research results can be effectively applied in a broader context (Sulung & Muspawi, 2024). Primary data was obtained directly from research sources such as through interviews, active participation, and field observations. Interviews were conducted with the Public Relations team of the Bogor Regency Land Office 1, supported by instruments such as a list of questions, laptops, and smartphones. The list of questions was compiled based on the theory used in the research. Active participation was carried out directly. The author participated as a public relations officer during fieldwork activities in creating Instagram content and documenting activities. Observations were made by observing the daily activities of the public relations team in order to understand the workflow of public relations in managing information on Instagram social media. Secondary data was obtained from company archives, activity reports, and relevant literature, such as journals and scientific articles that supported the research focus. The data analysis technique in this study was carried out in three stages, namely data reduction, data presentation, and conclusion drawing. Data reduction is an analytical process that involves sharpening, selecting, focusing, eliminating, and organizing data so that final conclusions can be formulated and tested for accuracy (Ash-Shiddiqi et al., 2025). Therefore, data reduction was carried out by simplifying and

Participate, Connect, and Build Trust. The Participate component is reflected in the active participation of the public relations team in disseminating public information through various types of content. This involvement is seen in the consistency of sharing relevant content, such as information on land services, reports on internal and external activities, and education on service policies and procedures. Public relations determines the content theme based on the agenda setting provided by the ATR/BPN Ministry team. This agenda setting contains themes and upload schedules for each piece of content. However, the public relations team has the authority to adjust to the circumstances or needs in their respective regions.

The Public Relations Office also reposts official information from the Ministry of ATR/BPN as a form of disseminating information from the center so that the public, especially the people of Bogor Regency, can still obtain information from the ministry. Content is presented in various formats such as short videos (reels), infographics, and photos of activities to maintain visual appeal and avoid monotony. Each post is packaged with carefully selected fonts, illustrations, transitions, and interactive background music so that the message conveyed is more engaging and communicative.

The connect component is evident in the selection of Instagram as the main platform used. Choosing the right media will certainly maximize the function of social media in disseminating information. The advantages of social media can be seen in the speed at which information is disseminated, the high level of interactivity, and its ability to reach various age groups (Setiyani et al., 2025). Instagram was chosen for its visual and interactive nature, which is considered effective in attracting public attention. This strategy shows that Instagram functions not only as a publication platform, but also as a medium for disseminating information that supports openness and public education.

The built trust component relates to public relations efforts to build public trust through transparency and consistency of information. This trust is formed when the content shared is highly credible, accurate, and sourced from real activities carried out by the agency. Regularly displaying documentation of activities and publications of work results plays an important role in demonstrating an open, responsive, and accountable public service process. These three components form a strong foundation in the sharing stage so that the information published not only spreads but also strengthens the relationship between the agency and the community through effective digital communication.



Figure 1.2 Jenis Konten Instagram @kantahkabbogor1

Optimize

This indicator emphasizes the importance of listening and learning, as well as take part in authentic communications. At this stage, organizations not only focus on disseminating information, but also strive to understand the behavior, needs, and communication patterns of their audience so that their social media strategies are more effective and relevant. In the listen and learn element, public relations pays attention to the types of information that are most frequently sought, asked, or complained about by the public. This input is obtained through comment columns and complaint hotlines. Public relations also obtains information through the official ATR/BPN website. Public relations also publishes clarifications or official information related to land issues, such as hoaxes about certificates, new policies, and service requirements so that the accuracy of information in the public sphere is maintained. These optimization efforts are realized in the form of creating interesting and casual content so that complex information can be conveyed more easily and communicatively.

The element of take part in authentic communications can be seen in how agencies strive to engage in authentic communication by presenting valuable, relevant content that reflects their concern for public needs. This engagement does not always take the form of direct conversation, but can be realized through an adaptive, solution-oriented style of messaging that feels close to the community. One example is the use of the greeting “SobATRBPBPN” in captions and video scripts, which aims to build closeness while presenting a communicative and friendly impression. Optimize ensures that every piece of content published is able to provide benefits, respond to the needs of the community, and maintain the credibility of information in the digital space.

Manage

This indicator focuses on how agencies manage, monitor, and maintain consistent and structured social media activities. At this stage, there are three main aspects that Public Relations pays attention to, namely media monitoring, quick responses, and real-time interaction. The media monitoring aspect is carried out by monitoring content performance using Instagram's insight feature, which includes the

number of views, reach, and user interaction rates. The results of this monitoring not only serve as a basis for internal evaluation, but are also compiled into periodic reports that are then sent to the head office, namely the Ministry of ATR/BPN Agency. These reports will later be used as material for assessing and evaluating digital publication performance. The results obtained from this media monitoring activity will later be analyzed by the public relations team. Social media analysis can be used to assess the effectiveness of campaigns and make necessary adjustments (Hamka et al., 2025).

The aspects of quick responses and real-time interaction reflect how public relations officers strive to maintain communication with the public through responses to comments and direct messages (DM). Although the responses provided are not yet optimal due to limited resources, this does not mean that communication is neglected. Public relations officers still try to respond according to priority, team capacity, and the urgency of the messages received. The team focuses more on delivering accurate and relevant information through reels and feeds, so that the public's need for information is still met even if it is not always through direct interaction. These efforts enable public relations to maintain effective communication and keep up the pace of public information services. Manage ensures that social media activities not only continue, but are also evaluated, controlled, and directed based on monitoring results and the dynamics of digital communication in the field.

Engage

This indicator focuses on how agencies build and maintain relationships with the public through communication that is engaging, relevant, and capable of creating audience engagement. The engage stage can be explained through three important aspects, namely establishing relationships with influencers, understanding audience characteristics, and effectively reaching the target audience.

In the first aspect, the @kantahkabbogor1 account has not collaborated with external parties such as influencers or other agencies because the account management is still focused on its function as an official information medium. However, the absence of collaboration does not diminish the public relations efforts to build closeness with the public. This is done by understanding the needs, preferences, and information consumption patterns of the audience, which form the basis for determining the topics of posts, language style, visuals, and form of message delivery so that they can be accepted by various groups. Public relations also provides a space for the public to give suggestions or input, so that the content published can respond to public needs in a more relevant manner.

The second aspect, understanding audience characteristics, is realized through content strategies aimed at attracting attention while strengthening public understanding of the core message. One form of application is the use of captions in the form of provocative questions (hooks) tailored to complaints

or issues that often arise in society. This strategy has proven effective in breaking the formality of government agency communication styles and creating emotional closeness with the audience. An example of this is content related to electronic certificates, which begins by addressing the public's pain points or concerns about the security or validity of certificates. The message then seeks to alleviate these concerns through official explanations and solutions provided by the agency. This approach helps direct the audience's attention to read further information and understand the core message being conveyed.

The third aspect, reach, is evident in various public relations efforts to expand the reach of content. Utilizing Instagram features such as reels and using relevant hashtags such as #ATRBPN, #SobATRBPN, #MelayaniProfesionalTerpercaya are key strategies. The use of hashtags helps expand the reach of posts to audiences beyond the account's followers. Reels were chosen for their ability to present information in a concise, engaging, and easy-to-understand manner.

Feed content design is also used to encourage saving and sharing functions by presenting checklists, guides, and summaries of service procedures in the form of easy-to-digest infographics. This strategy is in line with the needs of audiences who require informative content to save or share. This effort is reinforced by the use of calls to action (CTA) in captions that encourage people to save or share content. As a result, from August to November, the @kantahkabbogor1 account achieved 961,555 views with a total of 15,283 interactions, including 144 saves, 310 shares, and 8,588 likes, demonstrating that the engagement strategy was able to generate significant public involvement.

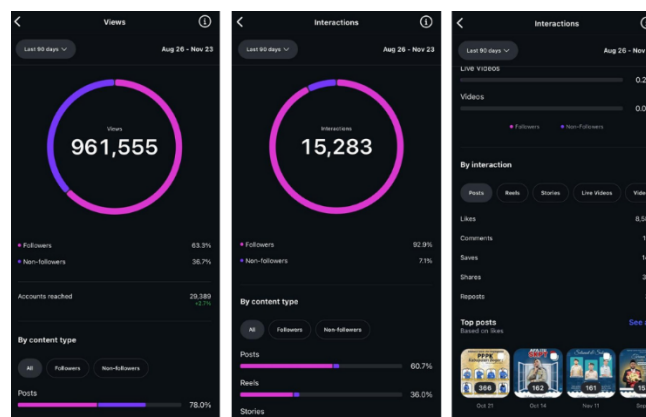


Figure 1.3 Instagram Insights @kantahkabbogor1 August-November 2025

3.2. Obstacles in Instagram Management

The process of managing social media is certainly not without various obstacles that affect the effectiveness of conveying information to the public. The first obstacle that arises is limited human resources. The limited number of personnel makes the process of managing Instagram accounts quite challenging, considering that public relations tasks include covering activities, drafting scripts, producing visuals, and publishing content, all of which must be done consistently. The heavy workload

and relatively small team mean that some functions cannot be carried out optimally. This forces public relations to maintain the pace of publication by developing simple content plans, maximizing task sharing, and documenting activities efficiently so that the public's need for information is still met.

Other obstacles also arise in internal communication and coordination, which take longer due to busy work schedules and bureaucratic stages in the content approval process. Confirming manuscripts, aligning upload content, and finalizing videos with management often requires additional time, which affects the speed of publication. Public relations adapts by preparing backup content so that publication can continue, and scheduling content based on the priority of information most needed by the public.

Another obstacle that affects work effectiveness is the limitation of documentation devices. The process of taking photos and videos still relies on employees' personal cell phones. While these devices are capable of producing good visual quality, their storage capacity is often full, requiring additional time for file transfer and management. Nevertheless, the public relations team continues to maximize the use of existing devices by performing regular deletions, utilizing cloud storage, and regularly archiving content to ensure that the production and publication processes continue to run smoothly.

Overall, these obstacles show that government social media management is not only influenced by technical capabilities, but also by the availability of human resources, coordination mechanisms, and the readiness of supporting devices. Despite facing various limitations, the Public Relations Office of the Bogor I District Land Office has been able to maintain the continuity of its publications through adaptive strategies and measured management, ensuring that public information continues to be conveyed accurately, regularly, and is easily accessible to the public.

4. CONCLUSION

This study aims to describe how the Public Relations Office of the Bogor I District Land Office manages the Instagram account @kantahkabbogor1 as a medium for information and publication using The Circular Model of SoMe approach. Based on the analysis results, account management is carried out through four stages, namely Share, Optimize, Manage, and Engage, which enable public relations to compile, adjust, manage, and disseminate land information in a more structured and relevant manner for the community. This strategy has been proven to support public information disclosure and help agencies deliver land services in a simpler, more visual, and easier-to-understand format.

The results of this study have the potential to be applied in the management of social media by other government agencies, particularly in improving information transparency, strengthening public communication, and developing content strategies that are responsive to the needs of the community. The Circular Model of SoMe can be used as a reference in building a publication system that is more consistent, focused, and adaptive to the ever-evolving dynamics of social media.

Further research should be conducted by expanding the focus, for example by assessing the effectiveness of content through quantitative data analysis, comparing social media management between government agencies, or exploring aspects of public interaction in digital communication. Further research could also explore collaboration strategies with external parties such as influencers or relevant institutions to see the potential for increasing reach and public engagement more broadly.

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