



Social Media Management of Instagram @Poldajogja by Public Relations of the Regional Police Special Region of Yogyakarta in Improving Image

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ABSTRACT

This research aiming to find out how Social Media Management, especially Instagram, uses the Social Media Working Principles of Regina Luttrell's The Circular Model Of SoMe Theory conducted by the Yogyakarta Special Region Police. The method used is descriptive qualitative. Data collection techniques include observations, interviews and documentation studies. The results of the research show that the working principles of Social Media The Circular Model Of SoMe Theory applied by the Public Relations of the Yogyakarta Special Region Police consist of (1) Share which is done by disseminating information via Instagram Social Media maximally and openly to the public, such as the existence of interesting content and also the actual news provided, (2) Optimize is done by maximizing the existing features of Instagram social media and also maximizing the provisions of information to the public, (3) Manage is done by managing the performance of information dissemination to the public such as monitoring from the Yogyakarta Special Region Police so that information management is more actual and fast, (4) Engage is done by involving the community of various groups and also all aspects that can be involved properly.

INTRODUCTION

The Indonesian Police have a role and usefulness in a country but always have conflicts with interests and power, which are at the forefront between power and society. The system of the Police institution can be greatly influenced by political provisions and social control. Based on Decree Number. 11/SD, the police changed status to an independent ministry that is directly under the Prime Minister. From the existing Decree, it can be concluded), the status of the police is at the ministerial level and the status of the Director General of the Indonesian Police (Kapolri) is at the ministerial level. With this decision, the Government expects the police to be able to further optimize and foster communication relations down to the lowest levels such as sub-districts.

The status of the Police in a country has always been a concern for various parties who sit and are in power. During the New Order regime, the Indonesian police were embedded in the Armed Forces of the Republic of Indonesia (ABRI) units and operated under the influence of military culture. For more than 30 years, the Police were enveloped in this military culture and militarism was very binding. The people's demands to form a clean government were very strong. Then, TAP MPR VI/2000 was issued, which stated that one of the demands and challenges of the future of reform was democratization and therefore it was necessary to reposition and reorganize ABRI.

As a result of the merger, there is ambiguity and mutual blame in the usefulness and function of the TNI as the Defense Forces and the Indonesian Police as the Public Order and Security Forces. Therefore, the Indonesian Police is an Institution owned by the State that has a role in security. Therefore, Law No. 2 of 2002 concerning the Indonesian National Police stipulates that the Indonesian National Police is a State Institution that has the function of protecting, guarding, and providing services to the community to maintain Public Order and Security, maintain Gakum , and maintain Kamdagri; TAP MPR RI No. No. 2 states that: The Indonesian National Police is a state apparatus that plays a role in maintaining public order and security, enforcing the law, and providing protection, guarding, and services to the community. The Indonesian National Police must have expertise and skills in carrying out its role. This means that the Indonesian National Police is not a non-departmental institution or agency, but is under the President as Head of State and Head of Government.

In carrying out the duties and functions of the police, it is first necessary to regulate the formulation of mandatory duties and responsibilities of the Indonesian Police in Law No. 2 of 2002 concerning the Indonesian National Police. Duties and functions of the Indonesian National Police.

One of the Uses of the Police is stated in Article 2 which states that the function of the police is one of the functions of the state government in the field of maintaining public security and order, law enforcement, protection, shelter, and public service. While Article 3 states that:

- (1) The police function is carried out by the Republic of Indonesia National Police supported by: a. Special Police; b. Civil Servants; and/or c. Forms of Self-Security.

- (2) The executor of police functions as referred to in paragraph (1) letters a, b and c shall carry out police functions in accordance with the laws and regulations which form the legal basis.

The many incidents involving the National Police Agency have been widely discussed recently . Various cases have occurred which have caused public trust and the image of the National Police itself to decline quite drastically over time. Based on the results of the Kompas Research and Development survey, there has been a decline in the image of the National Police Institution in 2022.



Figure 1 Track Record of the Image of the Indonesian National Police
(Sc: Kompas.com 2022)

The existence of the Police Image Track Record Data shows that in 2019 there was a very low level of public trust in the police. In April 2021, the Police were able to improve their institutional image again by gaining 78.7 percent trust. Continuing in October 2021, there were matters related to the image which decreased to 77.5 percent. In January 2022, the Police Image was at 78.8 percent and the last percentage in June 2022 proved that the Police Image in the eyes of the public continued to decline. The decline in the Police Image cannot be separated from the many events carried out by the Police themselves, for example 2 major cases that occurred in society, namely the Kanjuruhan Tragedy case which claimed many victims which was very detrimental to the community and also the Ferdy Sambo Case which had a huge impact on the image of the Police itself because it cannot be denied that Ferdy Sambo is one of the stakeholders in the Police Institution.

The decline in image in 2022 has raised the determination of the police institution to improve their Image and Public Trust through improving police behavior and performance in front of the public: according to the findings of Litbang Kompas, the police image increased from less than 50% in October 2022 to 61.6% in May 2023. This increase of around 11% is considered quite high when compared to other institutions. Through the interview process with Mr. Naavi , Head of Public Relations and Multimedia of the DIY Regional Police, data was obtained on an increase in image of 75% and continues to increase.

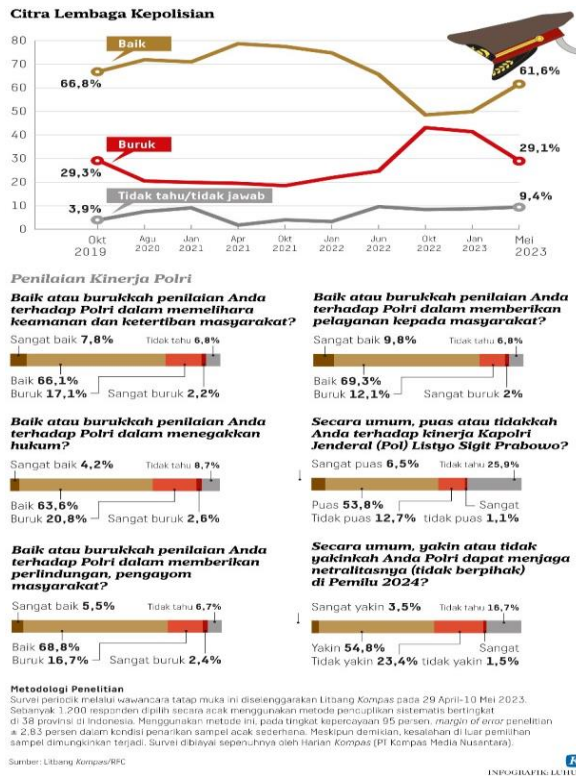


Figure 2 the Police Institution
(Sc: Kompas. Id, 2023)

The level of image and trust in the police has increased, as can be seen from the results of the analysis and survey of the Indonesian Political Indicators during 20-24 June 2023.

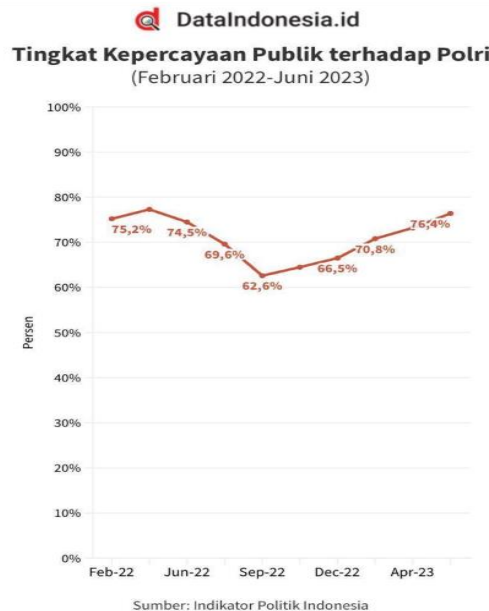


Figure 3 Public Trust in the Police
(Sc: Data Indonesia. id, 2023)

Judging from the results of the survey above, there was a decrease in the level of public trust in the police with a percentage of 62.6 in September 2022,

and after that there was a very high spike in public trust in the police in October 2022 to June 2023 with a percentage of 76.4.

The Decline and Increase in Public Image and Trust in the Police is inseparable from the Media which is very useful for providing fast information and also its very wide distribution such as TV, Radio, Social Media and others. Social Media currently has a very important role in all things such as Public Trust and Police Image, In the context of globalization and the rapid advancement of information technology, social media has become the main choice for the public to get information. The existence of social media not only affects the way the public communicates, but also forms public opinion and perception of the police institution. This incident is important because the image and public trust in the police are directly related to the success of the police's main mission in maintaining public security.

The impact of social media on the image and trust in the police cannot be ignored. The openness and up-to-dateness of information provided by social media allows the public to quickly get the latest news about the police. However, in addition to these benefits, social media also has risks with the spread of false and ambiguous information, which can damage the image and public trust in the police institution.

The importance of understanding the flow between social media, image, and public trust⁵ in the police is the basis of this research. In this discussion, factors such as content created , police response to sensitive issues and active community participation on various social media platforms are key to the analysis, one of which is Instagram.

Instagram is a social media platform for sharing, searching for information and communication in the form of photos and videos. This social media provides various features that support the process of sharing information and communication. Instagram is currently a social media that is widely loved by the public, especially for young people to adults. This media is the most appropriate media for activities branding by one party or organization or agency. Many government institutions also utilize the media in their branding process to build a positive image for the public.

Amidst the development of technology that presents various new media, the Yogyakarta Special Region Police (DIY) faces the challenge of strengthening public involvement and building public trust in the police institution. Instagram social media has emerged as a communication tool that has great potential to achieve this goal, allowing the Yogyakarta Special Region Police to interact directly with the public.

Regarding Citra, the Yogyakarta Special Region Police received negative views from the public regarding cases involving members of the Police. Several cases were found on Social Media, reported by detiknews.com in April 2021, there was 1 member of the Yogyakarta Special Region Police who gave negative comments regarding the KRI Nanggala incident.



Figure 4 Give Negative Comments
(Sc: Researcher Documentation)

There were also cases of abuse by members of the Yogyakarta Special Region Police against klitih perpetrators in the area.



Figure 5 the Yogyakarta Special Region Regional Police against the perpetrators of Klitih
(Sc: Researcher Documentation)

The existence of this case influences how the public views the behavior and performance of the police institution, especially the Yogyakarta Special Region Police.

In dealing with various cases involving the Yogyakarta Special Region Police, the institution needs to make efforts to improve and enhance its image and public trust. The use of Instagram social media by government institutions, including the police, has become a focus of attention in academic literature.

In a study conducted by Sutikno, Lutfiani, and Irawanto, it was shown that the active presence of government institutions on social media, especially Instagram, can strengthen public involvement and create a positive perception of the institution. The use of Instagram social media by the Public Relations of the Yogyakarta Special Region Police, especially in the form of informative and interactive content, can be a key factor in forming positive opinions and images in the eyes of the public.

Based on this background, the researcher will examine how the Management of Instagram Social Media by the Public Relations of the Yogyakarta Special Region Police in Improving the Image and Public Trust in the Police Institution, Especially the Yogyakarta Special Region Police.

LITERATURE REVIEW

Yavetz & Aharony argue that effective control over social media can help government agencies to align policy and public interest. Social media is currently widely used by various government agencies and has become part of their daily activities and operations, including in the areas of law enforcement, emergency response, and public services. One area of social media use by the government is managing the image of the organization. Government organizations also deal and interact directly with the public and therefore have an interest in managing the image of the organization appropriately and effectively and this can be done through public relations.

Public relations in government organizations can be defined as a strategy to inform the public about the organization's activities and staff from all walks of life and communicate information about the organization's vision and mission. Public relations itself can be done through analog and digital channels.

In implementing the tasks and functions of public relations, public relations requires supporting media for a more effective information distribution process, namely new media. The term emerged in the 2000s along with the presence of internet technology. New media is considered a contemporary media that is faster and wider in reaching the public. One of these new media is social media. The many functions of using social media such as sources of information, communication bridges, and dissemination of information to the public. So, with the existence of social media, it can be utilized by the public to the maximum. Along with the development of the era, the function of public relations can be helped by the existence of social media as a tool for the function of public relations itself. For example, the ease of publishing information carried out by public relations through social media greatly helps public relations to maximize the function of public relations itself. In the relationship between social media and public relations, public relations is greatly helped because it is easy to get information that can be useful for public relations so that the distribution of information is more optimal.

This study uses Regina Luttrell's concept of "defined circulation model". "Defined circulation model" is a model created by Regina Luttrell to make it easier for social media professionals to plan social media communications. Luttrell argues that there are several aspects that need to be considered in managing social media. The first is to have a strategy for communicators to use

social media and the media they use so that communication runs effectively, the second is optimization, optimizing messages that will be communicated through social media, the third is 'governance', how communicators organize social media in the right and proper way and the fourth is Engage, involving audiences and influencers in managing social media is a very important element in social media strategy.

1. Share

The three main things that are important in the Share phase are that participation must be initiated, connections must be made, and trust must be built. It must be realized that for the message delivery effort in spreading information, they must participate in social media. Therefore, companies must have their own social networks. However, the selection of social networks must not be arbitrary, the characteristics of the selected social network are also important. This is because every company or institution must have a targeted communication goal when activating social media, so that The public can communicate with companies and institutions that already have the same values, so that the information network can be expanded, and to build trust with the public.

2. Optimize

Some things to consider during the Optimize phase. When a company or organization sends a message on social media, the public who receives the message or information provides feedback, giving positive or not so positive opinions about the topic, so companies and organizations need to listen to what the public is saying about them. They must be able to listen and understand what is lacking in the messages and information sent through social media.

3. Manage

There are several important things to consider in the social media management stage such as media monitoring, real -time dialogue, and fast response. Previously, in the social media optimization stage, the target audience understood the situation on social media and what the public was talking about by following the dialogue in real time. Therefore, in the social media management stage, media monitoring must be carried out first so that the target audience understands what needs to be clarified and can plan an adequate and proportional response.

4. Engage

Regina Luttrell emphasizes that when communicating messages and information on social media, specific messages must be included at the engagement stage. This is one way to increase engagement on social media. During the engagement stage, companies and organizations must have a good understanding of their target audience, who can influence them and how to engage influencers and the general public on social media.

METHODOLOGY

This study uses a post-positivism paradigm with a qualitative approach where an investigation process will be carried out on groups, environments or social phenomena where there are problems that are the reason for the purpose of the study. In the process of observation and data collection, researchers usually go directly to the field, namely through observation, interviews, and document studies. If seen, this study aims to understand and find the truth of a real phenomenon, namely how social media activities, especially Instagram Public Relations of the Yogyakarta Special Region Police, and to find out what obstacles or challenges are faced in efforts to improve the image.

RESEARCH RESULTS AND DISCUSSION

A study conducted by researchers in collaboration with the DIY Regional Police revealed interesting results related to the management of the Instagram social media @poldajogja carried out by the DIY Regional Police Public Relations in improving the institution's image. This study highlights the importance of Instagram's role as an effective communication tool to improve the image of the police institution. The results of the study show that the active management of the @poldajogja account by the DIY Regional Police Public Relations team has a positive impact on public perception of the police.

One important finding is that the focus of the content presented by the @poldajogja account is on transparency, interaction, and education. The account has succeeded in establishing a closer relationship between the police and the community by providing information about police activities, law enforcement successes, and safety tips for the community. In addition, active interaction with the @poldajogja account and its followers is an important factor in improving the image. Quick responses to questions, criticisms and opinions from the community show that the DIY Regional Police care and accept the aspirations of the community.

This study also highlights the importance of community involvement in managing social media. By collaborating with the community. The @poldajogja account can further spread This study also highlights the importance of community involvement in managing social media. By collaborating with the community. The @poldajogja account can further spread its positive messages and gain greater support from the community.

As a result, the Instagram social media @poldajogja managed by Humas through communication runs smoothly, Polda DIY has succeeded in strengthening the image of the police institution in the community. With its transparent, interactive, and collaborative approach, this account is not only a trusted source of information, but also a forum for building better relationships between the police and the community from all groups.

In managing Instagram social media, the Yogyakarta Special Region Police Public Relations applies 4 stages in the "Defined circulation model", namely as follows.

1. Share

Sharing can be done if it is known who the target is and what topic of information will be 'shared'. Social media, especially Instagram, is a place

to share information with the public. On social media, sharing is an important element that connects one user with another. Sharing information is considered to be able to expand influence and build a strong entity. Determining what kind of information will be shared is one strategy in managing social media. In this case, the Public Relations of the Yogyakarta Special Region Police has several points that they can share on their Instagram social media which are considered to be able to improve the image and reputation of the DIY Police itself, starting from work programs, performance, informative content to actual news.

2. Optimize

Optimize is an effort to maximize something to support the publication process on Instagram social media. In the field of public relations, optimization is an important thing because optimization can have an impact on public relations performance in general, such as optimizing the information obtained and that will be given to the public. In this case, the DIY Regional Police Public Relations has carried out optimization properly and correctly, as seen by the DIY Regional Police Public Relations maximizing the use of social media, especially Instagram, and also with the special strategy used by the DIY Regional Police such as the Viralization Pattern. The DIY Regional Police Public Relations maximizes the features provided by Instagram to provide information and also interact with the public so that there is an increased image in the eyes of the public.

3. Manage

Manage is an action to take care of something well and according to the applicable rules, manage or administration can be interpreted as a system where there are things that must be arranged well and gradually, especially in the public relations department, Manage or Administration is an important thing because Public Relations must be able to manage or manage manage all information or must be able to manage its performance so that the information to be delivered or prepared produces maximum results. The DIY Regional Police Public Relations in this case has carried out good management as seen from the dissemination of information on social media, especially Instagram, so that the public can know more about when or the accuracy of the information conveyed. Some of the DIY Regional Police's management on Instagram social media is very important, such as having good management in relations with the public, how to respond to the public quickly, monitoring or Real Time Interaction. By managing the Instagram social media, Polda DIY gets good and stable results, making its image in the eyes of the public increase over time.

4. Engage

In managing social media, involvement from several parties is required. This aims to support the process of publishing information starting from creating materials, creating content to the publication itself. In this case, the DIY Regional Police Public Relations does not only

provide space for involvement to internal parties, but also external parties including influencers, media and the public. In addition to supporting the publication process on Instagram social media, providing involvement to various parties can be interpreted that in expanding the reach of the publication, the Regional Police Public Relations classifies the type of content according to the target audience and the DIY Regional Police can also carry out strategies for Target Audience Research to find out the desires and interests that exist in the community.

CONCLUSION AND RECOMMENDATION

Based on the research results that have been presented in the previous chapter based on the existing problems, this study aims to determine how to manage the Instagram social media @poldajogja as a medium for disseminating information in maintaining the image of the Yogyakarta Special Region Police from the results of interviews and observations obtained from the DIY Regional Police Public Relations regarding the management of Instagram as a medium for disseminating information based on four indicators, namely, sharing , optimizing , managing and engaging .

Polda DIY has an Instagram social media account @poldajogja which is used to disseminate information related to education, program reports, performance and so on. Management in the sharing stage of Polda DIY routinely shares activities related to what is happening or the performance of Polda DIY to the public. For the Optimize stage or optimization of information carried out by the Public Relations of Polda DIY through Instagram social media, it has been optimal where the Public Relations of Polda DIY uses Instagram features to disseminate information to the public. The information provided by the Public Relations of Polda DIY tends to be Information reports of what happens every day and also Information related to crime in the Yogyakarta area.

Manage stage carried out by the DIY Regional Police for Instagram social media can be seen from the good management with the public questions that are responded to and also the monitoring carried out by the DIY Regional Police on social media, especially Instagram, can respond quickly to what is happening in the community. The last stage is Engage , the involvement carried out by the DIY Regional Police has a positive value in the eyes of the community with the involvement of the community such as the Happy Friday Program or Content Creation on Instagram, creating an influence on the level of viewers and Instagram followers because the community is involved and also knows about the openness of the DIY Regional Police itself which has an impact on the image of the DIY Regional Police.

ADVANCED RESEARCH

Advanced research on the management of Instagram social media by @poldajogja reveals its strategic role in maintaining the image of the Yogyakarta Special Region Police through effective information dissemination. Utilizing the four indicators of sharing, optimizing, managing, and engaging,

the study highlights that consistent sharing of educational content, program reports, and performance updates enhances public awareness and transparency. Optimization is effectively achieved through the strategic use of Instagram features, ensuring timely and relevant information delivery, particularly on daily events and crime updates. Efficient management is demonstrated by responsive interactions and proactive monitoring, fostering positive public relations. The engagement strategy, including community-centric programs like Happy Friday and user-generated content initiatives, significantly boosts viewer engagement and follower growth, reinforcing public trust and positively impacting the police's image. This comprehensive approach underscores the importance of strategic social media management in public sector communication and image building.

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