

## **Analysis of The Circular Model of SOME in The Publication of PTPN XI Surabaya Activities through Instagram**

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### **Abstract**

**Purpose:** The purpose of this study was to find out the role of public relations in publicizing company activities at PT Perkebunan Nusantara XI Surabaya through social media platform such as Instagram.

**Methodology:** The method used in this research is qualitative method with purposive sampling technique.

**Result:** The results showed that in the Share stage, PTPN XI's public relations chose Instagram as a media for informations because it has a wide distribution and is able to accommodate audio-visual contents. Optimize, PTPN XI's public relations team plans the concept or content for Instagram. Manage, Stages of monitoring, PTPN XI's public relations company monitors, evaluates, manages feedback on posts, likes, and insights. Engage, the closeness stage of PTPN XI's company and audience uses the greeting #elevenia to greet followers or audience in content and captions.

**Application/Originality/Value:** This study, compared to the previous research, examines PTPN XI's Instagram activities more deeply using the SOME model analysis. The differences in this research are the object of research, the analysis of the theory used, the measuring instruments, and the literatures in the research.

### **Introduction**

Public relations is two-way communication with companies or organizations that aims to foster mutual understanding, mutual trust, and mutual help or cooperation (Yusmawati, 2017). Public relations is an important part to run company activities, it works as one of the frontlines in realizing the goals, vision, and mission of the company. It has been acknowledged that the role of communication becomes the central in strengthening an organization or institution through effective communication.

Public relations has two main roles, namely the role of technicians and the role of managers. Technical roles represent PR skills such as writing, editing, photography, handling production of communications, creating special events, and media calling (Lubis, 2012). PR professionals must develop a proactive attitude in managing evolving informations to engage public opinion at internal and external levels (community) to be used in the process of management decision making (Sari & Asep 2019).

According to Liliweri (2011), public relations has functions and tasks that must be carried out properly, namely; (1) Support the main activities of the administration to achieve common goals. (2) Ostering harmonious relations between institutions or organizations and communities or target groups. (3) Determine public opinion, perceptions, and issues related to the institution/organization represented or otherwise. (4) Serving the wishes of the public and providing advice to managers to achieve common goals and interests (5) Create two-way communication guidelines and regulate the flow of informations, publications, and messages from institutions/organizations to the public or otherwise to achieve a positive image for both parties.

In addition, public relations also has 4 roles that must be carried out, namely; Communicator, Relationship, Back up Management, Good Image Maker. As for their duties, a public relations practitioner has to uphold the image of the organization or company they represent, to not to cause misunderstandings and

not provide very detrimental issues (Rhenald, 2003). One of them is in publicizing company activities through social media, the goal is not only to provide information but also to improve the image of the organization.

The success of an organization cannot be separated from the function of effective communication on the ability to anticipate changes in the environment with the internal development of the organization itself. This also happens in corporate organizations, establishing communication in a valuable organizational structure is very important because it involves the importance of the flow of informations that must be channeled on target. Communication is divided into two kinds, namely horizontal and vertical communication. Horizontal communication is the communication between employees, while vertical communication is the communication between leaders and staff (Zamani, 2020).

Public relations of PTPN XI or the company that will be researched by this researcher in addition to carry out communication in the organization also has a role to communicate with its stakeholders. In carrying out its role, the company uses external communications or what is usually done using a social media platform which is Instagram.

The research was carried out at the Public Relations of PT Perkebunan Nusantara XI or commonly abbreviated as PTPN XI located in Surabaya. PT Perkebunan Nusantara XI is a limited liability company for plantation agribusiness with a sugar-core business owned by SOEs. PTPN XI is the only plantation company that has the largest single commodity namely sugarcane in Indonesia, with 13 active sugar factories, 1 alcohol and spirits factory, 1 sack factory, 4 subsidiaries consisting of General Hospital (RSU) and 6 Health Clinics. All business units managed by PTPN XI are located in the East Java region disseminating from the eastern region, namely Situbondo to the western region, namely Ngawi.

Perkebunan Nusantara XI is a subsidiary of a plantation holding company owned by SOEs. We need to know that SOEs are not government agencies recorded in the state organizational structure. However, in accordance with the Constitutional Court Decision (MK) Number 48 / PUU-XI / 2013 which maintains the view that the capital included in SOEs is part of the state finances. In general, SOEs are business entities whose wealth is controlled partially or wholly by the state. In this case, the unitary state of the Republic of Indonesia. As we know that PT Perkebunan Nusantara XI which has a single commodity, namely sugarcane, which is then processed into sugar. Meanwhile, the sugar itself is considered as a staple ingredient for Indonesian people because it is consumed on daily basis.

The Researchers saw that PTPN XI often publicized the company's activities through its Instagram and also promoted activities published by the business units of PTPN XI. It can be seen that public relations from PTPN XI not only pay attention to the central social media platform (Instagram), but also PTPN XI's business units. It can be seen in the contents in their Instagram feed, PTPN XI gives appreciation by reposting the posts of its business units that have the most likes with a certain time vulnerability. Indirectly, PTPN XI public relations also gave directions to the public relations of its business units to also upload their activities on their respective Instagram accounts. So far, PTPN XI with the Instagram username "@ptpn11" has 13.9 thousands followers from various circles.

Social media management is one of the tasks of public relations. This makes it easier for practitioners to carry out social media management. In social media, there is the concept of *The Circular Model of Some*, which aims to plan communication on social media platforms. The management is carried out in four stages, namely: (1). Sharing, in this stage, the company establishes interaction with consumers and determines the right channel to share informations. (2). Optimally, this stage works to optimize strong communication planning. (3). Management, managing, monitoring, and measuring messages to be relevant. (4). Engage, approach and engage with the target audience.

Andhara (2019) researched about the publication of Kampar Regency Government activities through social media. The result is that Kampar Regency Government Public Relations has the first government role as the communicator in creating and covering government activities. Furthermore, relationship is building relationships with both internal and external public. Back up management is also needed by approaching how the community reacts and responds with posts, as well as good image markers, namely by making a positive image for the Kampar Regency Government through posts on social media.

The next research is the research done by Sari dan Mediana (2020) which explains that the Thousand Islands National Marine Park utilizes Instagram as an effort to increase the level of knowledge of millennial

generation tourists about the Thousand Islands National Marine Park and it has implemented The Circular Model of SOME. This application cannot be said to be optimal due to the unclear target setting.

Rahutomo (2013) examined public relations strategies in public service information disclosure at PT PLN (Persero) Rayon, Samarinda Iliri. The Public Relations Unit of PT PLN (Persero) Rayon implements various public relations strategies both internally and externally to publish and provide information about their public services. This strategy is implemented through internal magazines and brochures, pamphlets, posters, bulletin boards, social media, television, and external or public or consumer newspapers. However, efforts made through internal and external media have not been maximized.

The study conducted by Desi dan Doddy (2018), research on the publication of Karawang Regency government activities through Instagram. The Karawang Regency Public Relations Bureau handles the role of the Public Relations component as well, by providing a platform for the public to obtain information about the release of government activities through various available media, especially Instagram.

Public Relations of the Karawang Regency Communication and Information Office has carried out the role of public relations optimally by providing a platform for the public to get information about the publication of Government activities through various available media, especially Instagram.

Research by Naimah (2019) related to the effectiveness of Facebook social media as a means of publicity for PMI Banjar Regency. The results of this study show that the usage of Facebook is effective because anyone can use it. The content published by PMI Banjar Regency through Facebook contains information and news of events in the form of images or videos related to the organization's goals.

Research related to the Instagram Management of @Humas\_Jabar (Alfian et al, 2017) provides results which stated that carrying out Instagram management is able to open two-way communication through Instagram. The Public Relations of West Java also checks hashtag features, mentions, and collaborates with the community as a brand influencer.

Maytek et al (2022) research concluded that on average, government institutions in Nigeria use a minimum of two types of social media platforms, and a maximum of 6 types of social media platforms. Regular and consistent publication of activities on official government accounts will raise the level of *E-participants*.

As a sugar commodity company, this research is important to find out more about how the PTPN XI Public Relations practitioners publish the company's activities on Instagram. Researchers also saw that the Instagram posts on @ptpn11 provide interesting and informative information. Based on the background and description of previous research, it is expected that this study can provide an overview of the role of public relations in publicizing company activities through Instagram at PTPN XI. Thus, the formulation of the problem in this study is as follows: How does PTPN XI apply the analysis model of SOME in publicizing its company activities through Instagram?

## **SOME Theory**

SOME is a method to analyze the circle pattern of a number created by Regina Luttrell (2019) in her book about social networks titled *How to Interact, Share, and Connect* to help students plan plans to communicate with social networks. There are four stages in this circular model, namely sharing, optimizing, managing, and interacting (Putri, 2022).

First, share is an explanation of where the company is in the consumer and media mapping. According to Luttrell, the questions that are considered important are the location of consumers, what networks and media they use, and how consumers use media to share information. Social media managers need to understand this in order to build relationships with consumers, build trust, and increase consumer engagement on social media.

Second, optimize which is the company's steps in planning its social media management. This plan covers the type of content, internal conditions of the company that can affect consumers, with the aim of optimizing the company's communication with consumers. In this case, companies must position themselves as communicators who always pay attention and listen to consumer messages as communicators.

The third is manage, which is the stage of monitoring the company's social media content. This can be done through management, monitoring, and measurement. The results of this monitoring will then be used as data input, so it is necessary to involve operators in this monitoring process.

Fourth, engage. or engagement which is the stage at which a company defines its position in relation to consumers. This relates to the level of participation, duration of participation, and the intensity of participation. This commitment comes from the relationship between the company and consumers so that what consumers communicate gets a feedback from the admin.

The previous studies that used SOME included research conducted by Alfian dkk (2017) which examined the Instagram account of @Humas\_Jabar. The results of this study stated that West Java Public Relations use Instagram as a dissemination platform for informations and to check the hashtag and mention features. West Java Public Relations also conducts media monitoring to monitor the development of Instagram and the last one is to collaborate with Kelana Roda as an influencer brand.

The research done by Putri (2022) concluded that PT Gama Multi Usaha Mandiri carried out the share stage with concept mapping throughout meetings of the public relations team, directors, and unit managers. Then, in the optimize stage, the company plans a communication work program in the next year, and schedules content every afternoon. Manage, before being uploaded to social media, content will be consulted with the design, narrative, and type of media. In the stage of engage, there are greetings such as "guys" or "biofren" to appear close to the public.

## New Media

According to McQuail, in its development, conventional media is increasingly replaced by the presence of new media channels that provide easy access to communication (McQuail, 2018). The new media is considered as the various means of communication that allows digitization and widespread of personal use as the means of communication. The difference between traditional media and new media is that users of new media can access them anytime and anywhere without spatial, restrictions, flexibility, and in real-time. With the development of new media, new media has now been used in all fields, including public relations. Social media is a very important part of efforts to share information in the digital era nowadays.

The distribution of information today is not only through printed media, radio, or television media. There have been many platforms made by experts to provide our forum as a place to exchange information. One of them is Instagram, as a social media platform that researchers chose to be the object of research because of the interest that it has garnered from young to old people.

Data obtained from Hootsuite shows that Instagram social media occupies the highest number of users in 2022 which is 99,15 million people. The percentage of female Instagram users is 52,3% and male Instagram users are 47,7% f the total population (Hootsuite We Are Social, 2022).

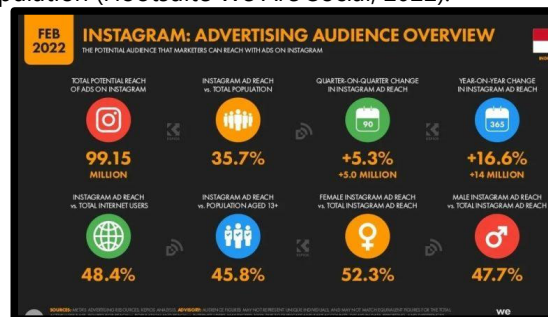


Figure 1. Percentage of Instagram Users

Based on the research by Agus et al (2017) Frank Biocca in Littejohn (1999) which stated that the characteristics of media exposure can be measured through the following dimensions;

1. Selectivity, the ability of the audience to make choices about the media and content presented.
2. The audience's intentionality in using the media or the ability to express the intent of using the media.
3. Utilitarianism, the ability of audiences to benefit from the use of media.
4. Participation, involvement of public thoughts and feelings in media usage and media messages as measured by frequency and intensity.
5. The Previous influence, the ability to withstand the current of media influence.

The media usage theory suggests that the emergence of new media can create different forms of social communication than before. Interaction is essentially a process of adaptation to the social environment, to show how a person should live in their group, both in small groups and in society in general.

In addition, the use of media can also be digital marketing, one of which is using Instagram. By utilizing the features provided by Instagram, marketers, or digital marketers can optimize their promotions through social media, as they intend to. The development of marketing communications is not only face to face. The Marketers can now also take advantage of new media such as the internet as an alternative to promote their products or services. According to Kusuma & Mohamad (2018), the increasing development of internet networks has caused an information revolution in the digital era, so that it can change various aspects of life, especially in digital marketing. In the digital marketing, the internet becomes a bridge of marketing communication.

## **Research Method**

Qualitative research is a research that investigates natural places, where the researcher is also a key instrument, data collection techniques are combined, and the results of qualitative research emphasize meaning rather than generalization (Prasanti, 2018).

In this study, researchers used descriptive qualitative method with primary and secondary data collection techniques. The primary data is obtained from direct interviews, surveys or observations of informants. And the secondary data, namely data that is not self-collected by researchers and the data used by researchers are files related to the role of public relations.

This research focuses on Instagram management owned by PTPN XI with informant Brilliant Johant as the company's secretariat staff for public relations as well as a social media admin, and an Instagram follower of @ptpn11. The sample was obtained through purposive sampling techniques, with criteria involved in social media management activities.

The data collection techniques in this study carried out an interactive analysis process by Miles and Huberman (1992:20), where data analysis was carried out interactively and directly continuously until it is completed through three steps, the first was data reduction, where researchers presented research data by focusing on what was considered important. Second, the presentation of information, where the information received is then organized for better understanding. The third stage is drawing conclusions, namely drawing conclusions from the information obtained during the research in the hope of answering the formulation of the research problem. The triangulation method is used in this research for the validation process. The information obtained from the interview was compared with the information obtained during the observation.

The data processing is carried out using triangulation of data sources. Researchers are known to use interviews, observations, and surveys in qualitative research. Researchers can combine free and structured interview methods to get the right information and get a complete picture of specific data.

## **Result**

The informants of this research are PTPN XI Public Relations and the Instagram followers of @ptpn11. This study used semi-structured interview techniques to make informants more comfortable and open, and was conducted in August 2022. Public relations of PT Perkebunan Nusantara XI in addition to managing activities with stakeholders or third parties, also has the task of handling social media management, such as disseminating information related to sugar prices, the history of PT plantations, current issues related to PT plantations, and the content of company activities. All of that was posted through @ptpn11 Instagram platform. PTPN XI Public Relations in carrying out this activity is assisted by internship students and several related staffs. Although it is relatively new to PTPN XI's public relations, its achievements in managing Instagram have been extraordinary.

The existence of PTPN XI Public Relations was only recognized in accordance with the company's organizational structure in 2020. Until now, PTPN XI public relations have been able to manage their Instagram consistently. Because of this consistency, in August 2022 the Instagram account of @ptpn11 was verified, so it

was clearly recognized the truth of the information by Instagram. Using Instagram as a social media platform is also to improve the company's image through uploaded content. Branding according to Angelica et al. (2018) is the process of giving meaning to a product by creating and shaping a brand in the minds of consumers.

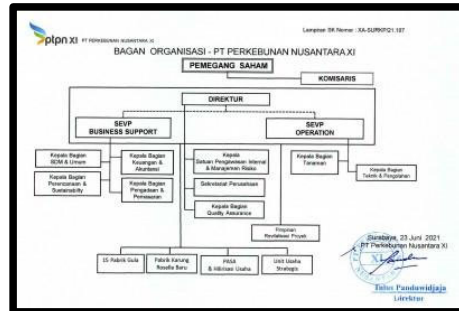


Figure 2. Organizational Structure of PT Perkebunan Nusantara XI



Figure 3. Organizational Structure of PTPN XI Corporate Secretariat

Based on the results of the research obtained by researchers, Public Relations of PT Perkebunan Nusantara XI implemented a social media plan to share informations related to the company and the products produced. As explained in several social media concepts, there are four stages of social media, namely share, optimize, manage, and engage. The following is the information about the steps to manage the social media platform of PT Perkebunan Nusantara XI:

The Share stage, which is the process of mapping the target audience and the purpose of using Instagram for dissemination of information. The first point of sharing is the background of choosing Instagram as dissemination of information. PTPN XI's public relations in social media activation is motivated by the fact that Instagram is able to build two-way communication and facilitate the delivery of key message.

*"We chose Instagram because Instagram is able to accommodate audio-visual content and trends in the use of Instagram we consider very potential as a tool for publication," PTPN XI Public Relations*

The results of this study are the same as the research done by (Sari & Dian, 2022) Instagram actually has a positive influence in influencing vaccine interest in the research which is the emergence of society. This received a positive response by informants, and they stated that they knew PTPN XI from Instagram.

The second point is the target audience, in publicizing the company's activities or providing relevant information, PTPN XI Public Relations has a purpose or target audience. With that, PTPN XI Public Relations sets the target audience or audience. Such as the Government (Central & Regional), third party partners (vendors, suppliers, sugarcane farmers, sugar buyers), academics, NGOs / mass organizations, the press, and the general public including their Instagram followers.

Finally, in this sharing stage, PTPN XI Public Relations and the team tried to build trust by carrying out digital public relations functions and maximizing tools or features on each social media platform to

communicate and interact with the audience. In addition, PTPN XI Public Relations is also consistent in creating daily content. Instagram's consistency in providing information through their Instagram account (@ptpn11) convinced the audience that PTPN XI used Instagram social media to introduce themselves.

The content shared by PTPN XI Public Relations covers five roles of digital public relations. Bob Julius Onggo (2004) stated that there are at least five roles of digital public relations for a company, namely, Global Reach, Two-way communication, Cost efficient, Maintaining reputation, Establishing relationships. Based on the data obtained from interviews with informants who are directly involved in the process of managing message delivery on the PTPN XI Public Relations Instagram account, it can be explained as follows:



**Figure 4.** The stage of Share

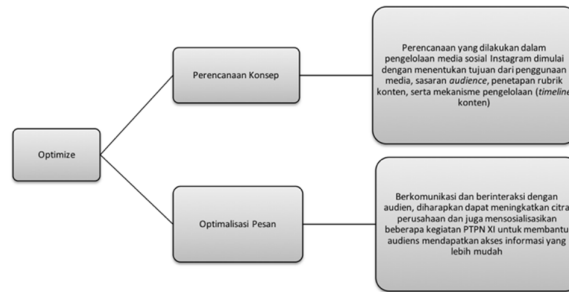
The next stage, optimize, is to plan relevant content information according to the field which is then shared on Instagram social media to strengthen communication with stakeholders. In planning the concept, PTPN XI Public Relations began by determining the purpose of using social media and disseminating informations related to company activities. In addition, the target audience and content timeline. The content timeline that is usually done by PTPN XI Public Relations is made once a month with an evaluation at the end of the month. This timeline will later become material for creating content that will be uploaded to Instagram social media.

Some of the contents created by PTPN XI Public Relations are world sugar prices and contents about East Java, because these two contents are always in the spotlight of the community, especially East Java residents. In addition, there is also Gulapedia, where this content explains things related to "Sugar" such as planting sugarcane before grinding into sugar, the use of sugar that is good and correct. In addition, there is also Anabel, mini games content created by the PTPN XI public relations, one of which is to invite audiences or followers to interact on the feed. In addition to the content that has been designed, there is also incidental content created by the team, for example, company activities such as ministerial visits, low-cost markets, or general activities.

Within a day the Instagram of @ptpn11 has to publish three mandatory contents. Such as East Java sugar prices, world sugar prices, and one weekly content according to the timeline. Every day the price of sugar in East Java and the world always changes. For current content, adjusting the timeline or other incidental news. If there are company activities that need to be publicized, the team will create their own feed and video reels to be uploaded on Instagram and other social media platforms. However, this content is not always there every day, following the company's activities or other incidental news.

*"So far the template is nice and neat. But less varied. If I look at the reels, it's more interesting. The feed design can be improved" 1st Informant*

Visual appearance is one of the most important aspects of marketing through Instagram. Public relations need to know how to create contents that are interesting and pleasing to the eye, and know how to form communication through that content. An attractive display or feed can make many people interested in following or even buying products that are marketed. The ability to manage photos and videos plays an important role in creating an attractive stream or display (Ardiansah and Maharani, 2020).

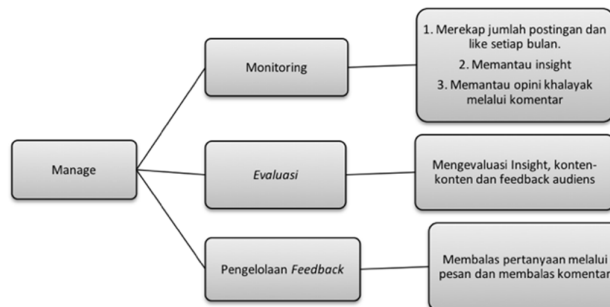


**Figure 5.** The Optimize Stage

The Next Stage of Manage, is the stage of monitoring the company related to the content and the usage of Instagram. At this stage, there are three points, the first is monitoring. PTPN XI Public Relations sees and recaps the number of posts and likes every month. The goal is that we can know the development of @ptpn11 Instagram. The second stage is evaluation which is the process of evaluating insights, content and audience feedback. The last stage is managing feedback, replying to questions through messages and replying to comments.

*"We evaluate every month and the results of this evaluation determine for a cyber public relations person to maintain their programs or replace them with new ones if they feel like the current programs are less effective,"* PTPN XI Public Relations

In addition to being responsible for monitoring the Instagram of @ptpn11. PTPN XI Public Relations is also responsible for monitoring the development of the Instagram accounts of the business units owned. In addition to likes, posts and followers, PTPN XI Public Relations also monitors insights and monitors audience opinions through comments. PTPN XI Public Relations seeks to provide a quick response to the public by using personal approach in responding to the feedback by using Indonesian as everyday language. This is in accordance with the opinion of Rakhmawati & Sani (2016), that Interactive media is a part of the implementation related to the implementation of a program.



**Figure 6.** The Manage Stage

The last stage, Engage, is the stage to examine how close the company and audience are on Instagram. Various contents that have been prepared and executed by the PTPN XI Public Relations team have been uploaded on their social media platforms, especially Instagram. In this case, PTPN XI Public Relations also hopes for audiences to be able to receive the information that has been published.

At the engagement stage, there was an involvement of PTPN XI Public Relations with the audience on Instagram, one of which was the use of #Elevenia greetings that were made specifically. The word "Eleven" is taken from the company's name, PT Perkebunan Nusantara 11. There are also other greetings such as "Insan Seeleven" which is commonly used to greet all PTPN XI employees. In addition to the greetings, the content created must also be able to invite the audience to reciprocate their opinions. One of them is Anabel's content, where the content invites the audience to guess what is meant in the feed.

According to Florence (2017) the most influential thing on engagement in online media is the holding of a games or quiz. Research related to the use of Instagram has indeed begun to be carried out in many places because of the privilege of Instagram compared to other social media. An example is the Instagram of the



Indonesian Green Youth Coalition (KOPHI) which also applied some of Luttell's principles with effective results in increasing consumer visits (Adi and Prabawati, 2019). Another study also noted that Instagram is considered as a powerful marketing tool and a tool to strengthen relationships between community owners and consumers (Sipayung and Priyanto, 2019).

*"The greeting of #Elevenia is interesting, I feel familiar if I read #Elevenia" Informant 2*



**Figure 7.** The Engage Stage

## Discussion

After researchers analyzed the Instagram account of PTPN XI, PTPN XI has also often published company activities through Instagram stories and available reels features on Instagram. In addition, researchers know that the public relations executive at PTPN XI also has public relations certification. Where it can be concluded that public relations practitioners have passed the work competency standards that have been formulated by the Ministry of Manpower.

The discussion in the results of this research using the SOME theory explained that at the share stage, PTPN XI Public Relations determined in advance who the target audience was, several target audiences such as central or regional governments, sugarcane farmers, academics, sugar buyers, the press, the general public, and of course their Instagram followers. Until now, the Instagram account of @ptpn11 already has 14.8k followers from various circles and regions. Based on the information obtained by the researchers, PTPN XI Public Relations has a limited team, but they have internship students who can back up all their content needs. All the limitations that PTPN XI Public Relations have do not make them retreat, even PTPN XI Public Relations is consistent in continuing to provide informative content to the audience.



**Figure 8.** Instagram Profile of @ptpn11

Because of this consistency, in August 2022, the Instagram account of @ptpn11 got a blue tick from Instagram. The blue check mark means that Instagram @ptpn11 is recognized for its truth in providing information, but also has extraordinary audience trust. The background of choosing Instagram social media to disseminate information by PTPN XI Public Relations is that Instagram can accommodate audio-visual content and its wide dissemination. In addition, for the current generation, Instagram social media has become a daily food. Some surveys stated that they knew PTPN XI through Instagram.

The same thing was also stated by Rosini & Siti Nurningsih (2018), the most widely chosen social media platforms to be used to find information, including Instagram at 64,6 percent. Some posts aim to invite netizens to comment or give their responses, so that it will form its own engagement on their Instagram account. Content related to the activities of PTPN XI Public Relations companies is not always published, because there are things that are not for public consumption. However, to provide information to followers or audiences, PTPN XI Public Relations still displays through Instagram Feed with information according to the title of the activity. The selection of Instagram as a medium for disseminating information carried out by PTPN XI is the same as the

research on Instagram management of @publicrelations\_Sumedang, the Sumedang Regency government uses Instagram to disseminate information to the public (Achmed et., al., 2019)

In addition to direct communication and using media, PTPN XI Public Relations also expands its knowledge through corporate communication through various media platforms such as Antara Jatim, Kabarbisnis.com, Kanalsatu.com and many more. Corporate Public Relation which was implemented by PTPN XI is a media audience that aims to build the company's brand through the information it conveys. The definition of corporate communication according to Cornelissen (2004), it is part of management activities that create a framework for affective coordination of all external and internal communications, whose ultimate goal is to create and maintain a positive image in the organization and its stakeholders. The implementation of sharing carried out by PTPN XI Public Relations can be considered as good, the use of tools such as feeds, audio, video and stories is also carried out for information dissemination. The response given by followers is also good, so that the information conveyed can be understood by followers.

Second, Optimize as in planning relevant content related to the information that they want to convey, PTPN XI Public Relations and the team discussed together regarding targets and content execution. Based on the observations of researchers, in content planning there is a schedule that is used as a reference. One of them, the content of Sugar Prices and Gulapedia, which is one of the mandatory contents of the Instagram of @ptpn11. In this content, the team created a feed that is easy for netizens to understand. In addition, some of the content produced are Anabel, Did You Know, Danur (*Dapur Nusantara*), Tangki (*Tentang Kita*), and most recently, Top Event Of The Weeks. There are also incidental contents such as general company activities.



Figure 9. "Did You Know" content

The publication of company activities does not include the content written in the timeline. However, when it comes to incidental content, which is the content that will be created when there are company activities that are informative and general. The output of the coverage that PTPN XI Public Relations does is Instagram Feed, Reels or coverage in the form of videos, and the last is news releases that are distributed to printed and online media platforms, such as Antara News, Harian Bangsa and other relations owned by PTPN XI Public Relations.

Once the content is planned, it is sent and discussed with the relevant team and management or the head of the corporate secretariat. Then in its implementation, it also involves other parties who are deemed necessary. Then in its implementation, it also involves other parties who are deemed necessary. The implementation of optimization carried out by PTPN XI Public Relations can be considered as good, but the information provided needs to be improved again. This research is also in line with Mahmudah dan Rahayu (2020) which stated that research in the planning stage adjusted to the timeline that has been made so that it can continue to be active and update consistently.

Third, Manage the company's monitoring stages related to Instagram content and usage. After social media content is uploaded, PT Perkebunan Nusantara XI conducts a monitoring process and reports the progress every month, both for the content and the social media used. This report was made by PTPN XI Public Relations for future evaluation, so that the content execution next month will be neater and more purposeful. The goal of content production and monthly evaluations is to find out how far each published post is progressing, such as feedback received. After tracking the development of content, PTPN XI Public Relations Social Media Management also measures the effectiveness of managing the messages or suggestions conveyed. This is done to find out how much impact the message has on followers. PTPN XI Public Relations always receive questions through messages or comments.

The implementation of manage carried out by PTPN XI Public Relations is good, but the monitoring process is less effective if only done manually. This research is not in line with research conducted by Satyadewi et al., (2017) which stated that to monitor social media, it can be done using websites such as Instagram Insight, unionmetrics, and pixelee.

The last stage is Engage, at this stage, the company tries to approach and communicate with the target group. In the research by Ling (2019) states that the use of language in making captions on Instagram and replying to comments is crucial, because it must be a characteristic of the company. In addition, Ling (2019) recommends that both government and private sector companies should raise the level in creating Instagram content frameworks as a corporate strategy.

In this study, Instagram is a social media that emphasizes the relationship between businesses and consumers. A direct approach is carried out by PTPN XI Public Relations using #Elevenia greetings for their followers. The Instagram account of @ptpn11 always embed the term #Elevenia in its posts or captions. The greeting shows that the company wants to be closer to followers and not just online social relationships or business promotions.



**Figure 11.** Caption Using #Elevenia Greeting

Several times PTPN XI Public Relations used influencer to enliven the milling season, one of which was musician Rossa, when it was not planned that PTPN XI Public Relations met with Rossa at an event. At that time, PTPN XI Public Relations asked for support from Rossa in regard to the sugarcane milling season activities in 2022. The form of support provided is a video that is then edited by the team and uploaded via Instagram. However, PTPN XI Public Relations takes advantage of the moment, for the special timeline of influencers, it is not written in the work program.

The implementation of engage carried out by PTPN XI Public Relations only approaches using the greeting #Elevenia in their post. With this greeting, PTPN XI Public Relations invites the audience to communicate. Some social media posts on Instagram are proven to communicate convincingly with visual images that can support messages to audiences. Persuasive communication is one-way communication in the form of news, press releases and the application of messages that have an impact on the environment (Hasna dan Irwansyah, 2019). This research is in line with Putri's (2022) research that the approach taken by GMUM holding is only limited to the audience and has not used influencers to attract audience interest.

A limitation in this study is that it only examines the dissemination of information through Instagram. It also only uses the SOME model to examine this issue. Future research is expected to analyze other social media platforms. In addition, it can also analyze organizational management, using an organizational culture approach, so as to obtain broader research results.

## Conclusion

The results showed that the application of the SOME model was carried out through the optimization of Instagram management by PT Perkebunan Nusantara XI. In the sharing phase, namely consumer and media mapping, mapping is carried out through discussions with Public Relations and the PTPN XI team. Then the company has a target audience that includes the government, sellers, sugarcane farmers, sugar buyers, the general public, researchers, and of course Instagram followers.

Second, Optimize is the progress to plan relevant content information, PTPN XI Public Relations and the team discussed together regarding targets to content execution. Third, Manage, in this stage, the PTPN XI Public Relations team is controlled by the head of the PTPN XI Public Relations sub-division in managing content on social media. PTPN XI Public Relations also replied to the feedback given by the followers. Fourth, Engage, in the Public Relations stage of PTPN XI eliminates the distance between companies and consumers, one of which is by using greetings when creating content and writing captions.

This research shows that the publication of company activities and content creation carried out by PTPN XI Public Relations has gone well. However, there are some things that are not running optimally. As in the manage monitoring stage, supervision is still carried out manually by PTPN XI Public Relations. In this case, it is worth considering the use of an analytics website that is more powerful and can display more valid data, so that it can be used as evaluation material in the future, as well as existing social media can be used effectively. In addition, the publication of company activities both at the center and business units can be increased again.

And a limitation in this study is that it only examines the dissemination of information disseminated through Instagram. In addition, it also only uses the SOME model to examine this problem. Future research can analyze other social media. In addition, it can also analyze organizational management, using an organizational culture approach. So that it can obtain wider research results.

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