

Management of Instagram @prokompim.subang as A Communication and Information Medium to Improve the Image of the Regent of Subang Regency in the Community in 2018-2023

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Abstract

The management of Instagram social media has become very effective in improving the image of the Regent of Subang Regency in the eyes of the public, which previously had problems during the previous three periods of the Regent's leadership. Managing Instagram is very important to improve the image of the regent and the agency. Prokompim's Instagram is a source of information for the people of Subang Regency, providing information related to the regent's program. The existence of Instagram management makes it easier to communicate with people whose reach is quite far. This research uses a qualitative study with a post-positivist paradigm, testing the validity of the data used through source triangulation and data analysis techniques through data collection, data reduction, data presentation, and conclusion. After three years of managing Instagram, Prokompim Subang has produced effective results in repairing and enhancing the image of the Subang regent in society, as seen from the many responses and activities in the social media space. The social media management carried out by Prokompim Subang is based on leadership, social media, image, and communication media answering all of these things, for example, publications on social media related to achievements so that the public can see the performance of the current regent period, which makes Instagram now as a medium of communication with the people of Subang Regency which is applied to improve its image. In this research process, some limitations can influence the research results, namely the limited research time, the ability of respondents to answer the interview guide, and this research can answer the management of Instagram @prokompim.subang as a medium of communication and information to improve the image of the Regent of Subang Regency in the community in 2018-2023. However, this research could not answer the management of the same Instagram account in improving the image of the Subang district regent.

Keywords: Instagram, Media, Image

Introduction Section

Communication through virtual space is familiar to our ears today; media follows the development of communication as a widely used tool; media is an intermediary for information or messages regarding what will be conveyed. Communication between organizations and stakeholders is a strategic forum to build and maintain relationships (Maxwell & Carboni, 2020). Denis McQuail once described developments like this as new electronic media devices, which include several technological systems, transmission systems, miniaturization systems, and information storage and retrieval systems. One of the media platforms with the most users is the social media Instagram, with a percentage of 86.5%, where the dominant age ranges from 18-24 years, with the criteria being teenagers and young adults. This phenomenon is new in the world of communication carried out by humans in the 20th century. It is an internal part of society, education, industry, and government.

Instagram social media is now widely used in government circles and is managed by the Public Relations Department. The task of a publicist or public relations person in government is to help explain and achieve

government programs' goals, improve regional heads' image, increase the government's responsiveness, and provide the public with sufficient information to carry out self-regulation. (Juanda, 2017). One of the public relations that uses Instagram social media in its activities is Prokompim Subang Regency. Prokompim Subang Regency has been active on social media since 2020; on Instagram, it publishes many of the performances, awards, and achievements that the Regent of Subang achieved during his leadership period.

Management of the Instagram account @prokompim.subang, which is carried out as a form of communication and information media to improve the image of the Regent of Subang Regency. Because the previous regent's leadership committed many acts of corruption for three consecutive periods, there is a need for improvements and enhancements in building or improving self-image, one of which is through social media, which plays a vital role. Self-image on social media can be formed by a post about ourselves on the Instagram page. This self-image is one way to build public trust in the implemented performance or programs.

To further improve the image of the Regent of Subang Regency in the eyes of the public, Prokompim Subang continues to publish via social media, including Instagram. In this management, there needs to be a review to see the effectiveness of social media management, which is a source of information for the people of Subang Regency. Considering that Subang City's population is 1.595 million, it is necessary to review the management on social media, such as Instagram @prokompim.subang.

Instagram Prokompim is active in creating various types of content; the content variations created can be in the form of video reels and cover displays on the Instagram feed, which further adds to the neatness of the appearance. Look at the posts displayed on the Instagram account @prokompim.subang, which are neatly arranged with matching tones, and always use a cover containing the title of what will be discussed. From several publications and photos carried out, it can be seen that one unit that is highlighted is the achievements and programs that were built to be sustainable for Subang district, as one example of the publication made on Instagram as follows :



Figure 1. Publication of awards on Instagram

As can be seen in the picture, the award he received at the end of his leadership was a form of performance and seriousness carried out by the regent in leading the city of Subang to create a Subang district that is increasingly Jaya, Special, Prosperous (JAWARA) which is the slogan of the regent's leadership for the 2018 period. -2023. The publication carried out by Prokompim Subang to improve the self-image of the Subang regent's self-image, of course, is through the social media Instagram so that later the public will form their perception of the Subang regent's performance assessment for the 2018-2023 period by looking at the awards. These work programs have been carried out and dedicated during five years of leadership.

Nowadays, Social media has an extraordinary impact, one of which is that information about a company or organization spreads more quickly. This is due to the availability of more significant connections to convey content using word of mouth. In managing social media accounts, of course, you have to choose the right tactics so that conversations or interactions in activities on social media are constructive and very important for a company. So, the news and publications can be conveyed well to the broader community (Benthaus et al., 2016).

Literature review

Previous research conducted by Frilando Pratama (2020) with the title Management of Instagram Social Media by Public Relations as a Public Information Media in the Riau Provincial Government stated that from the results of the research that has been conducted, it could be concluded that Instagram social media can provide

information to the public quickly. Therefore, the role of Public Relations is vital in managing this social media account. However, researchers only saw this in the field when conducting pre-research. The Instagram account @humas_riau is currently handled by the sub-section for Preparing and Writing Manuscripts for Governor's Speeches, which differs from the functions and duties of this subsection. So, managing this media is considered ineffective, especially in publicizing the Regional Head's programs, which will later impact the image improvement (Friliando, 2020).

Another research conducted by Evi Novianti, Diah Sri, et al. (2020) entitled *The Use of Social Media in Disseminating Information on Pangandaran Regency Government Programs* states that the form of disseminating information about government programs to the broader community is through Instagram social media. This social media is viral among the public, and other social media, such as Instagram, can help disseminate information to the public and improve the image of Regional Heads. However, in the management of the Instagram account, which is managed by the Pangandaran Regency regional secretary's public relations, there are still shortcomings, such as a lack of human resources who can manage Instagram regularly due to limited IT skills that the regional secretary's employees do not have, and a lack of reactivity to responses. The public is in the comments column, thus causing one-way communication (Novianti Evi, 2020).

The latest research conducted by Handayani, Annisa, et al (2021) with the title *Banjarماسin City Government DISKOMINFO Public Relations Communication Strategy in Improving the Image of the Banjarماسin City Government* stated that there were people who previously did not know about the activities and development carried out by the Banjarماسin City Government, so they assessed the City Government Banjarماسin has an ordinary image and is even considered not good. However, after learning that there was an Instagram @diskominfo_bjm, several people thought that the idea of the Banjarماسin City Government was getting better because of the many publications regarding activities that were being carried out and supporting the progress of its citizens and the development that would continue to be carried out by the Banjarماسin City Government. (Handayani, Annisa, 2021).

Different from previous research, the focus that will be carried out in this research is how to manage the Instagram account @prokompim.subang as a communication and information medium to improve the image of the Regent of Subang Regency, which is carried out optimally and can provide future effectiveness in making better publications on social media. Based on what was stated above, this study conducted research regarding improving the image of Regional Heads in the virtual space of social media to obtain a good idea in the eyes of the public. Based on several previous studies, most of the role of social media is very influential in imaging strategies. The last research is similar to how social media is used as imaging. However, what is unique about this research is how the Instagram management strategy is used as a medium to improve the image of the regent and government from the problems experienced by the previous regent, who committed many acts of corruption for three consecutive periods.

Research methods

Instagram has become a forum for improving the image of the Regent of Subang Regency in society, which is a challenge in itself for Prokompim Subang. Therefore, we must continue to innovate to create sound management in the social media space as a medium for forming and improving a good image for every Subang district regent's leadership. So, the approach in this research is post-positivist, where more emphasis is placed on qualitative research. Qualitative research is defined as a social science research method that collects data and analyzes data in words (oral and written) and human actions so that researchers do not try to calculate the qualitative data obtained and do not analyze numbers. (Kriyantono, 2020). In this research, the researcher took a case study approach; this case study was chosen because it was by the research objective of exploring information about how Instagram @prokompim.subang is managed as a communication and information medium to improve the image of the Regent of Subang Regency in society in 2018-2023. Thus, we are producing new findings in managing Instagram @prokompim.subang as a communication and information medium to improve the image of the Subang district regent in society in 2018-2023.

The data collection techniques used in this research were in-depth interviews and documentation. In the in-depth interview stage, the researcher directly questioned the resource person in depth regarding the management of Instagram @prokompim.subang as a communication and information medium to improve the image of the Regent of Subang Regency in society in 2018-2023. Then, at the documentation stage in this research, this researcher used documentation with the results of interviews with all Dokpim Prokompim staff to obtain data in the form of archives regarding changes in the management of Instagram @prokompim.subang from year to year.



The research needs a supporting theory as a basis for research, so this research uses management, social media, and image theories. A media must have reasonable control to achieve the goals it wants to achieve. Management theory certainly has functions that can be carried out, such as planning, organizing, mobilizing, and monitoring. Then, look at the second theory: social media is a facilitator carried out online without being bound by time and space. In the performance of a public relations practitioner, it is essential to know what and how the components are related to the image formation process so they can be grouped into several types of image, namely the current image, the wish image, and the corporate image. As a practitioner who follows developments in the digital era, of course, you must be able to see communication media as a means that plays a vital role in conveying messages to all targets.

Results and Discussion

Management

Management is an activity that pursues the goals of an organization and is carried out efficiently by integrating all elements of the institution (Nurmalasari & Masitoh, 2020). The management context carried out on Instagram @prokompim.subang is to segment all leadership information to the public in the Instagram social media space, thereby producing a positive perspective from the regent's leadership in the current 2018-2023 period. The management can improve the regent's image because the entire community can see and know all publications on achievements and awards received from various national institutions during the recent leadership period. The management also includes how social media admins provide feedback to people who offer comments or direct messages on the @prokompim.subang account. Instagram accounts, in collaboration with other service Instagram accounts, to create pleasing cooperation in providing exciting news to the public and try as quickly as possible to provide updated and reliable information regarding the performance of the Subang regent's leadership in the current period.

Table 1. Changes in the appearance of the Instagram feed from year to year

Picture	Information
	<p>In the first year (2018), Instagram @prokompim.subang displayed photos without a neatly arranged base template, so it did not attract the attention of the account's followers. The publications could be more optimal and are carried out more infrequently every day.</p>
	<p>In the second year (2019), the management and publication concept carried out was still the same as the previous year, not using a base template that could attract followers' attention.</p>



In the third year (2020), Instagram prokompim has just started to be active in publishing work programs run by the Subang regent. The quality of photos is beginning to improve, one of which is lighting.



In the fourth year (2021), there will be changes to the feed in Instagram management. The display is neatly arranged, uses a consistent base template, and the image quality is much better.



In 2022, management changes will improve the appearance, consistently using the cover image's title as a topic discussed in the release.



2023 is the last year of the regent's leadership, and the appearance published is very different from previous years. Now, it is becoming neater and more organized, and the public will be interested in reading the information conveyed in the account regarding the program or performance of the Subang regent.

In conveying information as quickly as possible, Prokompim Subang Regency applies Geroge R Terry's theory, which states the functions of management, including :

Planning : in carrying out his duties as a public relations practitioner, Prokompim Subang carries out planning to improve the image of the regent. Planning must, of course, begin with the division of several task divisions. These divisions include reporters, the shopping division, the cooking division, the editor division, and the sales division on social media. Then, design the content or strategy that will be implemented; in this case, the planning also includes a publication schedule on social media, providing feedback, and monitoring community perspectives as material for future consideration in preparing a better planning strategy for conveying leadership information to the community.

Organizing : Each staff is divided into several divisions. First, the reporter division is divided into three elements, namely the news release team, the videographer team, and the photographer team, whose job is to cover directly in the field, following all activities carried out by the regent, which will later be handed over to all These results are sent to the editorial division to be processed into the content material. Second, the editorial division is the one that receives publication material or content from the reporter team and then processes it as well and as attractively as possible as material to be shared via social media by the managing admin team. Third, the social media management or admin division publishes all content output to be shared with the public. So, later, the results will be felt through feedback provided by the community by viewing content about the regent in the social media space in implementing development for the Subang district.

Actuating : divisions that have been given responsibility carry out their duties well because all divisions are interconnected. So, the reporter division works only in the field looking for material for leadership-related content; the editor division continues to edit material that will be published consistently, while the social media management division has to manage content that is created promptly, posted once a week or content that is must be broadcast every day on the Instagram account @prokompim.subang. Prokompim Subang has implemented this thoroughly and consistently in representing the regent's activities that are being or have been implemented.

Controlling : the performance of Subang district government public relations practitioners is, of course, still under leadership to be able to review the extent to which the strategies and management that have been carried out have been realized and the performance of all staff has supported each other because the performance of each division is mutually sustainable. The commission carried out was enough to help improve the image of the regent himself in building Subang district better and have many achievements and progress.

Social media

Social media, known as social media, is a new form carried out online that is not bound by time and space and can be accessed anywhere and at any time. One part of this recent media change is the social media Instagram. Instagram is very suitable for promotional activities, personal branding, and imaging because the content produced can be in the form of visuals or audiovisuals, which can be understood clearly so that all followers become more willing to know more information.(Puspitarini & Nuraeni, 2019).

Social media is one way to improve the image of the Subang district regent during his leadership period in the 2018-2023 period, which the public relations department manages. Currently, many media outlets, such as Prokompim Subang, use Instagram to provide more information to the public regarding the results of activities and programs run by the regent. Apart from that, this social media is also considered the most efficient in publicizing the achievements and awards received by the Subang regent. The use of social media can also facilitate communication carried out by public relations practitioners in the Subang district because it can make work easier, one of which is sending releases that can be broadcast easily and quickly on social media accounts so that the response received from the public will be conveyed promptly.

Image

In the performance of a public relations practitioner, it is essential to know what and how components are related to the image formation process. The image formation process will produce certain attitudes, opinions, responses, or behaviors. Image can be interpreted as a person's or individual's impression of something that appears due to their knowledge and experience(Darsini, 2023). Frank Jefkins' theory is based on his book PR techniques. Then, divide the image into several types, including:

The current image, through the regent's program, which was carried out for five years of leadership, has been widely realized in the community, so Subang district public relations succeeded in restoring the trust of the

community and other parties in the Subang district regional government institutions themselves through publications both directly and via social media.

The wish image, Prokompim Subang, displays the idea of the regent as he is and does not exaggerate because the regent himself is a hardworking leader, cares about the people, and wants to be close to the people.

The corporate image, Prokompim Subang continues to strive to create innovations by collaborating with other agencies and following current developments, such as publishing work programs implemented by the regent via Instagram and social media. Thus, there is good cooperation between one another in improving the regional government's image and the idea of the regent of the Subang district. This can prove the provincial government's performance in conveying updated information, better performance than the previous leadership period, and the validity of the news can be accounted for and well received by the public.

Conclusions and recommendations

Conclusion

Based on this research, the analysis results emphasize that managing Instagram social media in government institutions in the current era is critical to maximizing the performance of public relations practitioners, one of which is improving the image of regional heads. Management in this media is carried out by having a regular time intensity schedule, photo quality, and specific standards. Image improvement is significant for a regional head; this is what the Subang regent did through the social media Instagram. Subang district public relations practitioners utilize social media to publicize work programs and achievements obtained by the regent because, in the previous three consecutive periods, the Subang regent's leadership experienced many acts of corruption. With these problems, the public's trust in the Subang district government will decrease, especially in the regent himself. Therefore, Prokompim Subang, as a public relations practitioner, continues to improve the regent's image through publications on social media. One of the publications carried out by Prokompim Subang to prove the quality of performance of the current leadership is the achievement obtained from BPK RI for Fair Without Exception five times in a row, the village boundary award with an excellent title and first place in the stunting action in 2023. This publication, of course, will be seen and known by the broader community so that the public perceives the performance of the regent's leadership for the 2018-2023 period, and the image of the Subang regent will improve.

Suggestion

This research could be better. Therefore, the researcher provides suggestions that researchers can put forward to Prokompim Subang public relations practitioners, namely that it needs to be improved again to review further the effectiveness of managing Instagram @prokompim.subang as a communication and information medium in enhancing the image of the regent. Subang in society. Apart from that, the latest innovations in using social media to publish government issues in the Subang district need to be implemented to increase public transparency. Then, the researcher also gave suggestions to future researchers to research about

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