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## Instagram Media Management in Building Government Image at West Aceh Diskominsa

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### Abstract

The development of technology today helps humans in doing activities and getting information. Technology has been present and become part of the life of modern society, one of the results of technological advances is the emergence of social media such as Instagram. Currently, Instagram is not only used by someone personally, but government agencies also use social media as a means of conveying information and building an image to the public. This study aims to determine how the management of Instagram social media @diskominsa\_acehbarat in building the government's image. This research uses descriptive qualitative research methods with data collection techniques through interviews, observation, and documentation. The results of this study found that the management of the account was carried out through four stages, namely: (1) reporting; (2) news preparation; (3) editing; (4) uploading news to Instagram social media @diskominsa\_acehbarat. Although in this management there are obstacles, management is still carried out in order to build a good government image.

**Keywords:** Keywords: Management, Instagram Social Media, Image

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### Introduction

The current digital era is identified with the development of technological knowledge and information that is getting faster and faster (Wahyu, 2022). In the current era, this modern social life allows the public to understand sophisticated technology to support human activities (Domakubun, 2023). The symptom is due to the existence of complicated problems, so that the development of old technology (ancient) into a more up-to-date or latest technology. From various types of technological information advances used today such as social media, it is very influential in society. The advancement of information technology is so easy to access various information today. "Easy access to information so that it can have a very meaningful (significant) impact on the public" (Azzahra, 2022).

Instagram is an image-based social media that provides online photo or video sharing services. Instagram comes from the meaning and also the overall function of this application. The word "insta" comes from the word "instant", like a polaroid camera which in its time was better known as "instant photos" (Sakina, 2022). "We Are Social data in early 2023, Indonesia became the country with the 4th largest number of Instagram users in the world, which is 89.15 million users" (Annur, 2023).

The use and utilization of social media is one way to promote and disseminate government programs and policies as well as interact and absorb community aspirations so as to achieve mutual understanding for the common interests of the government and society (Zaenal, 2023). So that social media management in building the government's image is very important to pay attention to. "Nowadays, Instagram social media has been used by many government agencies to publicize the activities that have been carried out. "Publication on social media can expedite the process of delivering precise and fast information in the form of notifications, news, or reports that want to be conveyed to other parties, organizations, and the public." (Trisilia, 2023).

Image shows the impression of an object towards other objects formed by processing information every time from various trusted sources. Image is one of the important assets for the government that should be continuously built and maintained. Building an image of the government is certainly an important thing to develop and even improve. "Therefore, the image needs to be continuously shaped in order to create a positive assumption or opinion in the eyes of the public, and avoid the emergence of a negative image." (Pratama, 2018).

The West Aceh District Informatics and Standardization Communication Office is one of the government agencies in West Aceh Regency using Instagram social media as a medium for presenting information and news to the public. Instagram is one of the intermediary media used by the West Aceh District Government through the West Aceh District Diskominsa to disseminate information that must be known by the public.

The @diskominsa\_acehbarat Instagram account informs about policies and activities carried out by the government. Information available on Instagram @diskominsa\_acehbarat includes awards received by the West Aceh District Government, West Aceh District Government activities, celebrations of major holidays, and other information related to public interest. Related to the management of Instagram social media in shaping the image of the government, researchers have studied the discourse.

Al Rahmah explained that the management of Instagram @cihamikota social media activities by the Cimahi City Government was carried out by following changes in public information consumption trends, Instagram was chosen for its popularity, and building public trust through informative content and captions. There are three types of content uploaded, namely Mayor and SKPD activities, holidays, and others. The lack of budget and resources capable of managing the Instagram account is an obstacle in the development of the Instagram account so that currently the account has decreased in popularity.

In line with the research above, Effendi explained that the Medan City Government also utilizes Instagram social media to load the image of the Medan City government through the @humas\_pemkomedan account, it can be seen all forms of activities carried out by the Medan City Government in the form of photos, videos uploaded on the account, besides that the public can also participate in monitoring the policies carried out by the Medan City Government. All activities and policies published on the @humas\_pemkomedan Instagram account can build a good construction of the Medan City Government towards the Medan City community, especially those who use Instagram (Effendi, 2018).

Referring to previous research, this research is different from previous research. The object of this research was conducted at the Communication, Information and Signage Office (Diskominsa) of West Aceh Regency, in the field of Communication and Public Information which has the main task of carrying out public information management, including public information services, information disclosure, and public information disclosure facilities. Steps taken in building the Government's image through an Instagram account, for example on developing issues, the number of Instagram followers, reputation (excellence, popularity), and programs.

The role of the West Aceh District Communication Informatics and Signage Office, especially the field of Communication and Public Information is very necessary in managing Instagram social media @diskominsa\_acehbarat in disseminating information to the public and shaping the image of the Government. Therefore, based on the introduction above, this research will answer how the form of social media management carried out by the West Aceh District Communication Informatics and Signage Office through the field of Communication and Public Information (KIP) manages the @diskominsa\_acehbarat Instagram account, what obstacles are faced, and how the image of the West Aceh Regency government on Instagram social media @diskominsa\_acehbarat is assessed by the community/public.

## Literature Review

### Instagram Management

Management is an effort made to manage, control, and use social media (medsos) in presenting information. "Management is a major activity that needs to be carried out and carried out properly so that information can be delivered to the recipient". (Hastrida, 2021).

Instagram is an image-based social media that provides online photo or video sharing services. Instagram social media allows people to easily and quickly upload photos via the internet network, so that the information they want to convey can be received quickly. Currently, Instagram is not only used as a means of satisfying entertainment needs, apart from being a social media that is in great demand, Instagram is also a social media that has a major impact on the image of a government (Christy, 2022). Instagram social media can be a means of communication that can be used by the Regional Government (Novianti, 2020).

### Image

Image is an impression that arises when looking at an object (Syahputra, 2018). Image is also an asset that needs to be owned by government organizations. Image in government institutions is an important thing to shape or improve in order to create a positive assumption or opinion in the eyes of the public. The public as an element outside the organization will certainly respond to an action in the government, so that it forms an existing image. "An action that is useful for the public will certainly form a positive image and vice versa, government actions that can harm the community will certainly create a negative image (Setianto, 2022).

## Theoretical Foundation

### New Media Theory

New Media Theory is a theory developed by Pierre Levy, who argues that new media is a theory that discusses the development of media from conventional to the digital era (Mamis, 2023). New media theory that reflects information media is characterized by the use of internet networks. This theory is supported by the opinion of Denis McQuail; which states that new media is telematic media with different electronic technology devices with different uses. "The new electronic media devices mentioned include several sets of systems that are interconnected to form a unified performance function, as well as image presentation systems made using computer technology". (Mahyudin, 2019).

New Media theory is a theory that suggests that new media is closely related to the development of communication technology, one of which is social media, which in modern times has become one of the most popular communication media, (Nainggolan, 2018). For this reason, in general, this New Media theory explains that the internet functions as a new means of communication that can disseminate information to the public (Nur, 2021).

## Methodology

This research uses a qualitative method with a descriptive qualitative approach. This descriptive-qualitative research method aims to get a complete picture (in-depth and contextual) and explain the meaning of an event of human interaction (Gunawan, 2022). Researchers chose descriptive qualitative research methods because this study wanted to see how the West Aceh Regency Diskominsa managed the @diskominsa\_acehbarat Instagram account in shaping the government's image through information published through Instagram social media @diskominsa\_acehbarat.

The data sources used in this research are in the form of primary data and secondary data. The main data sources of this research are, Primary data sources; namely data obtained from informants, namely the manager of the

@diskominsa\_acehbarat Instagram account as many as 1 person, and followers of the @diskominsa\_acehbarat Instagram account as many as 2 people. Secondary data sources; namely data obtained from books, journals, theses, or articles related to this research.

The data collection techniques in this study were carried out through. Interview method, namely the process of obtaining information for research purposes by means of questions and answers conducted online using the Whatsapp application, using interview guidelines (guide). Then the researchers made the resource persons, namely the manager of the @diskominsa\_acehbarat Instagram account and the followers (people of West Aceh Regency) who followed the account. Observation or observation, which is a process used to trace or find out something from a phenomenon. In this study, observations were made during the researchers' internship at the West Aceh District Communication, Information and Signage Office (Diskominsa), and after that observations were also made by looking at the @diskominsa\_acehbarat Instagram account in shaping the Government's image. Documentation is done by collecting journals or articles related to the research problem regarding Instagram management in shaping the government's image.

## Results And Discussion

### 1. Forms of social media management @diskominsa\_acehbarat

The delivery of information through social media such as Instagram now makes it easier for people to get information related to government activities (Retnasary, 2019). Instagram technology is then utilized by local governments as a means of delivering information to the public. The findings data obtained by researchers explain that the West Aceh District Communication, Information and Signage Office (Diskominsa), especially the Communication and Public Information (KIP) service sector, manages the Instagram social media account @diskominsa\_acehbarat as one of the media to disseminate information to the public. Regarding the Instagram account @diskominsa\_acehbarat can be seen in the following image:



Figure 1: Profile picture of the official Instagram account @diskominsa\_acehbarat

Source : Instagram @diskominsa\_acehbarat

The @diskominsa\_acehbarat Instagram account was started in September 2020, until now the account has 1,841 followers. In the bio of the @diskominsa\_acehbarat account, there are also links to the news website (acehbarat.go.id) and Facebook Diskominsa Aceh Barat, making it easier for followers if they want to open the news website or want to visit the Facebook account. In addition, there is a highlight feature that contains all the activities and awards obtained by West Aceh Regency. Based on the results of interviews the author conducted with Yuhen as the manager and news analyst in the field of Communication and Public Information (KIP) (Diskominsa) West Aceh Regency explained the information posted on the account, Yuhen said that:

"The @diskominsa\_acehbarat account posts information related to West Aceh District Government activities and activities initiated by each District Work Unit (SKPK) which are open to the public, usually these activities are attended by the Pj Regent of West Aceh, Regional Secretary, and Assistants within the scope of the West Aceh District Government. In addition, the Instagram account also posts announcements or appeals and other information that is in contact with the community to ensure public information disclosure. The information submitted on the account is information that is open to the public and is the right for the public to know and obtain this information, such as information about public services, governance, implementation of government programs, and other information that is in contact with the wider community" (interview with the manager of the @diskominsa\_acehbarat Instagram account, November 1, 2023).

In addition, Yuhen also explained that in managing the @diskominsa\_acehbarat Instagram account there is some information that should not be published to the public, Yuhen explained:

"Information that should not be posted is any form of information that contains elements of Ethnicity, Religion, Race, Intergroup (SARA) and pornography, and is free from practical political practices. In addition, other information that should not be posted is information that has the potential to cause unrest and division in the community" (interview with @diskominsa\_acehbarat Instagram account manager, November 1, 2023).

The management of the social media account Instagram @diskominsa\_acehbarat in shaping the image of the Government aims to convey news or information about the activities of regional officials in West Aceh Regency, inform

the public about the awards obtained by West Aceh Regency, and straighten out any confusing information such as hoax news related to idaya treatment which some time ago shocked the people of West Aceh Regency. Therefore, the information published on the Instagram account must not contain elements of practical politics, SARA, or pornography, the information presented must be something based on the public interest.

In the next interview session that the author has conducted to Yuhén regarding how the management of the @diskominsa\_acehbarat Instagram account in shaping the image of the West Aceh District Government is carried out, Yuhén said as follows:

"First, information data is collected through direct coverage of the field and information is obtained as well as photo documentation of events or activities taking place. Second, the information obtained from the coverage is then compiled and written into news. Third, before being posted, the news that has been written will be analyzed by relevant officials for editing. Fourth, then the news is ready to be uploaded by the admin to social media, especially Instagram. This post is in the form of photos that are processed into collages, or videos of activities with informative news captions using language that is easy to understand, so that the expected message can reach the public well" (Interview with @diskominsa\_acehbarat Instagram account manager, November 1, 2023).

The following is an image of the @diskominsa\_acehbarat Instagram account post showing the activities and acceptance of awards by the Pj Regent of West Aceh:



Figure 2: picture of @diskominsa\_acehbarat Instagram account post featuring activities and receiving awards by Pj. Bupati Aceh Barat.

In the next interview that the author conducted related to what steps have been taken related to what steps have been taken related to shaping a positive image of the West Aceh District Government in the Instagram account @diskominsa\_acehbarat, Yuhén said that:

"The publication team creates creative, interesting, and informative content related to local government activities, in every post on social media, especially Instagram so that it is hoped that the positive messages that want to be conveyed to the public can be conveyed optimally", (interview with the manager of the @diskominsa\_acehbarat Instagram account, November 1, 2023).

The results of further interviews that the author has conducted with Yuhén, related to efforts to optimize Instagram social media @diskominsa\_acehbarat in shaping the image of the government, obtained the following information:

"So far, the effort to optimize the @diskominsa\_acehbarat Instagram social media is by creating creative, interesting, and informative content with language that is easy for the public to understand. In addition, we also promote this @diskominsa\_acehbarat Instagram both personally and through the acehbarat.go.id website, and other social media channels and are shared in various Whatsapp groups, so that it is hoped that more people can access and follow this West Aceh Diskominsa Instagram" (interview with the Instagram account manager @diskominsa\_acehbarat, November 1, 2023).

a. Obstacles faced in managing social media instagram @diskominsa\_acehbarat

In the last interview the author conducted with Yuhén regarding the obstacles experienced in managing Instagram social media @diskominsa\_acehbarat, Yuhén responded that:

"The obstacles that are often experienced are not many but quite crucial, namely the lack of Human Resources (HR), especially in managing social media, both related to content and news, given the Government's activities that are quite busy every day, and Diskominsa Aceh Barat also has a number of other social media platforms outside of Instagram that must be updated every day, so that with minimal technical personnel, social media management, especially Instagram, is not optimal because it will not be able to complete all these activities." (interview with the manager of the @diskominsa\_acehbarat Instagram account, 1 interview with the manager of the @diskominsa\_acehbarat Instagram account). However, the West Aceh Diskominsa Publication team continues to work as well as possible and as much as possible to keep public information disclosure running well" (interview with the manager of the @diskominsa\_acehbarat Instagram account, November 1, 2023).

Based on the interviews conveyed by the informants above, it shows that the management of Instagram social media @diskominsa\_acehbarat in shaping the government's image has made every effort to disseminate information that is in

the nature of appeals and announcements related to the public interest, in order to ensure information disclosure, and maintain public rights in obtaining this information. The Instagram account posts various activities of regional officials and agencies under the auspices of the government, as well as the receipt of various awards for the performance that has been carried out by the West Aceh District Government which is packaged as interestingly as possible in the form of collage photos and videos of activities, the aim is that this information is easily known by the public, so that a positive image is formed for the West Aceh District government. In addition, from the results of these interviews it is also known that the lack of personnel or publication teams is also an obstacle in presenting information related to government activities, due to the density of government activities that must be covered and published.

b. Government image formed from @diskominsa\_acehbarat Instagram account

The results of further interviews that the author conducted with followers of the @diskominsa\_acehbarat Instagram account, namely Nurdiana Putri and Herwandi, on November 2, 2023 related to the formation of the image of the West Aceh District Government in the @diskominsa\_acehbarat Instagram account. Both of them stated that with the existence of this Instagram account, it is easier for them to get a lot of information related to government activities such as training, work reviews, and work visits carried out by the West Aceh District Government, as well as various awards received by the Government, all of which are conveyed in the Instagram account, thus forming a positive image of the Government in their eyes.

From the results of this study, the authors found that the presence of New Media in the realm of government can maximize the use of social media such as Instagram in the Instagram account @diskominsa\_acehbarat in shaping the image of the government through well-managed Instagram social media management greatly helps to form a positive image of the Government, where some people have now used social media such as Instagram as one of the media to meet information needs, with the creation of a positive image of the government in the eyes of the community, of course, it will give birth to a sense of trust from the community to the Government (Ismaulidina, 2020).

## Conclusions

Based on the research that has been conducted, it can be concluded that the Communication Information and Signage Office (Diskominsa) of West Aceh Regency through the Communication and Public Information (KIP) field has tried to manage the @diskominsa\_acehbarat Instagram account as well as possible so that the public can feel information disclosure related to West Aceh Regency government activities and get information services that make it easier for the public to access government-related information, where these management efforts are carried out using four stages, namely: (1) coverage; (2) news preparation; (3) editing; (4) uploading news to Instagram social media @diskominsa\_acehbarat. Although in this management there are obstacles to the lack of publication team members, the management of Instagram social media @diskominsa\_acehbarat continues to work and maintain public information disclosure continues to run well. In addition, it is also known from the results that the Instagram account also shapes people's perceptions of the image of the West Aceh District Government through the @diskominsa\_acehbarat Instagram account, which tends to be positive.

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