

ABSTRAK

Galuh Puteri Nurul Ichwan, Kegiatan *Cyber Public Relations* Dinas Komunikasi dan Informatika Jawa Barat Melalui Instagram (Studi Deskriptif Kualitatif pada @humas_jabar).

Dinas Komunikasi dan Informatika Jawa Barat merupakan lembaga pemerintah yang bertugas memegang segala urusan komunikasi dan informasi di Jawa Barat. Dinas Komunikasi dan Informatika Jawa Barat dalam memenuhi kebutuhan informasi publik, terus melakukan upaya kegiatan *cyber public relations* yang baik salah satunya melalui media sosial Instagram yang dimiliki dengan membagikan informasi mengenai berbagai program kerja pemerintah Provinsi Jawa Barat, juga informasi valid yang dibutuhkan publik dan dapat dipertanggungjawabkan kebenarannya.

Penelitian ini bertujuan untuk mengetahui gambaran tahap *kegiatan cyber public relations* yang dilakukan oleh Dinas Komunikasi dan Informatika Jawa Barat melalui media sosial instagram @humas_jabar. Peneliti mendeskripsikan tahapan pengelolaan media sosial Instagram @humas_jabar mulai dari *share, optimize, manage, dan engage*. Penelitian ini menggunakan model *The Circular Model of SoMe for Social Communication* oleh Regina Luttrell.

Penelitian ini menggunakan paradigma konstruktivisme melalui metode deskriptif kualitatif serta teknik pengumpulan data melalui wawancara mendalam, dan dokumentasi yang dikumpulkan.

Hasil penelitian menunjukkan bahwa kegiatan *Cyber Public Relations* yang dilakukan IKP Diskominfo Jabar melalui pengelolaan Instagram @humas_jabar, melalui empat tahap. 1) tahap *share* (membagikan) konten meliputi meningkatkan partisipasi publik (*participate*) dan menentukan media sosial, saling terhubung dengan publik (*connect*) dan membangun kepercayaan publik (*build trust*) melalui konten yang dibagikan, 2) tahap *optimize* (mengoptimalkan) pesan meliputi *media screening* dan meningkatkan efektivitas komunikasi, 3) tahap *manage* (mengelola) informasi meliputi *media monitoring* dalam penyebarluasan konten, memberikan respon cepat (*quick responses*) dan memanfaatkan fitur *live streaming* di instagram, dan 4) tahap *engage* (melibatkan) publik meliputi berkoordinasi dengan Gubernur Jawa Barat, mengetahui keberadaan audiens dan mengadakan kegiatan bersama dengan publik.

Kata Kunci:

Cyber Public Relations, The Circular Model of SoMe, Instagram

ABSTRACT

Galuh Puteri Nurul Ichwan. *Cyber Public Relations Activities of the West Java Communication and Informatics Service Through Instagram (Qualitative Descriptive Analysis on @humas_jabar).*

The West Java Communication and Informatics Service is a government agency in charge of handling all communication and information matters in West Java. The West Java Communication and Informatics Service in meeting public information needs, continues to make efforts for good cyber public relations activities, one of which is through instagram social media owned by sharing information about various work programs of the West Java Provincial government, as well as valid information that is needed by the public and can be accounted for for its truth.

This study aims to find out an overview of the stages of cyber public relations activities carried out by the West Java Communication and Informatics Service through social media instagram @humas_jabar. Researchers describe the stages of managing Instagram social media @humas_jabar starting from sharing, optimizing, managing, and engaging.

This study used the model of The Circular Model of SoMe for Social Communication by Regina Luttrell. This research uses the paradigm of constructivism through qualitative descriptive methods as well as data collection techniques through in-depth interviews, and collected documentation.

The results showed that the Cyber Public Relations activities carried out by the West Java IKP Diskominfo through the management of Instagram @humas_jabar, went through four stages. 1) the content sharing stage includes increasing public participation (participate) and determining social media, connecting with the public (connect) and building public trust (build trust) through the content shared, 2) the optimize stage (optimizing) messages including media screening and increasing communication efficiency, 3) the manage stage (manage) information including media monitoring in disseminating content, providing quick responses and utilizing live streaming features on Instagram, and 4) the public engage stage includes coordinating with the Governor of West Java, knowing the existence of audiences and holding joint activities with the public.

Keyword:

Cyber Public Relations, The Circular Model of SoMe, Instagram