

## ABSTRAK

**Bayu Firmansyah**, Pengelolaan Digital *Public Relations* melalui Media Sosial Instagram @biofarmaid (Studi Deskriptif Kualitatif pada Corporate Communication PT Bio Farma Persero)

PT Bio Farma (Persero) merupakan salah satu perusahaan yang menggunakan media sosial Instagram sebagai sarana publikasi informasinya. Corporate Communication seksi News and Information Management menjadi departemen yang bertanggung jawab untuk mengelola digital *public relations* melalui media sosial Instagram @biofarmaid. Akun Instagram @biofarmaid digunakan sebagai sarana publikasi informasi terkait kebijakan perusahaan, edukasi, hiburan, hingga pelayanan produk PT Bio Farma (Persero).

Penelitian ini bertujuan untuk memahami pengelolaan digital *public relations* melalui media sosial Instagram @biofarmaid yang dilakukan oleh Corporate Communication PT Bio Farma (Persero) dengan melalui empat tahapan, yaitu: tahap Membagikan (*Share*), Mengoptimalkan (*Optimize*), Mengelola (*Manage*), dan Melibatkan (*Engage*). Penelitian ini menggunakan konsep *The Circular Model of Some for Social Communications* yang digagas oleh Regina Luttrell.

Penelitian ini menggunakan pendekatan kualitatif, dengan metode deskriptif, dan paradigma konstruktivisme. Pengumpulan data dilakukan dengan teknik observasi partisipasi pasif, dan wawancara mendalam.

Hasil penelitian menunjukkan bahwa pengelolaan digital *public relations* melalui media sosial Instagram @biofarmaid yang dilakukan oleh Corporate Communication PT Bio Farma (Persero) melalui empat tahapan, yaitu: 1) Membagikan (*Share*) Konten yang berfokus pada aktivitas partisipasi, koneksi, dan membangun kepercayaan publik; 2) Mengoptimalkan (*Optimize*) Pesan yang berfokus pada aktivitas visualisasi konten yang menarik, publikasi jenis-jenis konten yang beragam, dan gaya bahasa konten yang kasual formal; 3) Mengelola (*Manage*) Informasi yang berfokus pada aktivitas *media monitoring* melalui perusahaan pihak ketiga Bino Kular dan evaluasi *insight* Instagram; dan 4) Melibatkan (*Engage*) Publik yang berfokus pada aktivitas pembuatan konten kuis di Instagram, interaksi dengan *followers* melalui kolom komentar dan *direct message*, dan kolaborasi bersama *influencers*.

Berdasarkan hasil dan pembahasan penelitian, Corporate Communication PT Bio Farma (Persero) telah melakukan pengelolaan digital *public relations* melalui media sosial Instagram @biofarmaid.

**Kata Kunci:** Digital *Public Relations*, Media Sosial, Instagram, *The Circular Model of Some for Social Communications*

## **ABSTRACT**

***Bayu Firmansyah, Management of Digital Public Relations through Social Media Instagram @biofarmaid (Qualitative Descriptive Study on Corporate Communication of PT Bio Farma Persero)***

*PT Bio Farma (Persero) is a company that uses social media Instagram as a means of publishing its information. The Corporate Communication section of News and Information Management is the department responsible for managing digital public relations through the social media Instagram @biofarmaid. The @biofarmaid Instagram account is used as a means of publishing information related to company policies, education, entertainment, and product services for PT Bio Farma (Persero).*

*This study aims to understand the management of digital public relations through the social media Instagram @biofarmaid which is carried out by PT Bio Farma's (Persero) Corporate Communication through four stages, namely: the stages of Sharing (Share), Optimizing (Optimizing), Managing (Manage), and Engage (Engage). This study uses the concept of The Circular Model of Some for Social Communications initiated by Regina Luttrell.*

*This study uses a qualitative approach, with descriptive methods, and constructivism paradigm. Data collection was carried out using passive participatory observation techniques and in-depth interviews.*

*The results showed that the management of digital public relations through Instagram @biofarmaid social media was carried out by Corporate Communication of PT Bio Farma (Persero) through four stages, namely: 1) Sharing Content that focuses on participation, connection and building public trust ; 2) Optimizing (Optimize) Messages that focus on interesting content visualization activities, publication of various types of content, and formal casual style of content; 3) Manage (Manage) Information that focuses on monitoring media activities through the third party company Bino Kular and evaluating Instagram insights; and 4) Engage the Public which focuses on creating quiz content on Instagram, interacting with followers through comments and direct messages, and collaborating with influencers.*

*Based on the results and discussion of the research, Corporate Communication of PT Bio Farma (Persero) has managed digital public relations through the social media Instagram @biofarmaid.*

***Keywords: Digital Public Relations, Social Media, Instagram, The Circular Model of Some for Social Communications***