

ABSTRAK

Muhammad Farhan Giffari: Pengelolaan Digital Public Relations Melalui Media Sosial Instagram @infobnn_prov_jabar (Studi Deskriptif pada Humas BNN Provinsi Jawa Barat)

Humas BNN Provinsi Jawa Barat mengelola akun Instagram @infobnn_prov_jabar sebagai salah satu upaya pelaksanaan *digital public relations*. kegiatan pengelolaan media sosial ini dilakukan sebagai upaya mengadaptasi perkembangan teknologi informasi dan komunikasi untuk kepentingan BNN Provinsi Jawa Barat sebagai lembaga dalam kegiatan diseminasi informasi kepada publiknya.

Penelitian ini bertujuan untuk mengetahui proses *digital public relations* melalui pengelolaan akun Instagram @infobnn_prov_jabar yang dilaksanakan melalui tahapan pada model *The Circular Model of Some* yang digagas oleh Regina Luttrell. Model ini terdiri dari empat tahapan yaitu, *share* (membagikan), *optimize* (mengoptimalkan), *manage* (mengelola) dan *engage* (melibatkan).

Penelitian ini menggunakan paradigma konstruktivistik dengan pendekatan kualitatif. Metode yang digunakan dalam penelitian ini yaitu metode deskriptif dengan teknik pengambilan data melalui observasi partisipasi pasif, wawancara mendalam dan dokumentasi.

Hasil penelitian ini menjelaskan bahwa proses pengelolaan akun Instagram @infobnn_prov_jabar yang dilakukan Humas BNN Provinsi Jawa Barat telah dilaksanakan melalui tahapan pada *The Circular Model of Some* yang terdiri dari empat tahapan sebagai berikut: Pertama, tahapan *Share*. Tahapan *Share* dilakukan melalui proses penentuan target sasaran, identifikasi *channel* dan diseminasi informasi melalui konten. Kedua, tahapan *Optimize*, tahapan *Optimize* dilakukan melalui proses kolaborasi dengan akun BNN RI dan BNNK, kolaborasi dengan *influencer* dan mengikuti perkembangan tren media sosial. Ketiga, tahapan *Manage*, tahapan *Manage* dilakukan melalui proses respon cepat, *monitoring* dan evaluasi. Keempat, tahapan *Engage*. tahapan *Engage* yang dilakukan melalui proses membangun percakapan dengan publik dan mengadakan kegiatan bersama dengan publik.

Kata Kunci: *Digital public relations*, Diseminasi Informasi, Instagram

ABSTARCT

Muhammad Farhan Giffari: *Management of Digital Public Relations Through Social Media Instagram @infobnn_prov_jabar (Descriptive Study on BNN West Java Province Public Relations)*

West Java Province BNN Public Relations manages the Instagram account @infobnn_prov_jabar as one of the efforts to implement digital public relations. This social media management activity is carried out as an effort to adapt information and communication technology developments for the benefit of BNN West Java Province as an institution in information dissemination activities to the public.

This study aims to determine the process of digital public relations through the management of the Instagram account @infobnn_prov_jabar which is carried out through the stages of The Circular Model of Some initiated by Regina Luttrell. This model consists of four stages, namely, share, optimize, manage and engage. This study uses a constructivist paradigm with a qualitative approach. The method used in this study is descriptive method with data collection techniques through passive participatory observation, in-depth interviews and documentation.

The results of this study explain that the process of managing the Instagram account @infobnn_prov_jabar carried out by the West Java Province BNN Public Relations has been carried out through stages in The Circular Model of Some which consists of four stages as follows: First, the Share stage. The Share stage is carried out through the process of determining targets, identifying channels and disseminating information through content. Second, the Optimaze stage. The Optimaze stage is carried out through a process of collaboration with BNN RI and BNNK accounts, collaboration with influencers and following developments in social media trends. Third, the Manage stage. The Manage stage is carried out through a quick response process, monitoring and evaluation. Fourth, the Engage stage. The Engage stage which is carried out through the process of building conversations with the public and holding joint activities with the public.

Keywords: *Digital public relations, Information Dissemination, Instagram*