

ABSTRAK

Dea Cantika, *Aktivitas Cyber Public Relations Melalui Instagram Dinas Pendidikan Provinsi Jawa Barat. (Studi Deskriptif Kualitatif pada akun Instagram @dispusipdajabar)*

Kemajuan teknologi menciptakan hal baru dalam mendapatkan informasi. Dinas Perpustakaan dan Kearsipan Provinsi Jawa Barat menggunakan media sosial sebagai sarana publikasi, sebagai lembaga pemerintah Dispusipda memiliki peran dalam melayani publik di bidang perpustakaan dan pengelolaan. Dinas Perpustakaan dan Kearsipan Provinsi Jawa Barat aktif dalam membagikan informasi melalui Instagram seputar perpustakaan dan kearsipan. Melalui aktivitas *Cyber Public Relations* di Instagram, Dispusipda Jabar mengalami peningkatan jumlah pengikut di setiap minggunya.

Penelitian ini bertujuan untuk memahami aktivitas *cyber public relations* melalui Instagram @dispusipdajabar yang dilakukan oleh Humas Dinas Perpustakaan dan Kearsipan Provinsi Jawa Barat.

Penelitian ini menggunakan model *The Circular of Some for Communication* yang digagas oleh Regina Luttrell terdiri dari 4 tahap, yaitu *Share* (Membagikan), *Optimize* (Mengoptimalkan), *Manage* (Mengelola), *Engage* (Melibatkan). Model SOME digunakan untuk mengetahui bagaimana Dispusipda Jabar melakukan perencanaan komunikasi pada media sosial.

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

Hasil penelitian menunjukkan bahwa aktivitas *cyber public relations* melalui Instagram @dispusipdajabar yang dilakukan oleh Humas Dinas Perpustakaan dan Kearsipan Provinsi Jawa Barat melalui dengan empat tahapan yaitu; 1) *Share* (Membagikan), mencakup partisipasi dengan membuat konten relevan, koneksi dengan membagikan pesan yang menarik, dan membangun kepercayaan dengan memberikan informasi valid; 2) *Optimize* (Mengoptimalkan), mencakup penggunaan fitur tagar dan *mentions* dan aspek *listen and learn*; 3) *Manage* (Mengelola), mencakup media monitoring, quick responses, dan real time interactions; 4) *Engage* (Melibatkan), mencakup pembuatan konten Instagram kekinian *giveaway* buku untuk meningkatkan jangkauan dan keterlibatan.

Kata Kunci: *Cyber Public Relations, Pelayanan Publik, Konten Instagram, SOME, The Circular Model of Some for Social Communications.*

ABSTRACT

Dea Cantika, Cyber Public Relations Activities through Instagram of the West Java Provincial Education Office. (Qualitative Descriptive Study on Instagram account @dispusipdajabar)

Technological advances create new things in getting information. The West Java Provincial Library and Archives Office uses social media as a means of publication, as a government agency Dispusipda has a role in serving the public in the field of libraries and management. The West Java Provincial Library and Archives Office is active in sharing information through Instagram about libraries and archives. Through Cyber Public Relations activities on Instagram, Dispusipda Jabar has experienced an increase in the number of followers every week.

This research aims to understand the cyber public relations activities through Instagram @dispusipdajabar carried out by the Public Relations of the West Java Provincial Library and Archives Office.

This research uses The Circular of Some for Communication model initiated by Regina Luttrell consisting of 4 stages, namely Share, Optimize, Manage, Engage. The SOME model is used to find out how a company or institution conducts communication planning on social media.

This research uses descriptive method and qualitative approach with constructivism paradigm. Data collection through passive participation observation techniques and in-depth interviews.

The results showed that cyber public relations activities through Instagram @dispusipdajabar carried out by Public Relations of the West Java Provincial Library and Archives Office through four stages, namely; 1) Share, including participation by creating relevant content, connection by sharing interesting messages, and building trust by providing valid information; 2) Optimize, including the use of hashtags and mentions features and aspects of listen and learn; 3) Manage, including media monitoring, quick responses, and real time interactions; 4) Engage, including the creation of contemporary Instagram content and book giveaways to increase reach and engagement.

Keywords: Cyber Public Relations, Public Service, Instagram Content, SOME, Some Circular Model for Social Communication.