

ABSTRAK

Ahmad Faizal Al-Afghani, Pengelolaan *Digital public relations* Pada Sosial Media Instagram @siliwangiholiday Dalam Upaya Membagikan Konten Aktivitas Travel Agent Siliwangi Holiday (Studi Deskriptif Kualitatif Pada Media Kreatif Siliwangi Holiday).

Kegiatan *Digital public relations* tentu saat ini sangat erat kaitannya dengan pekerjaan para praktisi humas. Berkembangnya dunia digital memudahkan para instansi dalam menyebarkan informasi, salah satunya melalui Instagram. Siliwangi Holiday turut berpartisipasi dalam pengelolaan *digital public relations* melalui sosial media Instagram @siliwangiholiday.

Penelitian ini bertujuan untuk mengetahui pengelolaan *digital public relations* pada media sosial Instagram @siliwangiholiday melalui konsep *The Circular Model Of Some* yang digagas oleh Regina Luttrell yang terdiri dari membagikan (*share*), optimalisasi (*optimize*), mengelola (*manage*), dan melibatkan (*engage*). Penelitian ini dilakukan dengan menggunakan paradigma konstruktivistik dengan pendekatan kualitatif. Adapun metode penelitian yang digunakan yaitu metode deskriptif dengan Teknik pengumpulan data melalui melalui teknik observasi partisipasi pasif, serta wawancara mendalam.

Hasil penelitian ini menunjukkan bahwa pengelolaan *digital public relations* pada media sosial instagram @siliwangiholiday yang dilakukan oleh Perusahaan Siliwangi Holiday memiliki empat tahapan yaitu: *pertama*, Membagikan (*Share*) yaitu langkah siholl team ikut berpartisipasi menggunakan media sosial untuk bisa terhubung dengan masyarakat guna membangun kepercayaan publik, *kedua* Optimalisasi (*Optimize*) yaitu upaya siholl team memaksimalkan penyampaian informasi dengan membuat produksi konten yang berkualitas secara visual serta pembentukan suatu karakter, *ketiga* Mengelola (*Manage*) yaitu siholl team melakukan media monitoring serta memperhatikan interaksi mereka dengan publik, *keempat* Melibatkan (*Engage*) yaitu upaya siholl team melibatkan publiknya sebagai bagian dari perencanaan komunikasi melalui media sosial Instagram @siliwangiholiday.

Berdasarkan hasil penelitian, Perusahaan siliwangi holiday telah efektif melakukan pengelolaan *digital public relations* pada media sosial Instagram @siliwangiholiday dan bisa menjadi referensi bagi pembaca dan penelitian selanjutnya dalam menerapkan pengelolaan *digital public relations* pada media sosial.

Kata Kunci: *Digital public relations*, Instagram, Pengelolaan, Media Sosial

ABSTRACT

Ahmad Faizal Al-Afghani, *Digital public relations Management on Social Media Instagram @siliwangiholiday in an effort to share the content of travel agent Siliwangi Holiday activity (Qualitative Descriptive Study on Creative Media Siliwangi Holiday).*

Digital public relations activities are very closely linked to the work of humas practitioners. The expansion of the digital world has made it easier for agencies to disseminate information, one of them through Instagram. Siliwangi Holiday participates in digital public relations through social media Instagram @siliwangiholiday.

This research aims to learn about the management of digital public relations on social media Instagram @siliwangiholiday through the concept of The Circular Model Of Some which is created by Regina Luttrell consisting of sharing, optimize, manage, and involve (engage). The research is conducted using a constructivist paradigm with a qualitative approach. As for the research method used, it is a descriptive method with data collection techniques through passive participatory observation techniques, as well as in-depth interviews.

The results of this research show that the management of digital public relations on social media instagram @siliwangiholiday carried out by Siliwangi Holiday Company has four stages: first Sharing (share) is the step siholl team participate using social media to be able to connect with the public in order to build public trust, second Optimization (Optimize) is an effort silholl team maximizes the delivery of information by making production of visually quality content as well as the formation of a character, third Manage (Manage) is siholl teams perform media monitoring and pay attention to their interaction with public, fourth Engage (Engage) that is an attempt Siholl team involve its audience as part of the planning of communication through social media Instagram @siliwangiholiday.

Based on the results of the research, the company has effectively conducted digital public relations management on social media Instagram @siliwangiholiday and can be a reference for readers and further research in applying digital public relationship management to social media.

Keywords: Digital public relations, Instagram, Management, Social Media