



Jurnal Review Pendidikan dan Pengajaran
<http://journal.universitaspahlawan.ac.id/index.php/jrpp>
 Volume 7 Nomor1, 2024
 P-2655-710X e-ISSN 2655-6022

Submitted : 28/01/2024
 Reviewed : 02/02/2024
 Accepted : 15/02/2024
 Published : 28/02/2024

Safiani A. Faaroek¹
 Umm Sayidah²

USE OF INSTAGRAM SOCIAL MEDIA BY JABODEBEK LRT PUBLIC RELATIONS AS INFORMATION MEDIA FOR THE COMMUNITY

Abstract

Instagram is a social media application whose users are increasing to the point where it occupies the second most frequently used social media position. This makes Jabodebek LRT use Instagram to spread an information. LRT Jabodebek is one of the transportation companies that has been using Instagram since 2016. By using Instagram as a medium of information to the public, it's able to make people aware of information about LRT Jabodebek and get a good response from the public. The purpose of this research is to find out how Public Relations of LRT Jabodebek utilizes social media Instagram to provide information to the public. The subject of this research is the public relations of LRT Jabodebek , while the research object is Instagram @Lrt_Jabodebek. The method in this research is a qualitative method with a case study type of research and uses diffusion of innovation theory developed by Everett Rogers. The key informants in this research are (1) Public Relations officer of LRT Jabodebek (2) Public Relations Expert of LRT Jabodebek . For the supporting informants in this research are two followers of Instagram @Lrt_Jabodebek. The results of this research are in using Instagram social media as an information medium for the public, LRT Jabodebek through the innovation diffusion stage in producing information content until the public likes it.

Keywords: Public Relations, Social Media, Instagram, Diffusion of Innovation, Information Media.

Abstrak

Instagram merupakan aplikasi media sosial yang penggunanya kian meningkat, hingga menempati posisi kedua media sosial yang sering digunakan. Hal tersebut membuat LRT Jabodebek memanfaatkan instagram untuk menyebarkan informasi. LRT Jabodebek merupakan perusahaan bidang transportasi yang menggunakan instagram sejak tahun 2016. Memanfaatkan instagram sebagai media informasi untuk masyarakat, mampu membuat masyarakat mengetahui informasi tentang LRT Jabodebek dan mendapatkan respon baik dari masyarakat. Tujuan penelitian ini untuk mengetahui bagaimana humas LRT Jabodebek memanfaatkan media sosial instagram untuk memberikan informasi pada masyarakat. Subjek penelitian ini adalah unit hubungan masyarakat LRT Jabodebek, sedangkan objek penelitian ini adalah instagram @Lrt_Jabodebek. Metode pada penelitian ini adalah metode kualitatif dengan jenis penelitian studi kasus dan menggunakan teori difusi inovasi yang dikembangkan oleh Everett Rogers. Informan kunci dalam penelitian ini adalah (1) Pelaksana Hubungan Masyarakat LRT Jabodebek, (2) Tenaga Ahli Hubungan Masyarakat LRT Jabodebek. Untuk informan pendukung penelitian ini adalah dua followers akun instagram @Lrt_Jabodebek. Hasil dari penelitian ini adalah dalam memanfaatkan media sosial instagram sebagai media informasi untuk masyarakat, LRT Jabodebek melewati tahapan difusi inovasi dalam menghasilkan inovasi konten informasi sehingga disukai oleh masyarakat.

Kata Kunci: Hubungan Masyarakat, Media Sosial, Instagram, Difusi Inovasi, Media Informasi.

^{1,2} Faculty Knowledge Communication , Esa Unggul University Jakarta
 email: ummusyd@student.esaunggul.ac.id

INTRODUCTION

Background

Technology information and communication, in the digital era is now developing fast so that makes it easier to convey messages or information from communicator to communicant. People use social media as a place to search information and share important moment to be seen by many audience (Rickyawan and Wihardi, 2019). Social media Facebook, Twitter and Instagram are new media that can help public talk, share, as well create online networking (Nainggolan et al., 2018).

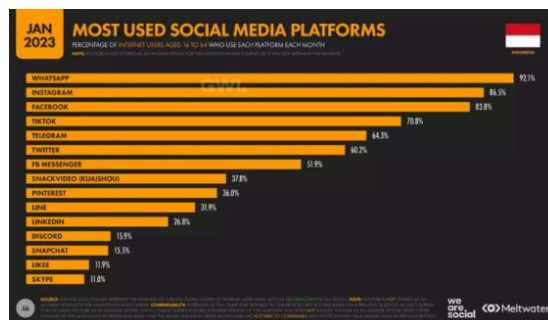


Figure 1. Most Frequently Used Social Media Platform

There is sourced data from We Are Social is about a lot of social media used. Application Instagram is at sorted second after WhatsApp with a presentation of 86.5%. That matter showing exists increase from 2022 which previously amounted to 84.8%. Application Instagram, which was originally just an application for sharing photos and videos, is now a center enough information _ effective used by companies, organizations until institution.

In Jakarta there are many company field transportation that uses social media to share information. Mass Rapid Transit (MRT) Jakarta manages Instagram social media as a communication medium communicate and absorb aspirations through direct message or reply existing comments. _ MRT Jakarta's Instagram is also used as a media for distribution information form timetable trains, info graphics, press releases, tips and tricks for using transportation public, and so on (Anjariasari and Tantri, 2019).

PT Kereta Api Commuter Jabodetabek which uses Twitter as a medium for sharing information, interact with users, establish good communication with users and gets bait return directly easily and quickly (State and Syas, 2019).

Jabodebek LRT also uses social media. There is social media accounts from the Jabodebek LRT, including Instagram, Twitter and Tiktok. Social media the used to deploy information in the form of writing, photos and videos. Through Instagram, Jabodebek LRT give information regarding upcoming activities held by the Jabodebek LRT. As is information With this, the public can find out about and participate in activities held by the Jabodebek LRT

Based on description above, then researchers want to research Instagram @Lrt_Jabodebek by lifting title " Use of Instagram Social Media by Jabodebek LRT Public Relations as Information Media for the Community".

Research Problem

Based on description that has been submitted, formulation The problem in this research is " How is the Jabodebek LRT utilizing social media Instagram to provide information to the public ?"

Research purposes

The purpose of this research is to find out Use of social media Instagram by Jabodebek LRT Public Relations as a medium of information for the public.

Benefits of research

Theoretical Benefits

This research is expected useful in sharing information about field Knowledge Communication and being a reference, as well give understanding about the role of public relations in utilizing social media as an information medium.

Practical Benefits

1. Expected researcher know How utilization account Instagram @Lrt_jabodebek in providing information to the public .
2. Expected This research can be input for the Jabodebek LRT public relations unit in utilizing social media specifically Instagram .
3. Expected this research can add knowledge public reader about use of social media Jabodebek LRT Instagram as an information medium .

METHODOLOGY

Paradigm Study

The paradigm in this research is paradigm post positivism . In this paradigm if Researchers distance themselves from existing reality _ so researcher will difficult find fact . For this reason, researchers need to be interactive with reality (Tahir, 2011) .

Research methods

The method in this research is method qualitative . This method is called a method interpretive, that 's because The results of research data are more concerned with the interpretation of data found in the field . By method qualitative in this research is expected get in-depth data that contains meaning (Sugiyono, 2019) .

Types of research

According to Cresswell (in Sugiyono, 2019) there are five types method study qualitative , among others phenomenological research, grounded theory, ethnography, case study and narrative research . The type of research in this research is study cases (case studies) that require researchers conduct in -depth research on programs, events , processes, activities concerns one or more people . Researcher use studies case Because exists uniqueness from social media Jabodebek LRT Instagram as a medium of information for the public , where Jabodebek LRT Instagram is a place to share information regarding services and activities held by the Jabodebek LRT until appeal .

Subject This research is the Jabodebek LRT public relations unit as well as object This research is account Instagram @Lrt_jabodebek.

The technique used to select informants in this research was purposive sampling . Purposive sampling technique is taking samples data sources with certain considerations such as the person who is considered to know the most about the object study (Sugiyono, 2019) .

This research uses triangulation sources , by interviewing informant key and informant supporters . Informant The key to this research is the public relations unit involved directly into use Instagram Jabodebek LRT , including (1) power expert Jabodebek LRT social media sector , (2) Jabodebek LRT public relations implementer . Researchers also interviewed informant supporter To use know corner their views on Jabodebek LRT account including two followers Jabodebek LRT Instagram that uses it Instagram as an information medium .

Researcher use technique data collection in the form of observation , interviews , and documentation . This research uses technique data analysis according to Miles and Huberman (in Sugiyono , 2019) , namely data reduction , presentation study as well as withdrawal conclusion and verification .

RESULTS AND DISCUSSION

Diffusion Jabodebek LRT Instagram Social Media Innovation as Information Media for the Community

Knowledge Stage Analysis of the Use of Jabodebek LRT Instagram Social Media

At this stage it is necessary awareness will knowledge A innovation and understanding of function from A innovation . Jabodebek LRT realize development continuous technology _ walk . As it goes Time , social media becomes a medium for spreading information . Follow development existing technology , Jabodebek LRT public relations using social media specifically Instagram in distribution information .

Instagram is one of the popular social media in society . Based on data from we are social , instagram occupy position secondly as a lot of social media used in Indonesia as of January 2023. Based on knowledge about many user Instagram as well as ease of delivery information ,

public relations for the Jabodebek LRT make Instagram as social media to provide fast and easy information to the public .

Based on results interview , Mr. Saddam Muhammad Biben said the following :

“Instagram huh ? Now, almost everyone right own Instagram . Hmm, maybe somewhere in between YouTube , Twitter, Instagram , and TikTok , people definitely have at least one account Instagram . So Instagram Enough help because we can more easily deploy _ information . Move forward now.” (Results of an interview with Saddam Muhammad Biben, energy expert Jabodebek LRT social media sector , 27 October 2023).

Analysis of the Persuasion Stage (Persuasion) Use of Jabodebek LRT Instagram Social Media

At this stage it will formed attitude supports or does not support to something innovation . Then need to search information to know If innovation as needed _ audience . Based on results interview , information presented on the Jabodebek LRT Instagram is information that the Jabodebek LRT really wants to convey and that the public needs to know . To adapt to needs public information _ want , Jabodebek LRT open and allowing public ask direct through Jabodebek LRT Instagram .

Based on from results observations and interviews with informants key , Jabodebek LRT notice fill information and visuals. In terms of fill information , Jabodebek LRT give information needed by society . _ Various information submitted _ One of them is information regarding Jabodebek LRT services such as information schedule , rates as well as return services lost items . _ Then there is information about events or activities held by the Jabodebek LRT such as the Indonesian Railways (KAI) expo, fun run , blood donation and happy market . Jabodebek LRT Instagram also shared appeals to the public such as information things that are not allowed done while using Jabodebek LRT transportation , and things you need to pay attention to when using it Jabodebek LRT transportation . Information other form information mode transportation that is integrated with the Jabodebek LRT , description Jabodebek LRT _ when happen constraints , user data Jabodebek LRT transportation until recommendation destination tourism that can be reached using the Jabodebek LRT .

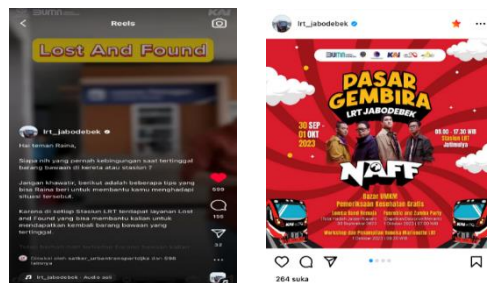


Figure 2. Reels and Feeds upload on Instagram of LRT Jabodebek

The things that make the Jabodebek LRT Instagram interesting is from visual aspect , and aspect fill information packaging content information on the Jabodebek LRT . From a visual perspective , packaging Jabodebek LRT information can be in the form of: interesting images , photos and videos . In its design , the Jabodebek LRT give dominant color red , plus the Jabodebek LRT company logo as well as company logos such as the State- Owned Enterprises (BUMN) logo and the Indonesian Railways (KAI) logo. Then there is a train attendant icon that has Raina's name , and includes Jabodebek LRT social media information . Whereas information packaged in video form, Jabodebek LRT displays footage that matches the content information , provide voice over or sound someone who reads information clearly _ so that easy understood , displays performing role _ fill information to be conveyed , and its existence subtitles or text on the videos presented .

Based on results interviews with informants supporter showing If content Information on Instagram @Lrt_jabodebek varies as well as help . With a creative and available appearance information packaged in video form so interesting and not boring . This can be seen from upload information on Instagram @Lrt_jabodebek, there is information about return goods is lost as well as information an event held by the Jabodebek LRT .

Analysis of the Decision Stage of Using Jabodebek LRT Instagram Social Media

At the decision stage , individuals decide adopt A innovation when you already know and consider risk , effort and so on . Based on results interviews with informants key , the Jabodebek LRT already knows difficulty as well as excellence in dissemination information through Instagram . Difficulties faced in utilizing _ Instagram as an information medium is necessary confirm with the relevant unit If get question about data as well necessity focus on one topic upload when happen problems outside the public relations unit .

Whereas from facet advantages , which have already been explained by the second informant many user as well as good response from public to account Jabodebek LRT Instagram , and real time so that people with the Jabodebek LRT can communicate direct . User friendly Instagram can make things easier society in search information . For this reason, the Jabodebek LRT continues to be used Instagram as the main media for spreading information from Jabodebek LRT to the community .

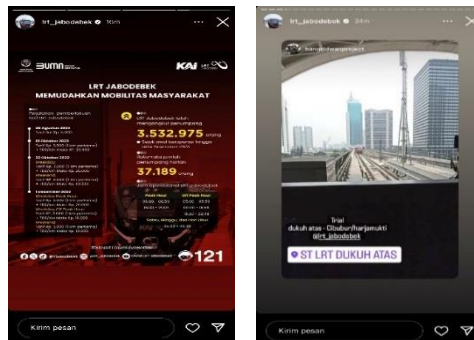


Figure 3. Repost of Instagram user uploads and Jabodebek LRT activity uploads

Analysis of the Implementation Stage (Implementation) of the Use of Jabodebek LRT Instagram Social Media

At this stage, a innovation applied as well as audience decide to adopt innovation or not. Based on results interviews , in its implementation , Jabodebek LRT utilise feature it is to spread information through Instagram . There are features that are often used by the Jabodebek LRT that is feature instastory which can upload photos and videos but only last for 24 hours, feeds are used to upload photos without a time limit as well as reels used for uploading _ information packaged in video form .

As for the Jabodebek LRT Instagram get trust from public since Jabodebek LRT activities uploaded as well as exists sign verification from Instagram . Jabodebek LRT activities can take the form of visiting activities agency government or events held by LRT Jaodebek .

To know innovation Information about whether the Jabodebek LRT is accepted by the public or not can be seen from response and interaction on uploads information on Instagram . Response from society can be seen from number of likes, number comments , posts of those who tagged Jabodebek LRT Instagram and public curiosity when ask either through column comment or order directly Instagram .

Based on results interview with both informant supporters . Sister Millati including category early majority because they have already followed Instagram @Lrt_jabodebek since 2021 to find out time the operation of the Jabodebek LRT so that it can be used as transportation from residence to workplace. Whereas You Hilwan including category late majority because before following account Instagram @Lrt_jabodebek Brother Hilwan saw the upload from his friends as well upload on explore instagram containing _ information regarding the Jabodebek LRT trial .



Figure 4. Instastory upload of data on the number of Jabodebek LRT **Confirmation Stage Analysis (Confirmation) Utilization of Jabodebek LRT Instagram Social Media**

At the confirmation stage , to know a innovation can be continued or not, it is necessary to carry out an evaluation to innovation the . Based on results interviews with informants key , evaluation in utilization Jabodebek LRT Instagram as an information medium in the form of seeing the response from Jabodebek LRT users . Apart from that, the Jabodebek LRT is also conducting an evaluation every three months using KPIs (Key Performance Indicators) to see if The innovation carried out has reached the assessment target the start that has been set by the Jabodebek LRT .

Based on results interviews with informants supporter , account Instagram @Lrt_jabodebek is felt able to become a medium of information Because is Instagram official from LRT Jabodebek , active repay comment from user Instagram as well as informative in providing information through Instagram . Use clear language and delivery _ help public understand information provided by the Jabodebek LRT .

Based on results observations , there are comment from public about the instructions are clear _ However Jabodebek LRT users need to wait longer for trains and there are none explanation from officer . That matter responded well and was considered input by the Jabodebek LRT to become material evaluation . Then there is question about direct service route answered by the Jabodebek LRT public relations unit .

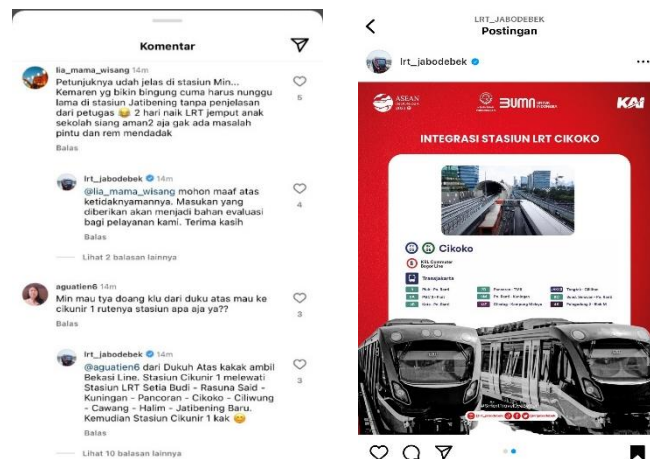


Figure 7. Posts and comments on the Jabodebek LRT Instagram

CONCLUSION

In this research , the use of social media Instagram by Jabodebek LRT public relations as a medium of information for the public , Jabodebek LRT carries out five stages of Diffusion Innovations developed by Rogers include : that is knowledge or knowledge , where is the Jabodebek LRT realize many user Instagram as well as development technology , that makes the Jabodebek LRT easier convey information so the Jabodebek LRT make Instagram as a medium of information for society .

persuasion or persuasion stage , LRT pays attention visual aspects in packaging information as well as fill information so that upload Jabodebek LRT Instagram is not boring . At the decision stage , the Jabodebek LRT already knows superiority as well as difficulty in utilizing Instagram as an information medium , for that the Jabodebek LRT decided to take advantage Instagram as social media key in providing information for the public .

At the implementation stage, the Jabodebek LRT utilise feature Instagram like instastory , feeds , and reels for uploading information regarding Jabodebek LRT activities . Can be known If there is early majority adopter category as well late majority at this stage. Then the final stage , namely confirmation or confirmation , in the form of evaluation seen _ from response user Instagram as well as regular check every three months using KPI (Key Performance Indicator) to find out Achievements are in line with assessment targets beginning .

BIBLIOGRAPHY

- Anjariasari, A., & Tantri, T. (2019). Management of Social Media Instagram @Mrtjkt as a Communication Media for PT MRT Jakarta (Phenomenological Study in the Corporate Communication and Management Department of PT MRT Jakarta) . UPN Veteran Jakarta.
- Atmoko, DB (2012). Instagram Handbook Mobile Photography Tips . Jakarta: Our Media.
- Bernays, E.L. (2013). Public Relations . University of Oklahoma Press.
- Coates, K., & Ellison, A. (2014). An Introduction to Information Design . London: Laurence King Publishing.
- Ministry of Education. (2015). Big Indonesian Dictionary III Edition . Jakarta: Balai Pustaka.
- Kartini, Syahrina, J., Siregar, N., & Harahap, N. (2022). Research About Instagram. The Inner Eye Journal , 4(2) , 21–26.
- Kaukab. (2020). Basic Knowledge of Public Relations. Wonosobo: Faculty of Economics and Business, Al-Qur'an Science University.
- Mulawarman, & Nurfitri, AD (2017). Social Media User Behavior and Its Implications Viewed from the Perspective of Applied Social Psychology. Journal of Psychological Bulletin , 2(8) , 37–45.
- Mushaf, MA, Fauziah, L., Aiman, U., & Nurchotimah, AS (2022). The Role of Community Communication towards the Government to Achieve Quality Public Services. Journal of Citizenship , 9(7) , 2810–2832.
- Nainggolan, V., Rondouwu, SA, & Waleleng, GJ (2018). The Role of Instagram Social Media in Social Interaction between Students of the Faculty of Social and Political Sciences, UNSRAT Manado. Journal of Sam Ratulangi University Manado , 3(2) , 54–63.
- Nasrullah, R. (2015). Social Media: Procedures, Trends and Ethics . Rekatama Media Symbiosis.
- Negara, SB, & Syas, M. (2019). The relationship between the use of PT KAI Commuter Line Info social media and the attitudes of passengers at Bojong Gede Station towards satisfaction with Jabodetabek Commuter Line train travel services. Communication Research Journal, 4(8) , 137–142.
- Rahmani, T. (2016). Using Social Media to Master the Basics of Mobile Phone Photography . Yogyakarta: Digilib UIN.
- Rickyawan, A., & Wihardi, D. (2019). Utilization of the @Jktfoodbang Instagram Account as a Media for Conveying Messages About Culinary in Jakarta. Budi Luhur University Journal , 5(2) , 1–9.
- Rogers, E.M. (1983). Diffusion of Innovations . New York: The Free Press
- Rohmadi, A. (2016). Three Productive People Using Social Media . PT Elex Media Komputindo.
- Sugiyono. (2019). Quantitative, Qualitative, and R&D Research Methods . Bandung: Alfabeta.
- Tahir, M. (2011). Introduction to Educational Research Methodology . Makasar: Makasar Muhammadiyah University.
- Uthama, MR, Saefulrahman, I., & Akbar, I. (2021). The Effectiveness of Information Media in the Implementation of Government in the City of Bandung. Journal of Government Administration , 4 (1), 163–167.