

# SOCIAL MEDIA MANAGEMENT @mnctrijayafm IN INCREASING ENGAGEMENT

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**ABSTRACT.** Engagement on Instagram is represented by likes and comments. A post with many likes indicate that a content is interesting and comments on a post indicate the level of success. The purpose of this study was to find out how the management of Instagram radio @mnctrijayafm social media in increasing engagement. We used The Circular Model Of Some from Regina Lutrell. The method was descriptive qualitative, data collection techniques was in-depth interviews with two informants and also observations on the Instagram @mnctrijayafm social media account. The results showed that at the share stage, MNC Trijaya FM targets the age of 30-60 years, but did not do research first. The optimize stage of MNC Trijaya FM checked engagement on every Instagram posts, so that it can improve the quality of the content. The management stage of MNC Trijaya FM had carried out monitoring in the form of suggestions and criticisms from followers, but they did not respond in real time to these responses. The engagement stage of MNC Trijaya FM used public figures in managing its Instagram, but did not have a specific strategy to build good relationships with followers

**KEYWORDS:** Social Media Engagement, The Circular Model Of Some, Instagram

## INTRODUCTION

Social media is not only used by individu but also used by company, one of social media used by media company, such as MNC Trijaya FM radio. Radio is one of the oldest electronic mass media, although it has to compete with other media, especially television media, it is still effectively used by the public to obtain information. Technology advances, especially the internet, has enforce the radio stations to evolving so that they will not to be abandoned by their listeners.

MNC Trijaya FM has social media, one of which is Instagram as a promotional media to carry out its company activities such as talk shows, radio programs, live music and presenting the latest news to reach a wider audience in order to attract the attention of potential listeners through social media Instagram @mnctrijayafm.

According WeAreSocial.net and Hootsuite in 2020, the 10 most frequently used social media in Indonesia, one of which is Instagram, based on percentage of users, accessing Youtube reached 88%, in addition, the most visited social media was WhatsApp (84 %), Facebook (82%) and Instagram (79%). Based on the results of Instagram's own survey, among 4 social media platforms, Instagram is the most widely used by the people of Indonesia.

A content posted on @mnctrijayafm in the form of images, words, videos as well as interactions made by followers and companies, affect on engagement which is represented by likes, comments and shares of the post, this shows that the audience is active, interested and aware of the information presented on Instagram. A post with a lot of likes can also indicate that a content is considered interesting, on the other hand, a large number of comments on a post indicates the level of success or influence, because comments make users spend time to share their opinions.



the phenomena that occur by involving various existing methods containing exposure in the form of paragraphs, the authors choose a qualitative approach because the data collection can interpret the phenomenon by using the method described in a narrative to find out the description and explanation of the informants. According to Nasir (2002: 61) descriptive method is a method in researching an object, a system of thought or a class of events in the present. The purpose of the descriptive method is to make a systematic, factual and accurate description, picture or painting of the facts, so the authors use this method to find out the results of research that are systematically arranged with the aim of knowing the object of research in detail and easy to understand in this study. In data collection techniques the authors use primary data to obtain information directly from data sources by conducting in-depth interviews, observation and documentation. In-depth interviews were conducted by key informants, a social media officer of MNC Radio Trijaya FM and additional informant, a head of marketing communications for MNC Radio Networks at iNews Center 5th Floor MNC Center Complex, and in-depth interviews were conducted by other additional informants. as an active and inactive follower, the official Instagram radio social media account @mnctrijayafm is held at the same place, namely through the Zoom Meeting application. After conducting in-depth interviews, the authors chose the observation method, because the authors made direct observations of the activities of followers of the Instagram radio @mnctrijayafm social media account, so as to provide additional data on the results of the interview, the final step was to use the documentation method to obtain information that supports data analysis and interpretation. The author will obtain documents related to the research, such as photos, screenshots of content that have been uploaded on Instagram social media accounts, screenshots of likes and screenshots of comments from followers of Instagram social media accounts. After conducting in-depth interviews with key informants and additional informants as well as making observations, the authors carried out a data validity technique using source triangulation, according to Komarudin (2013) source triangulation is checking the credibility of the data by examining data obtained from various sources. Therefore, the authors use source triangulation to collect data from various available sources, because similar data collected from different sources will be more reliable. The conclusion of this data research technique is to find the truth through examining data sources. For example, interviews, observations, documentation and triangulation of sources will produce different evidence or data.

## **RESULTS AND DISCUSSION**

Based on the results of the study, the authors found that MNC Trijaya FM requires engagement with Instagram followers so that companies can build interactions with followers with the aim of building awareness of MNC Trijaya FM followers so that they are encouraged and interested in listening to MNC Trijaya FM radio, and engagement on social media accounts @mnctrijayafm can help track content to meet the needs of MNC Trijaya FM followers and clients. Based on the information above, it can be concluded that engagement is considered important and has an impact on the management of Instagram @mnctrijayafm social media.

The share stage in managing Instagram social media accounts @mnctrijayafm

The results of this study indicate that at the share stage, MNC Trijaya FM fulfills the connect point, because the admin's goal of using Instagram social media @mnctrijayafm is to increase the knowledge of followers and company branding through messages conveyed through content shared on their Instagram accounts, so that the content presented always useful for followers, such as trijaya updated content which every day has the latest information about news that is happening in the community, both in the field of religion, politics and other information to attract followers' attention. At this point, MNC Trijaya FM followers are also aware of the goals carried out by the admin, so MNC Trijaya FM Instagram followers follow the account to find updated news that is packaged in an interesting way, in line with the goals and understanding of the

followers, the MNC Trijaya FM admin has succeeded in sharing its content on Instagram. At the participate point, the admin determines the audience segmentation on Instagram social media @mnctrijayafm from the age of 30-60 years, which is adults and aged, but the segmentation that has been set is not in accordance with the author's observations, namely based on insight Instagram social media account @mnctrijayafm has the most followers with the age of 25-34 years who are young people, so it does not match the target audience that has been set, but the use of social media Instagram has become a targeted and effective platform in disseminating its message, then MNC Trijaya FM fulfills the last point in the share stage, namely build trust by paying attention to the source of the authenticity of the information on the Instagram account by providing valid information which is directly taken from the source and processed by the Instagram admin @mnctrijayafm.

Optimizing stage in managing Instagram social media accounts @mnctrijayafm

On the optimize stage, MNC Trijaya FM fulfills the listen point, namely by checking likes and comments through direct reactions from followers, so that they can find out content that the public likes through the engagement that each post has through monthly reported content, so that content what is presented can be improved on the next day, for learning points MNC Trijaya FM has determined what it wants to be displayed on Instagram @mnctrijayafm in terms of visuals and followers' tastes so that the impact of the content itself is so that the public is aware of the radio program being run. Take part in authentic communications on Instagram @mnctrijayafm, namely using Instagram features to increase efforts through other company initiatives including marketing to be able to engage with followers through the IG Feed, IG Story, highlights, IGTV and Instagram eds features. In addition, MNC Trijaya FM has filtered content that does not smell SARA, does not corner, dark political, to make interesting titles that are in accordance with EYD and adjust captions so that they can provide positive and humane narratives, so that the audience can engage and start conversations.

The manage stage in managing the Instagram social media account @mnctrijayafm

The stage of managing Instagram social media admin @mnctrijayafm monitoring in the form of input or suggestions regarding on air programs or content input either through advice to messages or comments on Instagram posts, so MNC Trijaya FM takes advantage of the comments column provided, but this stage is carried out manually so that MNC Trijaya FM does not respond quickly to responses or reactions from followers. On the point of responding quickly MNC Trijaya FM did not perform its role as a source of information, because comments were never answered. The last stage in managing is the optimal use of tools, at this point MNC Trijaya FM does not have a schedule in uploading posts on its Instagram, so it does not take advantage of the best time in managing Instagram, such as lunch hours and office hours, so the number of likes

Conclusion

From the results of the research and discussion conducted, the author uses The Circular Model Of Some Regina Lutrell in managing social media Instagram radio @mnctrijayafm. The model consists of 4 stages, namely share (share), optimize (optimize), manage (manage), engage (involve), has not been used optimally by admin @mnctrijayafm. Following are the conclusions of the use of this theory in social media management, namely the management of social media on Instagram @mnctrijayafm is good in creating content and spreading the message, but MNC Trijaya FM does not have a special strategy in building good relationships with followers, so engagement between MNC Trijaya FM and followers on Instagram @mnctrijayafm are still lacking.

Based on the author's findings, MNC Trijaya FM must make a quick response to the interactions provided by followers, so as to increase awareness of MNC Trijaya FM Instagram followers when receiving information and MNC Trijaya FM must improve strategies in fostering good relationships with audiences to increase interaction, such as giving away. on Instagram radio @mnctrijayafm, in order to increase engagement between MNC Trijaya FM and followers.

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