

INSTAGRAM AS A MEDIA COMMUNICATION FOR GOVERNMENT PUBLIC RELATIONS MINISTRY OF ENERGY AND MINERAL RESOURCES

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ABSTRACT – The era of digitization and information disclosure makes all information very easily accessible using new media. The number of explosions of information through changes in the industrial revolution caused the shift in the function of Government Public Relations (GPR) in government institutions. The GPR of the Ministry of Energy and Natural Resources (KESDM) needs to make adjustments to the way it communicates with the public, one of which is by using Instagram Social Media. This study focuses on Instagram as a communication medium for MEMR using the media richness theory (Media Richness Theory) and is supported by the Computer Mediated Communications Theory. The results show that Instagram is used as a tool for delivering GPR to the public by packaging information to be more interesting in a different way, thus making GPR provide its own wealth through Instagram in building relationships with the public.

KEYWORDS : instagram; government public relations; media richness theory

1. INTRODUCTION

In the current era of digitalization, social media is a platform where people with similar interests can connect and share ideas and opinions. In contrast, digital/new media are technologies such as applications, functions, and content production that provide exchange between users (Valentini & Kruckeberg, 2012). The development of social media is beneficial for the government to be able to communicate with the public, convey the information needed by the public

2020 became a turning point where the media was the main alternative communication channel. The Covid-19 pandemic, which was confirmed to be an outbreak by the World Health Organization (WHO) at the end of 2019, began in Wuhan, China. Furthermore, the Covid-19 spread to Indonesia in 2020, and Indonesia experienced a regional closure (lockdown), so the communication tool for disseminating information used was digital media (Putri, 2020).

The mining business sector of natural resources and energy is one of the global supporters of people's lives, including in Indonesia. For example, coal is widely used in everyday life as a power plant, producing gas products, supporting the aluminum industry and many others. Based on the 1945 State Constitution of the Republic of Indonesia Article 33, paragraph 3 it is stated that the earth, water and the natural resources contained therein are controlled by the State and used for the greatest prosperity of the people.

According to Saleng (2000) Conceptually, there is what is called the Right of State Control within the scope of managing (besturen) on minerals (mining materials) which according to Saleng (2000) is classified as strategic and is also a State Monopoly Right, clarified by a Constitutional Advocate (2021) which according to them that the right to control the state consists of several activities such as (1) policy (beleid), (2) regulation (regelendaad), (3) making arrangements (regelendaad), (4) managing (bestuurdaad), (5) perform management (beheersdaad), and (6) carry out supervision for the greatest prosperity of the people (Constitutional Advocate, 2021).

So from the basis of these rules the establishment of an agency, namely the Ministry of Energy and Mineral Resources Indonesia. Which operates as a supervisor for the course of business activities in the energy and mineral resources sector, MEMR aims to carry out government affairs in the energy and mineral resources sector and assist President in administering the state government (KESDM, n.d).

In carrying out its duties and providing information to the public, MEMR creates a special department that builds public relations. According to (Sari, 2017), Indonesia has begun to implement public relations practices recognized for their existence since the formation of the Government Bakohumas Public Information in 1971 which brings together public relations officials and staff within departments and government agencies and BUMN. Public relations in government is functioned to get feedback from stakeholders, and can also be referred to as Government Public Relations, the Ministry of Communications and Information Technology believes that Government Public Relations (GPR) is a priority program to ensure that the public knows what the government is doing and participates in development. (Kominfo, P., n.d).

The basis of GPR's work is the continuous management of information and communication to gain public understanding and support for Government Programs and Policies. On its official website (<https://www.kominfo.go.id/>) Kominfo also mentions several GPR work programs in Indonesia, namely (1) the government as a determinant of the agenda (agenda setting) of issues in society to develop public trust in the government as a source of accurate and reliable information, (2) Establish a communication network institution, (3) Develop and monitor the implementation of regulations on GPR, (4) Provide and disseminate public information content throughout Indonesia. (Kominfo, P., n.d).

Rakhmadi et al. (2015) in the book PR in Government said that GPR needs to be more strength because now there are many explosions of communication, in conclusion that currently the amount of information that arises makes the public and media only want the information they want so that the role of GPR ineffective public communication becomes problems that are not easy (Rakhmadi et al., 2015).

Besides that, Iriantara argues that currently there are developments in information and communication technology that shape the Industrial Revolution 4.0, according to him this has an impact on public relations/PR practices including GPR practices. One of the changes in practice from GPR activities is the inclusion of social media as an essential public relations medium (Iriantara, 2019). There has been a shift in the concept of government institutions from initially being change agents to now focusing on becoming service agents, which brings about changes in government GPR practices to support public services (Iriantara, 2019).

Meanwhile, according to Simatupang (2020) , there are four stages of industrial change that have been experienced namely: (a) era 1.0 where at this stage GPR practitioners must carry out their duties and activities traditionally, such as conducting monitoring activities manually, (b) GPR era 2.0, Tempo switched to a digital platform in this era of the birth of online media such as the Kompas newspaper. The flow of information flows because the media crew can make news anytime, anywhere, and about anything. If in the era of Public Relations 1.0, journalists were restricted on deadlines in the afternoon, now every time is a deadline. (c) GPR in the 3.0 era was when the public highly trusted social media. For social media, anyone can create and upload news. GPR must monitor offline media, online media and social media, (d) GPR 4.0 is an era when Artificial Intelligent (AI) and the era of big data were present, robots were able to write articles in the media and help write, find materials, or any. GPR is competing against fellow GPRs and competing with AI and robots (Simatupang, 2020).

Another challenge as GPR according to Press Release No. 226/HM/KOMINFO/06/2021 dated June 26, 2021 conveyed President Joko Widodo's directives to accelerate digital transformation with four main focuses. The Ministry of Communication and Informatics also revealed that it had completed the Indonesia Digital 2021-2024 roadmap, which focused on (1) Accelerating infrastructure to expand public access to the internet, (2) encouraging technology adoption, (3) increasing digital talent and, (4) finalizing regulations. supporters who aim to prepare a digital society.

According to Khan (2017), social media is an Internet-based platform that is very easy to use by the public and provides opportunities for users to create and exchange content such as exchanging information, exchanging opinions, and sharing common interests in many-to-many contexts. Khan also conveyed several characteristics of social media (Khan, 2017), including:

- 1) Considered a medium that allows interaction between users in many-to-many mode.
- 2) It is an open medium for feedback and participation through online discourse.
- 3) According to Khan (2020), social media content is owned and controlled by the users themselves, so is conveyed in social media is each individual's perspective or point of view.
- 4) Conversational media or social media is widely used for interaction.

- 5) Can be used to work with the masses because of its open nature. Social media allows users to easily build and maintain social and professional relationships.
- 6) Umumnya media sosial ini gratis dan dapat dengan mudah digunakan oleh masyarakat global. Generally this social media is free and can be easily used by the global community. Various kinds of social media platforms that does used by the general public.

Various kinds of social media platforms often used by the public in general, as reported by Merdeka.com news on April 13, 2021, are Youtube, Instagram, Facebook, Twitter, Line, Tiktok, Snapchat, Tumblr, Pinterest, Redditt (Anggraini, 2021). Instagram is one of the many social media used today, according to a survey conducted by We Are Social in January 2021, proving that there is an effective use of Instagram. It became the spotlight of Instagram as an information dissemination platform favored by the public.

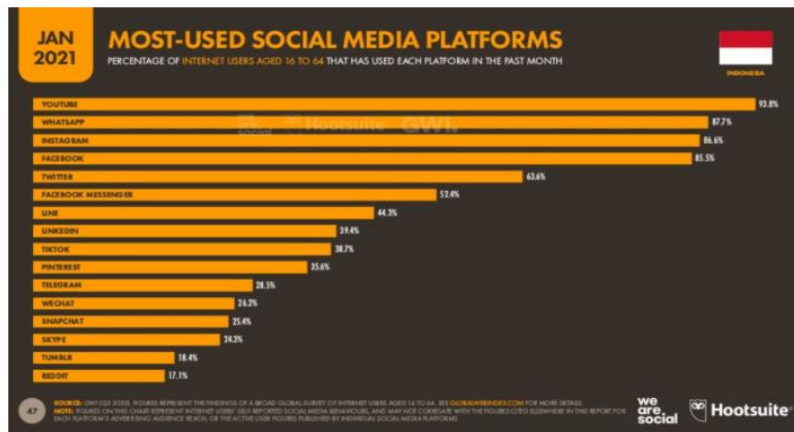


Figure 1: Social Media Usage Data
(We Are Social, 2021)

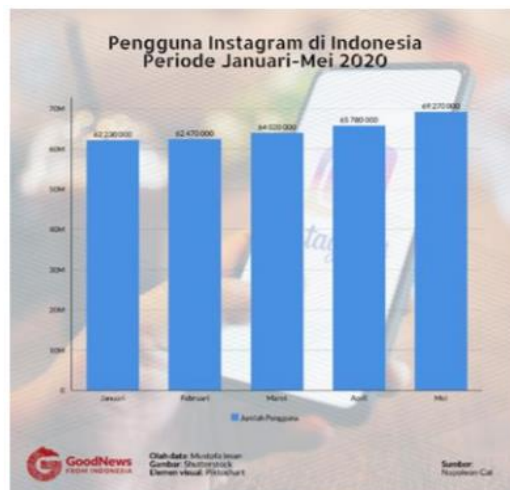


Figure 2: Instagram Usage Data
(Mustafa, 2020 & Tulung, et al., 2021)

In this discussion, the Ministry of Energy and Natural Resources of Indonesia (MEMR) which is the main focus of the research object also uses Instagram as a medium for disseminating information, it is known through its official account with the name @KESDM containing all information managed by the Bureau of Communication, Public Information Services and Cooperation. . From this the author assumes that Instagram is used as a concept in GPR activities by MEMR.

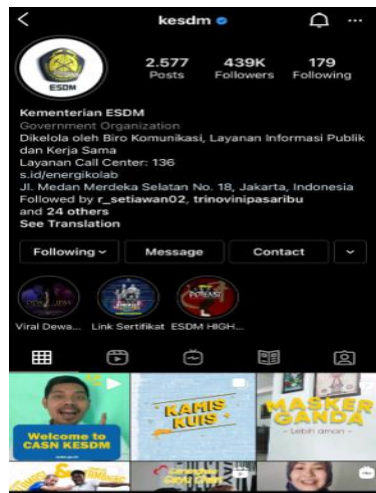


Figure 3 : Profile Instagram @kesdm
(www.instagram.com)

In 2018, the Ministry of Communication and Information Technology also produced a guide book entitled "Maximizing the Use of Social Media in Government Institutions," in which it stated four benefits of using social media by the government, (1) it can encourage government efficiency, (2) restore public trust which has fallen, (3) dealing with the times, and (4) means of communication in times of crises and natural disasters.

From the description of the background, the authors are interested in being able to analyze the use of Instagram as a medium of information and communication used applied as a concept of the Ministry of Energy and Mineral Resources' GPR activities aimed at the public.

2. RESEARCH METHODS

2.1 *Media Richness Theory (MRT)*

Media Richness Theory was introduced by Richard Daft and Robert Lengel in 1986 (Littlejohn & Foss, 2009). This theory describes the rich media, namely media that do face to face, this theory also pays attention to the ambiguity of information conveyed by organizations through media intermediaries (Littlejohn & Foss, 2009). Trevino, Daft, and Lengel (1990) present their consideration of this theory to subjective factors and discuss how each medium is represented as a "symbol" in an organization, based on current developments, instant messaging communication media and social media will be placed as more affordable channels than face to face.

Daft and Lengel, in developing this theory seek to help organizations overcome communication challenges, such as unclear and confusing messages, or conflicting interpretations of messages. The picture below is a message delivery according to Media Richness Theory developed through media intermediaries.

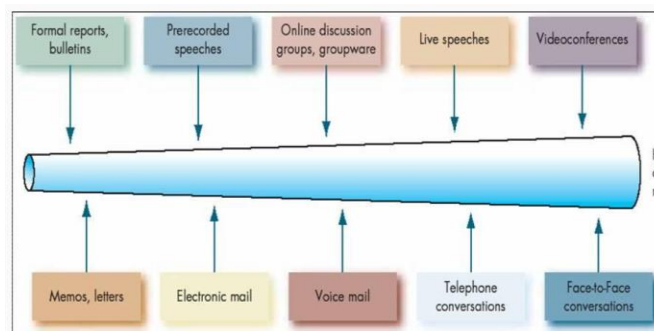


Figure 4 : Message Delivery Chart With Media Intermediaries (Sourcer: Bagaskara, 2017)

In conclusion, this theory emphasizes selecting a communication model based on message clarity and is associated with the richness of a medium used to communicate. Communication channels were selected based on their communicative level (Rumah Ilmu Indonesia, n.d). Daft and Langel in Maharani & Djuwita (2020) describe four criteria for measuring the "wealth" of a medium used to convey information. That is :

- 1) Immediate feedback: it can be explained how a media can provide the latest information and provide feedback or reply to responses as soon as possible.
- 2) Multiple cues can be interpreted by how the delivery of a message is conveyed through verbal and non-verbal, this depends on how the communicator tries to convey what is meant in various ways.
- 3) Language variety: The message conveyed by the sender must be adapted to varied and different ideas through symbols and language that can be readily accepted and understood by the receiver.
- 4) Personal source: it can be said that the source in the delivery of the message must be known.

2.1.1 Conceptual Framework:

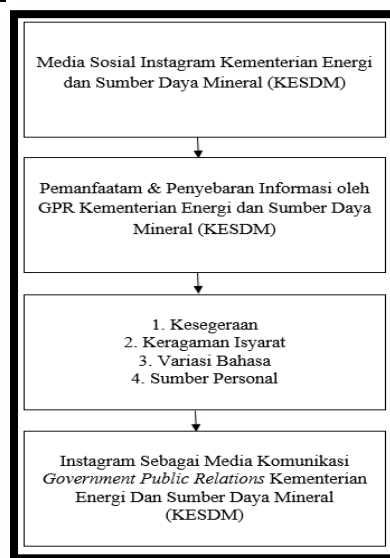


Figure 5 : Conceptual Adopted from Maharani & Djuwita (2020)

2.2 Computer Mediated Communication Theory (CMC)

According to (Littlejohn & Foss, 2009), in its understanding, it is a theory that explains computer-based communication or through computer intermediary media. Initially, all individuals communicated directly or face to face (Arnus, 2015), but as intermediaries developed using technology or computers by creating new media, individuals gradually used these media to communicate. Pratiwi (2014) argues that CMC is a new form of communication that marks an era of technological and social change.

Arnus (2015) stated that internet-based communication could make the public active and motivated to interact through media such as Instagram. Another view of Darmawan (2012) in Tulung et al (2020) explains that CMC is used to transfer communication technology, which can process messages or ideas and information that is true. According to Darmawan (2012) also, several dimensions can measure the extent to which the function of CMC is applied to social media (Tulung et al., 2020), between:

- 1) Accessibility: knowing the reach achieved is necessary for delivering information through the CMC process; according to him, a broad reach can effectively deliver the desired information.
- 2) Speed of Information: assesses the process of delivering messages by the sender to the recipient; in this theory, how fast the information conveyed can be received by the public (receiver).
- 3) Amount of Information: this dimension shows how much information is received through the CMC.

- 4) Cognitive Effectiveness: in the sense that CMC is considered capable of providing information effectively as needed.
- 5) Conformity of Information: this dimension shows that the information conveyed through the CMC is information that is appropriate and needed by the recipient of the message.
- 6) Motivation: through CMC, the message is expected to be able to motivate the recipient of the message.

The object of research in the discussion in this paper is *the Ministry of Energy and Natural Resources Indonesia* Instagram, which is a medium for information and communication facilities by GPR MEMR.

3. RESULTS AND DISCUSSION

The development of information and communication technology has been able to penetrate the use of communication media; this can also cause a shift in the role of GPR actors in government institutions to communicate digitally to the public. According to the analysis that has been carried out at this time, MEMR uses digital communication media, one of which is using Instagram. As can be seen, according to Widiastuti (2018), Instagram in Maharani and Djuwita (2020) has several components. This component can be seen through the MEMR's or KESDM's Instagram. That is :

- 1) Account Name: it can be seen from the official Instagram page of MEMR that the account name is the Ministry of Energy and Mineral Resources, which can be abbreviated in the account, namely @KESDM (Source: <https://www.instagram.com/kesdm/?hl=en>).
- 2) Profile Picture: The image on the official Instagram @KESDM uses the symbol of the government agency itself.
- 3) Profile Bio: can be interpreted as biodata listed for user information; on Instagram @KESDM, the BIO profile is submitted with an explanation from the manager from the Bureau of Communication, Public Information Services and Cooperation along with Call Center Service information: 136, besides that there is also a link that submitted to collaborate with MEMR.

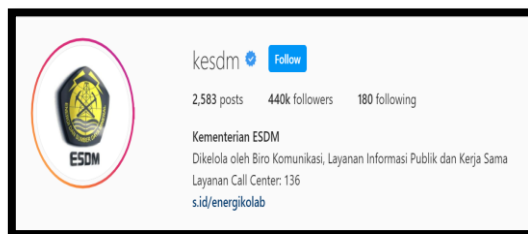


Figure 6: Instagram Profile @KESDM

(Source: <https://www.instagram.com/kesdm/?hl=en>)

From these components, it can be clearly described that the use of Instagram by MEMR, which is actively managed by GPR MEMR, has shown that MEMR can implement information disclosure through digital media. Another analysis using the MRT for the use of social media can be seen as follows:

- 1) Immediate feedback: from the immediacy of information, according to the author in the analysis via Instagram @kesdm, it is known that the information conveyed at this time is the latest information by its development, thus giving rise to feedback (feedback) from the public to MEMR posts that are focused on issues trending issues.
- 2) Multiple cues: According to the author, the vocal delivery of information through Instagram posts such as insta stories can directly speak or video recordings. At the same time, non-verbal it can be seen in the various content delivered. This shows that The Ministry of Energy and Mineral Resources seeks to do various ways so that the message conveyed can be received.

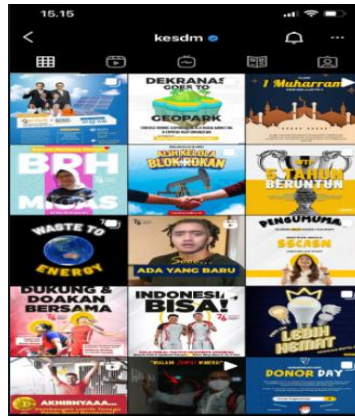


Figure 7 : Instagram Post/Content @KESDM

(Source: <https://www.instagram.com/kesdm/?hl=en>)

- 3) Language variety: The messages conveyed by MEMR are also very varied; the language presented on Instagram @kesdm also follows trends and is conveyed using Indonesian but still with a millennial concept.

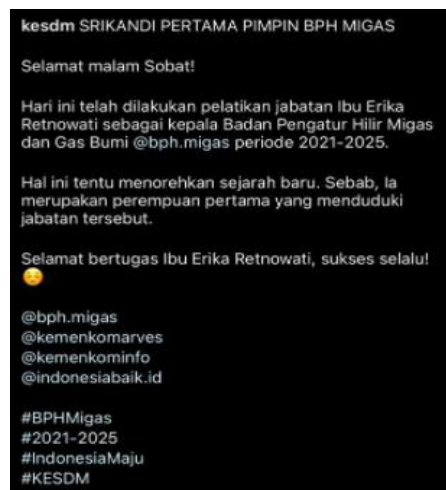


Figure 7 : Language Used @KESDM

(Source : <https://www.instagram.com/kesdm/?hl=en>)

- 4) Personal source: The source for posting on Instagram @KESDM has done by the GPR Ministry of Energy and Mineral Resources; other citation sources included. Reviewing the CMC elements on Instagram @KESDM wherein their activities through social media Instagram, you can find wealth from the media so that this can help the Ministry of Energy and Mineral Resources GPR reach the public.
- 5) Accessibility: the use of Instagram according to the researcher is extensive in scope everyone can disseminate posts on Instagram @kesdm to be seen by global citizens besides, adding the hashtag (#) feature in their posts makes the information search process more accessible. Instagram @kesdm itself already has a known number of followers of 441k as of August 13, 2021



Figure 8 : Number of Instagram Followers @kesdm
(Source:<https://www.instagram.com/kesdm/?hl=e>)

- 6) Information Speed: Talking about speed, it can be seen that the information submitted on the Instagram @KESDM social media account is updated information.
- 7) Amount of Information : Posts in the Instagram @kesdm social media account can show how much information is conveyed to the public and is a factor in enriching Instagram as a GPR media. Besides, the responses obtained from the public on online media show the richness of this information.
- 8) Cognitive Effectiveness: The information conveyed by the MEMR GPR is general. Many things, such as the regulation socialization agenda or the cooperation agreement fronted by the MEMR, are also conveyed through their Instagram. It makes adequate information acceptable to the public.
- 9) Relevance (Conformity of Information): according to the researcher, the things on Instagram media are very relevant to the needs of the public.
- 10) Motivation : Many messages, both verbal and non-verbal, become motivations for the public, especially followers on Instagram @KESDM, announcements of the National Civil Service Apparatus Candidate (CASN) MEMR, or information about the stimulus for reducing electricity bills, which points This can help increase motivation.

4. CONCLUSION

In the era of information, much communication is carried out using internet-based technology or media intermediary services. GPR, which ideally is a public service from a government institution, must be able to encourage the active role of the public in viewing the quality and satisfaction of the services of government institutions.

One of the activities that GPR can carry out is using other media that can be accepted by the public and facilitate access within reach of information. One of the communication strategies carried out is using social media Instagram.

In addition, GPR in the government is expected to be able to develop competence in its field to keep pace with changes in GPR that occur at any time.

5. ACKNOWLEDGEMENTS

We would like to thank all those who helped make this article.

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