

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Social Media Strategy of the Instagram Account @DJPL_DISNAVPRIOK as a Medium for Public Information Dissemination

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ARTICLE HISTORY

Received: May 20, 2025

Revised: June 29, 2025

Accepted: June 30, 2025

DOI

<https://doi.org/10.52970/grmilf.v5i2.2003>

ABSTRACT

This study aims to identify and analyze the Instagram usage strategy by Navigation District Type B Tanjung Priok (@djpl_disnavpriok) as a public information dissemination medium. Using qualitative descriptive methods and a case study approach, this research involved structured interviews with account managers and related data analysis. Findings show that although the account actively publishes informative content, there are challenges in maintaining engagement and content quality consistency. The implications suggest that the Instagram management strategy needs continuous evaluation and adjustment to achieve optimal public communication goals. This study contributes both practically and theoretically to the development of public communication strategies through social media in the digital era.

Keywords: Strategy, Instagram, Public Information, Social Media, Public Communication.

I. Introduction

In the rapidly developing digital era, information technology has significantly influenced various aspects of human life, including government administration. Advances in information and communication technology have transformed the way public information is disseminated, contributing to improvements in the quality of public services. These technological developments not only facilitate interpersonal communication but also enable government institutions to convey information to the public more effectively and efficiently. Social media has emerged as one of the most prominent platforms for public information dissemination, with Instagram becoming one of the most widely used applications due to its visual, interactive, and easily accessible features. With more than one billion active users worldwide, Instagram provides an effective medium for delivering information that can be accessed anytime and anywhere. In



Indonesia, the use of social media by government institutions has become increasingly common as part of efforts to enhance transparency, encourage public participation, and support information openness.

One government institution that actively utilizes social media is the Navigation District Type B Tanjung Priok under the Directorate General of Sea Transportation. This agency is responsible for ensuring maritime navigation safety, providing early warnings related to weather conditions and potential disasters, and disseminating other essential maritime information to the public. To support these responsibilities, the institution manages the official Instagram account @djpl_disnavpriok as a medium for disseminating public information. Instagram is not only used as a channel for information delivery but also serves as a platform for building closer relationships between the institution and the public. Through interactive features such as comments, direct messages, Instagram Stories, live streaming, and IGTV, the agency can interact directly with users, receive feedback, and respond quickly to public questions or concerns, while also presenting diverse content ranging from official announcements to documentation of field activities. Despite its advantages, the use of social media in a governmental context also presents various challenges. The rapid and uncontrolled flow of information increases the risk of misinformation or hoaxes, which can influence public opinion and potentially damage institutional credibility. Therefore, a well-planned and strategic approach to social media management is required to ensure that the information disseminated is accurate, relevant, credible, and beneficial to the public. Based on this context, this study aims to explore and analyze the strategy implemented by the Navigation District Type B Tanjung Priok in utilizing Instagram as a medium for effective public information dissemination, with the research question focusing on how the institution strategically manages Instagram to achieve its communication objectives.

Previous studies have shown that Instagram can be an effective medium for public communication when managed strategically. Maharani and Djuwita (2020) examined the use of Instagram by the Semarang City Government using a qualitative descriptive approach and found that Instagram contributed to increased transparency and public participation, although challenges in managing public feedback remained. Similarly, Prayoga and Primadani (2021) demonstrated that Instagram functioned as an important information medium for the Vespa enthusiast community, influencing changes in public perception through relevant and engaging content. Research by Sazali and Sukriah (2021) also indicated that Instagram was effectively utilized by educational institutions to enhance visibility and build a positive public image, emphasizing the importance of consistent and relevant communication strategies. Furthermore, Nafsyah et al. (2022), through a qualitative content analysis, found that collaborative and well-designed Instagram content significantly increased audience engagement and interaction. Collectively, these studies provide a strong theoretical foundation for understanding the strategic use of Instagram in public communication while highlighting the need for effective management strategies, particularly in the context of government institutions.

II. Literature Review and Hypothesis Development

Social interaction is a fundamental aspect of communication that occurs between individuals or groups within a social environment. According to Gillin and Gillin (in Diyanti & Awalya, 2022), social interaction is defined as a dynamic social relationship that takes place not only between individuals but also between individuals and groups, as well as among groups. This interaction involves reciprocal influence and may be expressed through both verbal and non-verbal communication. Social interaction encompasses various relational forms, including individual-to-individual, individual-to-group, and group-to-group interactions. In the context of social media, these interactions occur virtually, enabling users to communicate and establish relationships without geographical limitations.

George C. Homans (in Yunistiati et al., 2014) emphasizes that social interaction within groups is characterized by several essential aspects. First, groups are formed based on common motives or shared purposes among their members. Second, group members often experience a similar emotional atmosphere, leading to shared emotional responses toward particular situations. Third, social interaction involves actions

and interactions that reflect cooperation and mutual assistance among members. Homans further explains the existence of a triangular process in social interaction, in which actions, interactions, and sentiments form a dynamic structure that can naturally give rise to leadership within a group. Additionally, social interaction should be viewed from a totality perspective, where group members continuously adapt to their social environment. This adaptation process results in adjustments that do not eliminate individual behavioral variations, indicating flexibility within social interactions. Social media, on the other hand, is a digital platform that enables users to create, share, and exchange information, ideas, and experiences within virtual communities. Hanafi and Rahim (2017) argue that social media functions not only as a medium for self-expression but also as a facilitator of social relationships in the virtual sphere. The presence of social media has significantly transformed communication patterns, shifting from direct, face-to-face interactions to technology-mediated communication that can be accessed anytime and anywhere.

Agustinus Gulo (2023) identifies seven main characteristics of social media that distinguish it from conventional media. Social media is built upon an extensive internet network structure that allows the formation of broad social networks and communities. Information plays a central role, as users develop identities, create content, and interact based on the information they access and share. Social media also functions as an information archive, enabling content to remain available and accessible over time. Interactivity is another defining feature, allowing users to engage through commenting, reacting, and sharing content. Moreover, social media simulates social life by establishing norms, rules, and ethical standards that guide user behavior, similar to those found in real-world social interactions. User-generated content is a key element, as users act as the primary creators of information and entertainment. Finally, social media facilitates content distribution, where information is not only produced and consumed but also redistributed and further developed by other users. In the governmental context, social media serves as an effective communication tool for disseminating public information and fostering interaction between government institutions and the public. Through social media, governments can enhance transparency, encourage public participation, and deliver accurate and timely information to the community.

III. Research Method

This research adopts the constructivism paradigm, which views social reality as something that is socially constructed through interactions between individuals or groups. Within this paradigm, the use of Instagram by the Navigation District Type B Tanjung Priok is understood as a form of social communication that is constructed through continuous interaction between the institution and the public. The constructivist approach emphasizes subjective meanings, interpretations, and understandings of social actions that emerge in the use of social media, particularly in how public information is produced, conveyed, and interpreted by different actors. The research employs a qualitative descriptive method with a case study approach. This method is chosen because it allows the researcher to explore in depth the strategies used by the Navigation District Type B Tanjung Priok in managing Instagram as a medium for public information dissemination. Data are collected through interviews and content analysis of the official Instagram account @djpl_disnavpriok. Through a qualitative approach, the researcher can capture the internal dynamics of social media management as well as external factors related to public responses and interactions that influence the public communication process.

This study is categorized as a case study research, as it focuses on examining a specific phenomenon within its real-life context, namely the use of Instagram as a public information dissemination tool by the Navigation District Type B Tanjung Priok. The case study approach enables a comprehensive understanding of communication strategies, interaction patterns, and challenges faced by the institution in utilizing social media for governmental communication purposes. The study uses both primary and secondary data sources. Primary data are obtained directly from original sources through interviews with individuals involved in managing the Instagram account @djpl_disnavpriok. These informants include the head of the human

resources and public relations division, social media administrators, the creative team, and social media data analysts. Primary data provide in-depth insights into decision-making processes, content planning strategies, operational practices, and challenges encountered in social media management. Secondary data are collected from relevant literature, reports, regulations, and documents related to public communication and social media use by government institutions. These data serve to support and enrich the analysis of primary data by providing a broader theoretical and empirical context.

In qualitative research, the object of study refers to the main focus of the research, while the subject refers to the sources of data or informants. In this study, the research object is social media, specifically the Instagram account @djpl_disnavpriok, which functions as a medium for public information dissemination. The research subjects consist of the followers of the Instagram account as well as the public relations officers and individuals responsible for managing and producing content for the account. Data collection is conducted through several techniques. Interviews serve as the primary data collection method and are carried out using a semi-structured format. This approach allows the researcher to ask predetermined questions while providing flexibility for informants to elaborate on their experiences, perspectives, and opinions. The interviews focus on roles, communication strategies, content management, and challenges in utilizing Instagram for public communication. Observation is conducted by monitoring activities on the Instagram account, including posted content, audience engagement, comment interactions, and direct messages. This technique enables the researcher to examine how communication strategies are implemented in practice and how the public responds to the disseminated information. Documentation is also used to collect supporting data from internal reports, social media performance metrics, engagement analyses, and other related documents that provide insight into the operational and administrative aspects of Instagram management. In addition, a literature review is conducted by examining books, journal articles, and previous studies related to communication theory, social media, public relations, and government communication, which helps strengthen the theoretical framework and interpretation of the findings.

Data analysis in this study follows systematic stages. The first stage is data reduction, which involves selecting, simplifying, and focusing the collected data based on relevance to the research objectives. This process helps identify important patterns and themes emerging from interviews, observations, and documentation. The second stage is data presentation, where the reduced data are organized and presented in the form of narrative descriptions, tables, or visual representations to facilitate understanding and interpretation of the findings. The final stage is verification and conclusion drawing, in which the analyzed data are carefully examined to ensure accuracy and consistency before drawing conclusions that address the research question. To ensure data validity, this study applies triangulation techniques, including source triangulation and method triangulation. Source triangulation is conducted by comparing data obtained from different informants and documents, while method triangulation involves comparing findings from interviews, observations, and documentation. Through these techniques, the credibility, reliability, and trustworthiness of the data are strengthened, providing a solid basis for drawing research conclusions.

IV. Result and Discussion

4.1. The Use of Instagram as a Public Information Dissemination Medium

The findings indicate that the Instagram account @djpl_disnavpriok has been effectively utilized by the Navigation District Type B Tanjung Priok as a medium for public information dissemination. The account serves as a channel for delivering institutional information, public education, and documentation of operational activities. The management of the account is conducted in a structured and continuous manner, ensuring

consistency and alignment with the agency's duties and functions. This finding supports previous research by Maharani and Djuwita (2020), which showed that Instagram can enhance transparency and public information access when managed systematically by government institutions.

4.2. Organizational Structure and Role Distribution in Social Media Management

The management of the Instagram account is coordinated by the Human Resources and Public Relations Subdivision and involves several key roles, including the Head of Subdivision, Social Media Staff, Creative Team, and Social Media Data Analysts. Each role contributes to different stages of the communication process, ranging from strategic planning and content production to performance evaluation. This collaborative structure demonstrates that effective government social media management requires coordinated teamwork and clear role distribution. Similar findings were reported by Sazali and Sukriah (2021), who emphasized that structured coordination and consistency are essential for achieving institutional communication goals through Instagram.

4.3. Instagram Content Management Strategy

The content management strategy implemented for @djpl_disnavpriok emphasizes consistency in posting frequency, visual alignment with institutional identity, and relevance of information. Content production follows several stages, including idea formulation, visual production, revision, and publication. The use of digital design tools supports content quality and professionalism. This approach aligns with the findings of Nafsyah et al. (2022), who noted that well-planned and systematically produced Instagram content contributes significantly to increased engagement and content attractiveness.

4.4. Collaboration to Expand Information Reach

Collaboration with other government institutions and external parties, including influencers, is employed as a strategy to expand audience reach and enhance content visibility. Such collaborations help diversify perspectives and strengthen message credibility. This finding supports the argument by Nafsyah et al. (2022) that collaborative content strategies can improve interaction and public response on Instagram, particularly in organizational communication contexts.

4.5. Interaction with Followers and Audience Engagement

Interaction with followers is one of the main objectives of managing the @djpl_disnavpriok Instagram account. The account managers make efforts to respond

promptly to comments and direct messages and to create content that invites interaction. However, the level of engagement in the form of comments and discussions remains relatively low. This condition is influenced by the predominance of informative content, which tends to be one-directional and less participatory. Similar observations were made by Maharani and Djuwita (2020), who found that although Instagram improves information dissemination, managing audience interaction and feedback remains a challenge for government institutions.

4.6. Instagram Account Performance Evaluation

The performance of the Instagram account is evaluated regularly using Instagram Insights, focusing on indicators such as engagement rate, reach, and impressions. Performance evaluation is conducted both on a daily basis and through monthly reports and internal meetings. The results of these evaluations are used to refine future content strategies and improve underperforming content. This practice reflects the importance of data-driven decision-making in social media management, as also highlighted by Nafsyah et al. (2022) in their analysis of Instagram-based communication strategies.

4.7. Challenges in Managing Government Social Media

Despite its effectiveness, managing the Instagram account presents several challenges. The main challenges include maintaining content quality consistency, increasing audience engagement, and ensuring the speed and accuracy of information dissemination, particularly related to maritime safety and emergency conditions. These challenges are consistent with findings from previous studies, which note that the dynamic nature of social media requires continuous adaptation and innovation to remain relevant and effective (Sazali & Sukriah, 2021).

4.8. Alignment of Content with Public Needs

From the followers' perspective, there is a demand for more practical and directly applicable information, such as maritime weather updates, safety alerts, and navigation guidelines. This indicates a gap between institutional content and public expectations. Addressing this gap is essential to enhance the effectiveness of Instagram as a public communication tool. Prayoga and Primadani (2021) similarly emphasized that content relevance plays a crucial role in shaping audience perception and engagement, even within specific communities.

V. Conclusion

This research demonstrates that the management of the Instagram account @djpl_disnavpriok by the Navigation District Type B Tanjung Priok has been well-executed through effective coordination among various management roles, including the Head of Human Resources and Public Relations Subdivision, Social Media Staff, Creative Team, and Social Media Data Analysts. The content strategy employed has successfully captured the audience's attention through consistent postings, attractive visuals, and collaborations with other parties. However, adjustments are still needed to make the content more relevant to the public's practical needs, particularly related to maritime safety and weather information.

Although efforts have been made to increase interaction, follower engagement levels remain low, indicating the need for more interactive and participatory content approaches. Routine and continuous performance evaluations through engagement analysis and monthly reports are key to adjusting strategies and ensuring effective public communication. The management also faces challenges in maintaining content quality consistency, increasing engagement, and ensuring information relevance, all of which require continuous innovation and adaptation to trends and audience needs. Thus, Instagram has proven to be an effective communication tool for public information dissemination and for building a positive institutional image. However, its success heavily depends on adaptive and interactive management strategies. Suggestions: For future research, it is recommended to conduct comparative studies with other government agencies that also use social media as a public communication tool. Additionally, quantitative approaches could be considered to measure the impact of social media usage on public participation and satisfaction more objectively. Further research could also explore the use of other social media platforms, such as Facebook or Twitter, which may have different audiences.

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