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Instagram Social Media as Peruri's Public Relations Strategy in Communicating with the Public

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Abstract
Social media provides almost unlimited connection opportunities. Organizational public relations place social media as a platform for carrying out public communication and strategic communication. Determining how to approach and forge relationship between the institution and the community is a strategic communication that the organization needs to put forward. Perum Peruri as the Money Printing Public Company of the Republic of Indonesia manages Instagram social media as part of the effort to communicate with the public. This study aims to see and describe how is Peruri's public relations strategy to utilize Instagram as a means of communication with the public. This research focuses on activities carried out in digital media; characteristics of digital media use; and strategic planning for communicating with the public. This research uses a qualitative approach and descriptive research type. The research took place for three months from October to December 2021. Data of the research was collected through an interview with Yahdi Lil Ihsan as the Secretariat, Protocol and Corporate Communication Bureau of Peruri, and observations through social media monitoring. The results of the study show that the Management of Instagram social media by Peruri aims to build an image as digital security with guaranteed product authenticity and safety. Peruri's PR uses social media as its strategy for communicating with the public. The strategy comprises five stages including mapping the institution's image in the eyes of the public, conducting editorial planning, collecting data to create content, distributing content through Instagram social media, and evaluating (monitoring).
Keywords: Instagram; Social media; Social media management; Social media strategist;

Introduction
In order to achieve its goal of providing convenience to everyone in accessing information and communicating with the public, Perum Peruri as the Money Printing Public Company of the Republic of Indonesia manages digital media. Public Relations of a company needs to actively innovate through digital media. Referring to facts and data, the number of internet users continue to increase every year. The results of a survey conducted by APJII in 2021-2022 show that the number of internet users in Indonesia increased by 3.32% from 73.70 million to 77.02 million in 2019-2020 (APJJI, 2022). Hootsuite (We are Social) data for 2022 shows that WhatsApp, Instagram, Facebook, Tiktok, and Telegram are the top five most frequently used by Indonesian people (Hootsuite, 2022). In this regard, Peruri's public relations team actively disseminates

information on its programs and activities including those that have been, are being and will be carried out by the company through its digital public relations media.

Public Relations of Perum Peruri utilizes and manages five types of social media as corporate digital media and each has its own function. First, Instagram social media with the account name @peruri.indonesia. Instagram social media functions to share related photos and videos, activity documentation, Peruri product information, BUMN webinar information, holiday greetings, infographics about Peruri products, and information on activities carried out by Peruri or collaboration events (for example vaccination events).

Apart from Instagram, the content is presented on peruri.indonesia Facebook is not much different from Instagram, but the caption or description of the photo/video is longer and more complete. On social media Twitter, Peruri uploads mostly company news and news about the Covid-19 vaccine and retweets news or information related to Peruri.

Youtube is used to share documentation of activities in the form of videos, company profiles, and product introductions to Peruri. Peruri's website provides product information, press releases, financial reports, annual reports, corporate governance, investor relations information, and career information.

The Public Company for Printing Money of the Republic of Indonesia (Perum Peruri) was established on September 15, 1971, in accordance with Government Regulation (PP) No. 60 of 1971. Peruri was a combination of two companies with the same line of business, namely State Enterprises (PN) Arta Yasa and PN Pertjetakan Kebayoran. Article 3 of Government Regulation No. 60 of 1971 stipulates that the purpose and field of business of Peruri is printing printed matter, securities, and producing other metal goods for the Government, Bank Indonesia (BI), State

Institutions, and the public. In addition, the Government Regulation also emphasized that Peruri could carry out activities outside its businesses with the approval of the Minister of Finance guided by rational economic principles and principles. Peruri was also designated by the government as the only state-owned corporation (BUMN) to print money in Indonesia.

Peruri's mission as a money printing company is "Producing quality products with high-security values that are the pride of the nation", therefore, they strive to make Peruri's products able to create a sense of pride, not only for Peruri but also the users of the products. In addition, one of Peruri's values is innovation, namely introducing new ideas, new goods, new services, and new ways that are more useful. In order to achieve the mission and value of innovation, the steps taken by Peruri's public relations are to disseminate information and communicate with the public through Instagram and social media.

Instagram social media with the username @peruri_indonesia has 31.3 RB followers and 1,405 posts and the Peruri website is also listed in its Instagram bio. Peruri is active in posting photos and videos of their activities or activities. Of the six digital media platforms used by Perum Peruri, social media Instagram has more followers than the others. In addition, social media is the gateway for digital communication to eliminate barriers between institutions and their audiences. Hence, research related to how Perum Peruri as the only BUMN designated by the government to print money in Indonesia manages its Instagram social media is interesting to study. The purpose of this study is to describe Peruri's public relations strategy in managing Instagram social media as an effort to communicate with the public.
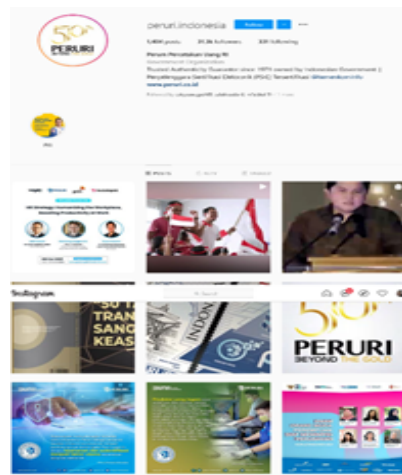
Figure 1. View of Peruri's Instagram Homepage
Source: Instagram Official Account (@peruri.indonesia)

Instagram social media @peruri.indonesia provides information related to Peruri products such as money, stamps, important documents, digital stamps, digital signatures, digital stamp duty, and others, such as documentation of activities and information on BUMN events. These products target the government, agencies, or large companies that are starting or are ready to change their way of working to go digital. Product-related information was also informed to the wider community as education.

Figure 2. Information on Peruri products on
Instagram @peruri.indonesia
Source: Instagram Official Account
@peruri.indonesia

Theoretical Framework

Communication and Information explains that social media is interactive media, so public relations must use it to get closer to the public. Public relations must be able to follow the rhythm of social media, communicate directly, and respond quickly. In addition, social media also reaches the wider public so that an understanding is needed to disseminate information and conduct cross cultural communication. For some circles, social media is considered anti-social. To avoid

this stigma, a publicist must be able to balance the role of online communication media with direct communication with the public, especially internal publics who are physically and geographically very close (Kominfo, 2018).

"The reason why social media is so much more effective than the conventional marketing that we've done for the last 6,000 years is that it's two-way communication, not pontification … By building relationships through social media, you build a more lasting trusted relationship that will result in more sales, fewer returns, and greater word of mouth." (Safko, 2010).

The Ministry of Communication and Information stated that the formulation of a grand social media strategy for government institutions is related to determining the approach and the relationship that the institution and the public want to forge. Later, each program or content created will certainly be made using its own specific strategy. This general strategy needs to be made as the main reference in any content or program created on an institution's social media. The first thing to consider in preparing an institution's social media grand strategy is determining the main message.

The main message, if explained simply, is the main message to be conveyed in the entire series of social media activities of government institutions. The goal is that the message conveyed can be easily received as a whole and coherently both logically and emotionally by the public or in the case of social media programs, they are familiarly known as netizens. The main message must be determined at the beginning of the institution's social media program's implementation to maintain the message's continuity. The main message created for an institution's social media is the result of a synergy of the government's vision and mission in general with the vision and mission of the institution itself (KOMINFO, 2018).

Components that need to be raised in determining the main messages to be conveyed by government agencies in their social media programs, namely: (1) Character: Manifesting the image of government institutions into a character; (2) Main Goals: The main goals to be achieved by government agencies; (3) Main Motive: The main motivation of government

institutions in achieving goals; (4) Main Story: Providing an overview of the struggles that are being pursued including the challenges faced by the institution in achieving its goals; and (5) Details: Including certain details so that the main message can be conveyed in its entirety and is easier to understand (KOMINFO, 2018).

Material and Methodology

This study uses a post-positivism paradigm that relies on the ability to observe the object under study directly. The research took place for three months starting from October to December 2021 using a qualitative approach and a descriptive research type, where the findings to be studied cannot be achieved using statistical or measurement procedures. Data of the research was collected through interviews with Yahdi Lil Ihsan of the Secretariat, Protocol and Corporate Communication Bureau of Peruri, and observations by means of social media monitoring. The results of data collection are presented in narrative form. The technique of selecting informants was carried out using a purposive sampling technique, namely the technique of determining informants with certain considerations or criteria (Sujarweni, 2014).

Result and Discussion

Geographical audience segmentation grouped by location, Instagram @peruri.indonesia has a target audience that is in urban areas, because companies and governments that use Peruri products, especially digital products and are ready for digitization, are companies in urban areas. Furthermore, many large companies operate in urban areas. The information presented on Instagram @peruri.indonesia can be educational for the wider community, especially the millennial generation and also Gen Z who are 20-30 years old because there is a lot of information related to webinars held by BUMNs with major sources such as BUMN chairmen, CEOs at several large companies, Human Capital Leader, HR, and many more.

Talking about target segmentation and media used to reach audiences, Ashrianto & Yustitia (2020) stated in their research results that experience and satisfaction are the reasons why each individual has a different value assessment of each media. It is interesting to note that so far millennials and Z generations have often been regarded as groups that are very

familiar with social media use, but this research shows that this is not entirely true. Social media is used along with other media to meet their information needs in terms of speed, diversity and depth.

Looking at demographic audience segmentation, Instagram @peruri.indonesia is open to the public or the account is not private. So anyone can see posts from Instagram. But looking at followers, the demographic audience for Instagram @peruri.indonesia is as follows: (1) Socio-economic status: middle to upper class; (2). Age: 20-56 years; (3) Gender: male and female; (4) Religion: All religions; (5) Education: SMA, S1, S2, and S3; (6) Occupation: Students, BUMN employees, and non-BUMN employees.

Presentation of information on Instagram @peruri.indonesia with products, documentation of activities, and BUMN events aims to provide information to the public and the government. Psychologically, the target audience are people who have a modern lifestyle. In this modern and practical era, people are required not to be left behind in all things, including in the field of technology. Many people are competing to be the best in terms of understanding technology. Peruri products are used by agencies/companies and the government, so the person's interest and motivation are to make their work more efficient and also make companies and governments more advanced.

Based on the audience segmentation analysis conducted, the Instagram social media

team @peruri.indonesia carries out planned management of the Instagram social media they manage. In this case, the researcher will divide the explanation into three parts, namely activities carried out in digital media; characteristics of digital media use, and strategic planning carried out.

Instagram social media activities are quite active in sharing information on Instagram social media @peruri.indonesia. Researchers' monitoring of the activities carried out on Peruri's Instagram from October to December 2021 showed that Peruri uploaded content on Instagram 2-3 times a week, by making a maximum use of various features provided by Instagram. Following are activities, features, and types of content uploaded by @peruri.indonesia:

Instagram feed feature. On Instagram feeds, @peruri.indonesia is very active in uploading content in the form of photos and videos. The types of content uploaded are in the form of photos/images, press releases, BUMN information, and commemorations of religious and national holidays. For the type of photo/image, currently, Peruri has just launched an Electronic Stamp product, therefore some of the content created often discusses Electronic Stamp information. In addition, other information content-related products uploaded include information on money, important documents, Peruri Sign, and other digital security products.

Figure 3. Information on Electronic Stamp Products on Instagram @peruri.indonesia
Source: Instagram Official Account (@peruri.indonesia)

Among the three types of information content, information related to digital stamp duty has received the most attention from the public. The public has commented a lot on Digital Stamp posts because the product has

just been launched and is being used by several companies, one of which is the content in figure 3 which received 698 likes and 55 comments. Here are some of the comments on the post.

id_kelvin88 Min saya dr 15 Okt 2021 udah lunas tp d tulis kuota masih nol, udah WA tp gaa d jawab.. gmana ni min?

6w   Reply

—— View replies (23)

grota.n.h @id_kelvin88 sudah sering di WA, sampai tunjukkan bukti, pada akhirnya dibilang "Kami akan sampaikan kepada tim untuk eskalasi" ujar timnya

1w   Reply

id_kelvin88 @grota.n.h bener mas, sama juga kayak gtu, semoga lekas di tambah kuota nya ya... Aamiin

edwin_giovanni95 Ohh... Linknya dah berubah kah? Pantas aja meterai elektroniknya gak masuk2 di akun saya. Trnyata saya mendaftar di website palsu. Padahal saya dah 2 kali melakukan pembelian di website tu 😠😱🤬

6w   Reply

—— Hide replies

peruri.indonesia @edwin_giovanni95 link yang benar e-meterai.co.id ya pak

5w   Reply

angeliaprasetya Susah banget mau login ke web. Selalu dibilang gagal login "nama/password salah". Sudah diganti dan masuk dgn password baru pun tidak bisa 🙍

6w   1 like   Reply

—— View replies (1)

peruri.indonesia @richrini silahkan cek dm kak

5w   Reply

angeliaprasetya @peruri.indonesia solusinya apa yaa?

5w   Reply

perdanash @angeliaprasetya kalau aku membubuhkan meteri gagal terosss e mlh hangus meterainya

1w   Reply

Figure 4. Audience comments on @peruri.indonesia's post regarding Electronic Stamp Product Information
Source: Official Account Instagram (@peruri.indonesia)

On average comments that flooded the post are related to the public comments on the same thing, namely the problem of buying e-stamps, verification of e-stamps, what types of documents can use e-stamps, and constraints on using e-stamps for company documents. Some of these comments were responded to by the admin to be followed up via Direct Message (DM), and several comments have not had a reply until now. Here are comments that have received no replies yet.

Figure 5. Audience comments on posts by @peruri.indonesia
regarding Electronic Stamp Product Information
Source: Instagram Official Account (@peruri.indonesia)

The second type of content uploaded via the feed is a press release. Press release of Relations Division of Public which is an organization or company is submitted to the press manager/editor of the mass media for publication. However, along with the development of technology and the internet and the presence of social media and the web, press releases are no longer published by the mass media only, but companies can also directly publish news and photos on social media and their website, such as press releases regarding the launch of electronic stamps, ceremonies product releases, award winnings, and CSR programs published on feeds Instagram @peruri.indonesia.

Figure 6. Press Release "*Peruri Kembali Raih Penghargaan pada SNI Award 2021*"
Source: Official Account Instagram (@peruri.indonesia)

Among the many press releases uploaded, the press release related to "Peruri Kembali Raih Penghargaan pada SNI Award 2021" received the highest number of likes and

comments" with 339 likes and 3 comments. There is one comment that fits the post, namely congratulating Peruri on winning the award and two comments that are outside the context of the post.

The third type of content uploaded to the feed feature is BUMN Information. The interesting thing on Instagram @peruri.indonesia is that there is content about "BUMN Information" where they provide information about activities carried out by BUMN and other BUMN news. Not all state-owned companies upload this content. Based on the results of researchers' observations, only Peruri provides this "BUMN Information" content. The following is some of the "BUMN Information" content uploaded on Peruri's Instagram.
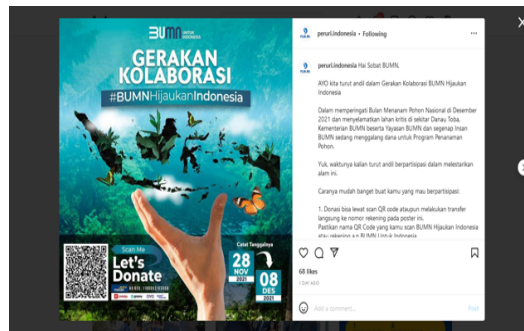

Figure 7. BUMN Information Content
Source: Instagram Official Account (@peruri.indonesia)

The content that has the most number of likes is the Figure 6 post, which is about "Collaborative Movement", with likes 71

The next type of content uploaded via the feed is the commemoration of religious and national holidays. Each company has content regarding the commemoration of religious and national holidays, where the content is in the form of holiday greetings to celebrate and also respect. The post that has the most number of likes and comments is on the commemoration of Pancasila Sanctity Day with 112 likes and one comment.

IGTV Videos Feature. IGTV is an Instagram feature that allows its users to upload videos with a longer duration of 1-15 minutes. This feature is used by Instagram Peruri to upload video content related to various information, such as product launch information and company information.

Figure 8. Product Launch Video
Source: Instagram Official Account (@peruri.indonesia)

The post "Product Launch Video" received the most attention from the public. This can be seen from the 3,519 views, 272 likes, and 15 comments. In the Comments column, many people complain about the obstacles in buying and using the e-stamps.

Figure 9. Comments on customer complaints regarding e-taper stamps
Source: Instagram Official Account (@peruri.indonesia)

Video *Reels Feature.* This Instagram feature, which was just launched in 2021, allows users to create short 15-second videos with a choice of audio, effects, and other creative tools. Instagram @peruri.indonesia uploaded reels and got 122 likes, 1 comment, and played 4,209 times by Instagram users.

Figure 10. Content *Reels*
Source: Instagram Official Account
(@peruri.indonesia)

In addition to analyzing the activity on Instagram social media that was carried out, researchers also analyzed the characteristics of social media usage @peruri.indonesia. The content published on Peruri's Instagram is informational content from Peruri products whose purpose is to provide socialization and education regarding products. Peruri wants to build an image as a digital security company with guaranteed product authenticity and safety. Shaleh & Furrie (2020) in his research results show that Instagram as a publication medium is very possible to improve the image of an institution, even through the distinctive

characteristics shown when posting on social media by utilizing various Instagram features, being able to attract the attention of the audience. In this case, the author divides two kinds of content on Peruri's Instagram, namely Peruri content and BUMN content:

Peruri Content. Writing *captions* for Peruri content tend to use formal language and has a distinctive greeting to the audience, namely "Peruri Friends". In each content, always use hashtags that match the information being shared. For example, regarding e-stamp information, the hashtag used is #meteraielektronik. While the Hashtags that are always present in every post are #peruripenjaminkeaslian, #trusted, #securitydigital, #authencityguarantor, and #mudahdanaman. The address of the audience in each container is not consistent, it can be seen from some content that does not use the greeting audience, except for information on press releases, there is no need to use the greeting address. Manshur (2020) in his research results revealed that tagging a word hash mark (#) in each upload is one of the important things in managing Instagram social media because every Instagram user can access the hashtag word tag (#) which is uploaded along with a photo or video so that it can connect all the information related to it.

Figure 11. Typical greeting for the audience in the caption feature for Peruri Content
Source: Instagram Official Account (@peruri.indonesia)

Content that contains Peruri information is presented by using illustration elements or adding product photos with titles and brief explanations on the images. The distinctive feature of Peruri 's Instagram feed color is dark blue and at the bottom of the image is Peruri's web and social media. For product education information, it uses other colors, namely yellow or purple. Indika & Jovita (2017) suggest that photo communication that is packaged creatively can be a fairly important factor in attracting consumer attention.

Dewi & Yuliati (2016) explained that consumer behavior on social media is changing rapidly. Consumers or users are active in online activities, such as consuming online information, participating in discussions, and sharing knowledge and experiences with other users. They also make some contributions to other users' online activities and decision-making processes via the Internet. Therefore, understanding the behavior of social media users is important for tourism organizations in determining strategies to promote these destinations or tourism activities.

Figure 12. Characteristics of illustrations and colors on the @peruri.indonesia feed
Source: Instagram Official Account @peruri.indonesia

BUMN Content. This BUMN content carries information about events, as well as activities and news related to BUMN. The difference between Peruri content and BUMN content is the address of the audience. The audience's greeting for BUMN Content is "BUMN BUMN" by using the hashtag #BUMNforIndonesia. BUMN content uploaded is irregular or incidental in nature, depending on the latest information or news related to BUMN. Based on the observation results, the BUMN Content type does not have a special template.

Figure 13. Typical greeting for the audience in the caption feature for BUMN Content
Source: Instagram Official Account @peruri.indonesia

Based on the results of an interview with Yahdi Lil Ihsan as the Secretariat, Protocol and Corporate Communications Bureau of Peruri, Peruri's goal in managing social media Instagram is to maintain its image and company reputation. Montalvo (2016) states that social media management requires monitoring, identifying, and mitigating risks to brand reputation that may develop on social media platforms. Instagram social media is a tool or a place to be able to communicate with the public or *stakeholders* external part from that, it is also a forum for promoting company performance, social programs, outreach related to Peruri products, and confirming or clarifying information that is not in accordance with the company and circulating in the public.

"The aim of socializing Peruri's products is that we want to inform the public that Peruri is not only a money printing company, but

that Peruri has stepped forward into digital products such as digital signs and e-marks." (Interview with Yahdi as the Secretariat, Protocol and Corporate Communication Bureau of Peruri).

Kusumaningtyas & Vanel (2019) stated in their research that companies, agencies, organizations and even the government use social media as an information tool or business promotion to outsiders. Public Relations Instagram not only shares information about government activities but also functions as a means of promoting the company to the public.

Since he first started working for Perum Peruri, Yahdi was tasked with managing the company's Instagram social media. In managing social media, Peruri's public relations has a timeline in the process of content production and content distribution on Instagram @peruri.indonesia. Peruri Public Relations certainly has set itself the target of uploading two to three pieces of Instagram content a week. Until now, there are two pieces of content that have been determined and

continue to be implemented based on the results of an agreement with superiors, namely campaign-related content: (1) Perum Peruri's positioning as an electronic authenticity guarantee company; and (2) electronic stamps (E-stamps).

Pratiwi & Dunan (2021) stated in their research that using Instagram needs to be accompanied by increased skills in managing information content and public relations strategies. In the Instagram content production process, Peruri's public relations focuses on content through the Instagram feeds feature. There is no special content on the Instastory feature. Instastory is only used specifically in uploading content in the form of birthday wishes for state-owned companies. This is intended to prevent spam. Based on the results of observations, it is known that Peruri's Instagram does not yet have trivia content, due to the lack of human resources in working on this content which is still mixed with the work on other tasks. As a solution, Peruri's public relations plans to work with third parties who are concerned about creating trivia content.
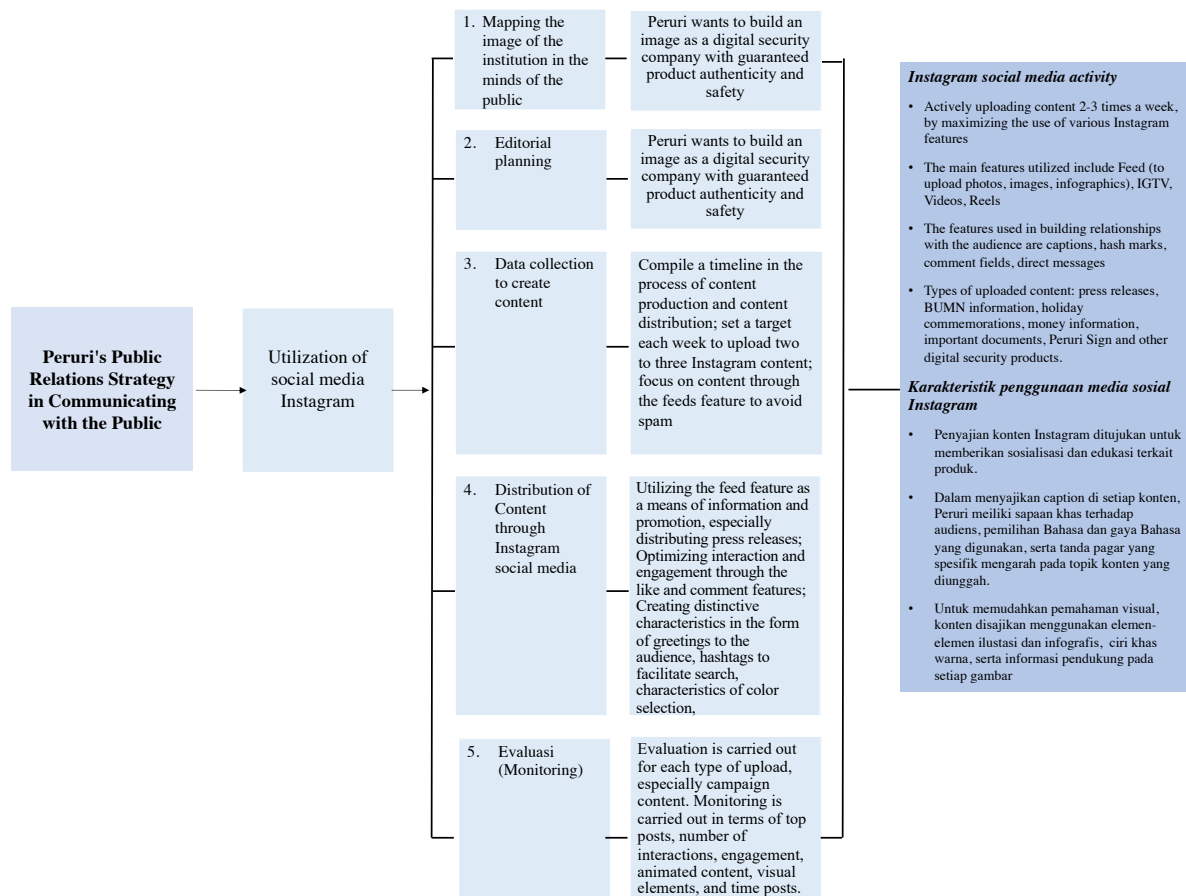

Figure 14. Peruri's Public Relations Strategy in Communicating with the Public
Source: Data processed by the author

In Figure 14 you can see Peruri's Public Relations Strategy in communicating with the public through the use of Instagram social media, starting from mapping the institution's image, conducting editorial planning, collecting data for content creation, content distribution, to social media monitoring as an evaluation stage. The strategy undertaken by Peruri's Public Relations was beneficial and had a positive impact on enhancing Peruri's image as a digital security company with guaranteed product authenticity and safety. This is also supported by the results of research from Taan et al (2021) that the good use and utilization of social media can have a major influence on a company's brand image through creating content, sharing content, connecting (relationships), building communities.

For Peruri's Public Relations, managing Instagram social media has great opportunities for the company. Peruri's Public Relations has enjoyed many benefits, such as the presence of customers thanks to socialization activities carried out via Instagram; becoming a medium for enhancing the company's reputation; serving as a means of communicating with the public. The challenges faced in managing Instagram are when responding to public comment columns containing complaints about Peruri products. This is an obstacle as well as a challenge because in responding to complaints, the related team cannot respond quickly and needs coordination with and confirmation from related work units.

In addition to responding to audience comments, Diniati et al (2022) suggest that creating content ideas must be done more carefully and carefully, because the person managing it needs to understand Peruri's content carefully, so as to avoid any misspellings that may have a negative impact on followers as a content reader. The results of his research show that social media managers are only content creators, but the challenge is how managers know what kind of content should be made.

Public Relations of Peruri conducts social media monitoring as an evaluation stage of the strategy that has been carried out by Public Relations of Peruri in managing Instagram as a medium for communicating with the public. Media monitoring is carried out for each type of upload, especially content related to the "Peruri Guarantees Authenticity" campaign. Media monitoring can be seen from top posts, a number of interactions, engagement, and several factors in terms of content (animation, elements, visuals), and post time.

The social media monitoring analysis was carried out by oneself to see the public's interest in the content created. Sukmayani & Jamroji (2021) stated in their research results that in the evaluation process or social media monitoring carried out at state-owned companies, the results of the analysis of news content are used as material for consideration in making policies on related issues.

Permasih et al (2018) stated in their research results that the evaluation stage that can be carried out in managing Instagram social media can be divided into two aspects, namely the aspect of information content and the technical aspect of implementing this information dissemination. In the aspect of information content, it is important to hold regular meetings to evaluate themes or activities or news that are very interesting and used as material for content creation. The meetings discussed the management of Instagram social media for the past week, including the number of likes, followers, and netizens' comments on uploaded content. The meetings also discussed the design of the content strategy for the next week and provided accountability reports for each uploaded content.

Conclusion

Instagram social media activity @peruri.indonesia is quite active in sharing information on Instagram social media @peruri.indonesia. The results of monitoring and analysis of activities carried out on Instagram Peruri from October-December 2021 show that on average Instagram Peruri uploads content 2-3 times a week, by making a maximum use of various features provided by Instagram.

The management of Instagram social media Peruri aims to build an image of digital security with guaranteed product authenticity and safety. Instagram social media is also a tool to be able to communicate with the public or external stakeholders, to promote company performance, social programs, and outreach related to Peruri products, as well as to confirm or clarify information that is circulating in the public but is not in accordance with the company.

In managing social media, Peruri Public Relations has a timeline for content creation. The design of content uploaded to Peruri's Instagram focuses on Instagram feed content. The Instagram Story is used by Peruri to upload birthday greetings for other state-owned companies to avoid spamming content on feeds and making information about products or companies difficult to find. In managing Instagram social media, Peruri Public Relations also monitors the entire Instagram management process.

Suggestions that researchers can give practically in this research to the company are related to consistency in using hashtags, greetings to the audience, and interactive activities on their social media. The use of the Hashtags #peruripenjaminkeaslian #mudahdanaman #securitydigital and #authencityguarantor should be carried out consistently in each product outreach content.

The greetings "Sobat Peruri" and "Sobat BUMN" should also be consistently mentioned in each caption for product socialization content and company information. It would be better if Perum Peruri creates content that involves the audience or the community, such as games, quizzes, Questions & Answers, and the like.

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