Digital Communication Management Planning, Activities and Evaluation of Selebgram Suhardi_Official in Improving Image

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Abstract. Media digitalization occurs in various aspects of life, including creating a new job called Selebgram. The Covid 19 pandemic has felt its impact since the enactment of Large-Scale Social Restrictions since March 15, 2021. Until now, the Imposition of Restrictions on Community Activities has been in effect in Indonesia and this has forced us to carry out digital transformations in services and transactions as well as work, including adaptation to a new job called Selebgram. This study aims to determine the Digital Communication Management Planning, Activities and Evaluation of Selebgram Suhardi_Official in improving the image. The object of this research is Suhardi as a Selebgram with 24,400 Followers. Research Methods Using Phenomenological Research Methods Edmund Husserl. With the concept of intentionality, Husserl confirmed phenomenology as a scientific method that does not begin with doubt, but is directed at what is actually the truth of experience. Meanwhile, for data collection techniques using interviews, observation and documentation.

Keywords: Management · Communication · Digital · Planning · Suhardi · Selebgram · Image

1 Introduction

Social media and digital media on the internet are the gateways to open digital communication. Why can it be said so? This is because most of the population from all over the world is now connected to the internet – Indonesia even in many studies always ranks one to five as the country with the highest number of accounts and uploads of content on social media, the network that occurs between individuals is also increasingly global, starting to blur the barriers of space and time, the hierarchy is increasingly limitless, to the content that floods the digital medium.

For institutions or organizations, it provides a kind of alternative for information dissemination, activation, public and business communication, as well as public relations and business activities for institutions. This digital media then also provides changes and even revolutions in the relationship between institutions and audiences. During this time, communication tends to be dominated by one-way and broadcast type, but

now it has turned into interactivity where both institutions and audiences are entities (in internet language it is called nodes) that are comparable, are in the same network, and can influence. For example, branding now digital audiences can construct trust and sentiment through trending topics, viral, as well as issues discussed and stored (databases and archives) that can be accessed anywhere and anytime [1].

The hot conversation that is happening in urban communities is about digitalization [2]. In addition, traditional communication tools look planned and strategic to customers, it is because the market always underestimates the understanding of potential, consumer behavior and psychology. Thus development has also been carried out by mobile internet and social media on many new digital communication channels, namely between management and its customers, which are referred to as 'digital channels'.

The first finding of this study is related to communication strategies in digital media management, there are six things that are of concern, they are management of communication management; use of communication media; implementation of communication planning; selection of communication channels to drive the wheels of organization; use of communication media; and the involvement of various parties as communicators both internally and externally. Furthermore, the second finding includes the factors that influence the formation of strategies. It includes the company's internal conditions and strong relationships with other parties. In addition, support for information-based businesses can be realized when there is a combination of core strengths, which include experts in information technology and professionals with management skills in the field of digital media [3].

Digital communication strategy in relation to the implementation and optimization of communication in institutions from the perspective of curriculum development, it is this research focus. Things that will discussed here, it includes the role of digital communication function in relation to planning, developing and evaluating academic programs implemented by the Indonesian Education University (UPI) in an effort to make this university a leading university, even in ASEAN in 2020. And from this research, it was obtained the main thing, namely the existence of a validated digital strategy and management. In addition, there is a UPI policy in implementing the UPI curriculum in order to achieve the status of a leading university, especially in the field of education [4].

The results of the study conclude that the main direction of digital marketing Kompas.id's communication strategy in 2019 is 'objective focused'. Practical Implications: This study implies to promote digital aspects that do not only appear in the communication mix but in the overall implementation process for Kompas.id's digital marketing communications strategy. The stage is set for digital marketing communication objectives, identifying the target audience, designing digital marketing communication plans, deciding digital communication media and tools, determining the total budget, and finally measuring the overall results of the digital marketing communication process [5].

This article is examined the consistency of mass individualization or personalization techniques used on digital platforms, namely with imaginary logic and neoclassical economic theory and behavioral economics. Furthermore, this article also identifies the limitations that occur in response to contemporary policies and regulations to the dangers associated with datafication practices. And in our opinion, the demands of denaturalization need more attention, this is because the improvement of mass individualization

techniques is a "natural" result of digital technology innovation and market dynamics [6].

One strategy that has quite an impact on increasing the number of consumers in the organic fertilizer business sector in today's era is digital marketing. So, the purpose of this research is to analyze the marketing strategy of organic fertilizers and also the methods used to increase the number of consumers. Furthermore, the descriptive method is the method used in this study, which uses a questionnaire and other data collection, for example by collecting data by observation, interviews or literature study. The questionnaire in this study was used when analyzing consumers who used organic fertilizers on their chilies. Then, this study shows the results that digital marketing has an important role in marketing communication, which is very useful in increasing marketability and promotion. This is because this study discusses the use of digital marketing in marketing communications and also whether the organic fertilizer is liked by consumers or not [7].

An effective way to attract news organizations to embrace social media to attract audiences, this must be done in order to face the financial challenges that occur during the transition to the digital era. But unfortunately they don't know empirically what factors can generate engagement on social media, so that could cause them not to be able to drive traffic to news-only websites. So in order to answer this question, the digital traffic of the top 50 news organizations, and 203,375 posts made by the organization's 41 accounts, which include social media platforms, Tumblr and are analysed [8].

Media management for an advertiser is a downstream part of advertising. It starts after creative content is produced, then advertisers must manage different distribution channels, so the reach of target audience is obtained in an efficient and effective manner. Over the past 5 years, the exponential growth of digital advertising has taken place, and it's actually quite disruptive to this space. And this support for creative content can be distributed via any internet-connected device, such as a desktop, mobile, or connected TV [9].

In-depth knowledge from owners, marketing staff and marketing consultants who have experience in managing digital marketing communication strategies, they are obtained based on content analysis and semi-structured interviews. The results of this study also mention that Instagram has become an effective marketing communication tool in spreading promotional messages to customers, and this is one of the fastest and most cost-effective ways, when compared to traditional media [10].

The development of communication technology is always growing from time to time. Media digitization occurs in various aspects of life, including the MSME business sector. The Industrial Revolution from 1.0 to 4.0 and the Covid 19 Pandemic that was present in Indonesia and even the World forced us to learn digital communication management faster than before. The policies of the Government of Indonesia have been so impactful since the implementation of Large-Scale Social Restrictions (PSBB) since March 15, 2021, until now, Level 1 to Level 4 Community Activity Restrictions (PPKM) have been implemented in various regencies and cities in Indonesia. The policy on the implementation of community activity restrictions (PPKM) level 3 throughout Indonesia was enforced by the government in context of tightening during the Christmas of 2021 and New Year holidays, and it continues to this day.

The purpose of this study is to map digital public relations trends and investigate the required digital public relations competencies. Furthermore, the purpose of research can be met by conducting interviews with a number of public relations practitioners from various institutions. Then, in order to answer the questions in this study, a descriptive approach was used. And from the research, it was found that synergies occur between traditional and digital public relations, it is because both are still needed by organizations. So, a PR practitioner is required to have good communication, interpersonal, writing, analytical thinking and soft skills, with the hope, besides that they are also expected to be familiar with digital platforms and have the ability to design digital content [11].

Based on the formulation of the problem above, the purpose of this research is to find out the Suhardi Official Selebgram in helping to improve the image through Digital Communication Management Planning, Activities and Evaluation.

2   Methodology

The research method in this study used the Phenomenology of Edmund Husserl. "Method" according to Husserl is not just a way of doing research, but a philosophy of what a theory or philosophy of science is. That is, with the "method", people find out from their experience what really becomes the truth of what they experience. The method here is not a research technique, but rather than an etymological understanding which serves as a means to access a field of research, which is consists of considerations that include a theory or philosophy of science.

According to Husserl, the method is a way to achieve eidetic knowledge, namely knowledge of the essence of reality. So, intentionality or directness to objective knowledge is the formal goal of the method. Intentionally, denoting the presentational and objectivating function of consciousness, more precisely, the fact that the same object appears in a variety of manners of presentation, is entirely due to apperceptive characters.

The way to practice the phenomenological method is to reduce non-essential elements through epoche, namely placing in brackets the non-essential elements until consciousness can grasp the essence of reality [12].

Communication planning is an important part of the digital communication management process. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects [1, 13].

In simple terms, planning can be grouped into four clusters, namely strategy, content, promotion, and conversion.

2.1   Strategy

First, Market research: explaining the target audience, segmentation of the planned target age, situation or demographics. *Second,* Campaign Goals: What social media channels are used? Types of content based on social media? *Third,* Publication Channels: What social media channels do you use? Types of content based on social media? *The four,* promotion channels: the choice of the channel (media) and the type of paid promotion used. *Then the fifth,* is the Key Performance Indicators (KPIs). The performance index will be discussed in a separate section.

2.2   Content

The first is Keyword Analysis: What keywords are popular in the minds of the public? Keywords based on internet algorithms? What keywords will be optimized on social media? *Second,* Content Planning: Outline of the campaign content? Content calendar plan? *Third*, Content Creation: Writing content according to social media algorithms, choosing the right hashtags, content according to SEO.

2.3   Promotion

First is Organic Media: Email blast concept, Newsletter, Content Template, IG Story, FB Story, Facebook Page. *The second* is doing Paid Promotion: Do you use Google Ads? Facebook Ads? Instagram Ads?

2.4   Conversion

The first is Follow Up Action: Engaging the audience in a webinar? events? Discount? Quiz? Downloadable e-books? Videos? *The second* is to do a Media Offer: Setting up a landing page as a conversion link that is distributed on social media? IG page? Special page? [1].

2.5   Evaluation in Digital Communication

In the final stage of digital communication management, the institution conducts an evaluation. Evaluation is also interpreted as monitoring and also seeking feedback.

The management of digital communication media, as discussed in the human resources section, is carried out by a section that specifically handles digital communications. This means that it is the managers themselves who know better how a digital communication plan is made, how the execution of the plan is, to what kind of output, impact, and results are desired [1].

The object that is used as an informant in this research is Mr. Suhardi as a celebrity with 24,200 followers. The total number of informants is one person. This informant is seen to represent what he wants to study and is selected based on the context that the researcher wants to discuss in this study. While the subject of this research is information from Suhardi Offical's Instagram Channel.

The quality of research data is influenced by two main things, they are the quality of research instruments and the quality of data collection. The first is related to the quality of research instruments, this is usually related to the validity and reliability of the instrument. Furthermore, in data collection, an accurate method is needed to produce quality data collected. Therefore, even though an instrument has been tested for both validity and reliability, this does not guarantee that the resulting data is valid and reliable. It happens, if the existing instrument is not used properly, during data collection.

Various settings, sources and methods can be used in data collection efforts. For example, through settings, it can be done with natural settings, then it can also be done with laboratory settings, where the method used is experimental. Furthermore, it could also be with a home setting that uses various respondents. In addition, to the settings

that have been mentioned, it can also be used to set seminars, discussions, roads and so on. Then when viewed in terms of methods or data collection techniques, interviews, questionnaires, observations, and a combination of the three can be used as data collection techniques [14].

During data collection, data analysis in qualitative research can be carried out, and continued after data collection is completed for a certain period of time. It can be done when researchers conduct interviews, where researchers can analyze answers from interviewees. When the answers obtained from the source are deemed unsatisfactory, then that is the opportunity for the researcher to continue the question so that credible data is obtained. As Miles & Huberman [15] stated that activities in qualitative data analysis can be carried out interactively and continuously until they are saturated. While the so-called activities in data analysis include data reduction, data display, and verification.

The conclusion that can be drawn from this qualitative research, it is that the problem formulation, it has been formulated from the start can be answered. But, it can be called not answering, it is because the nature of problem and the formulation of problem in qualitative research is basically temporary, and it will develop after research, it is carried out in the field. So, it can be said that the conclusions obtained from qualitative research are expected to be new findings that have never existed before. Furthermore, the manifestation of the findings in this qualitative research can be in the form of a description or description of the research object that was previously dim or dark so that it becomes clear in the form of a causal or interactive relationship, hypothesis or theory.

3   Result and Discussion

The importance of digital communication management planning practices, namely strategy, content, promotion and conversion to help improve the image of being a celebrity. This is in accordance with Mr. Suhardi's statement as follows "Well, as for increasing followers, of course we also use strategies then content and promotions because after all what we want to plan we have a strategy that is the main thing. The strategy here is how to get followers to want to give me likes and comments and give it to followers - my followers are increasing for those who haven't followed, well that's one of the strategies I do. My strategy is to create or upload content that contains educational content, maybe you can check on my Instagram, I rarely upload about personal life like eating, I upload because when we become a celebrity we must have character. For example, if our character in the world of writing can be filled with the world of writing, but if our character is educated to become an educator, it means that our character is consistently committed to education so that it greatly influences followers so that those who have not followed can increase the number of our followers. After the strategy, I compiled some interesting content - content that fits my character, which is related to educational content. Then after the content, I also did a promotion. Promotions such as certification training from the Indonesian Trainer and Motivator School then I also promote the Central Language Movement institution, the Foreign Language Training Institute and promote several international paid events, then I like to evaluate from the content created by promotion how the impact of this 1 month. If the impact is good, then I continue, if the impact is not good then I will change a new strategy so that it is very influential to add followers" (Figs. 1 and 2).
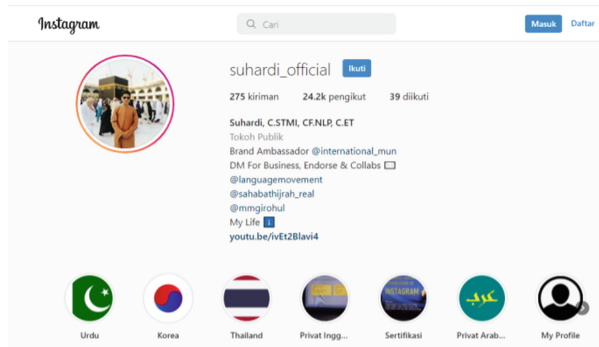
Fig. 1. Documentation of Suhardi Official Instagram Page with 24,200 Followers Saturday 19 February 2022
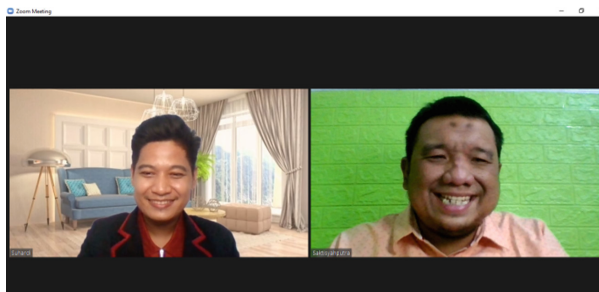

Fig. 2. Documentation of Interview with Mr. Suhardi as a Celebrity with 24,200 Followers on Saturday, 19 February 2022 at 10.00 PM

The importance of evaluating digital communication management after carrying out digital communication management planning and activities. This is in accordance with Mr. Suhardi's statement as follows "Well, as for the evaluation that I did on my Instagram, one of them was doing some promotional content that had reached the target or not, if it had not reached the target it meant I had to evaluate doing promotions that were even better than before, maybe the previous promotion didn't hit or didn't invite my participants or viewers or followers on Instagram. Therefore I re-promoted from the new strategy. It turned out to be very impactful, so that's the evaluation I did. Then, among other evaluations, I also always design how to upload Instagram in a neat, systematic and structured manner because it has a huge impact on followers. Maybe it's a trivial thing for us but the impact is extraordinary for our followers, that's the evaluation I did" (Fig. 3).

The researcher conducted an interview with an 18-year-old informant, Mrs. Wahyuni who lives on Jalan Ringer Pasir Pengarayan, Rambah District, Rokan Hulu Regency, Riau Province (in front of the Islamic Center) about the importance of starting from the beginning planning digital communication forward so that it will be more useful in the future. This is in accordance with Ms. Wahyuni's statement as follows: "I have followed Suhardi Official Instagram since 2019. What I personally saw Ustadz Suhardi started
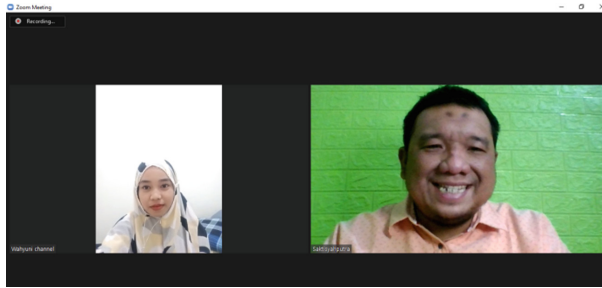
Fig. 3. Interview Documentation with Wahyuni as Suhardi_Official Instagram Follower on Sunday 20 February 2022 at 04.30 PM

using Instagram in 2016 but what Yuni saw was not very active and the active one started from 2020. In 2020, Ustadz Suhardi started filling out Instagram content, but the content is as we discussed yesterday Mr. content - educational value content."

The importance of quality Instagram content to help improve the image of being a Celebrity. This is in accordance with Mrs. Wahyuni's statement as follows: "Thank God, from the strategy, content and promotions I see it is on her Instagram. It looks like for example the promotion of complete foreign language learning on his Instagram".

The importance of evaluating digital communication management after carrying out digital communication management planning and activities. This is in accordance with Mrs. Wahyuni's statement as follows: "From an evaluation, perhaps from the entirety of her Instagram, maybe her evaluation is lacking, sir, for example, at uploading hours she is sometimes irregular and in hashtags, it is also possible that her followers are less interested. Maybe in terms of the spotlight, it's okay because now there is foreign language learning, but if the posts are still irregular in time, hashtags or other promotions and don't take advantage of insta stories, this is where he lacks for evaluation. So, if I as a follower hope that he will be active in posting, posting and posting at certain hours is also consistent so we can know the hours so it is not arbitrary."

The importance of planning in digital communication management is related to improving the image of Selebgram. This is in accordance with the Theory of Digital Communication Management presented by the researcher saying that communication planning is an important part in the digital communication management process. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects [1, 13]. This is in accordance with Mr. Suhardi's statement as follows "Well, the first time I was actually very old-fashioned with social media both from Instagram, Facebook and YouTube, I even only understood social media when I just graduated from Pondok Pesantren because when I was at Pondok Pesantren it was strictly forbidden to use social media until – until that time, some friends said you were Facebook, I don't know, Instagram just didn't know, finally I tried – try it, for fun – just build a Facebook, Instagram, YouTube and especially Instagram I built from scratch and I just gave uploading photos-photos that are full of education, so many people glance at me so they follow my Instagram from 0 to ten thousand followers then to fifteen thousand followers, twenty thousand followers so far have exceeded twenty thousand followers".

The importance of digital communication management planning practices, namely strategy, content, promotion and conversion to help improve the image of being a celebrity. This is in accordance with the Digital Communication Management Theory presented by the researcher who said that planning can be grouped into four clusters, namely strategy, content, promotion, and conversion. In simple terms, planning can be grouped into four clusters, namely strategy, content, promotion, and conversion [1]. This is in accordance with Mr. Suhardi's statement as follows "My strategy is to create or upload content that contains education, maybe you can check on my Instagram I rarely upload about personal life such as eating I upload because when we become a celebrity we must have character. For example, if our character in the world of writing can be filled with the world of writing, but if our character is educated to become an educator, it means that our character is consistently committed to education so that it greatly influences followers so that those who have not followed can increase the number of our followers. After the strategy, I compiled some interesting content - content that fits my character, which is related to educational content. Then after the content, I also did a promotion. Promotions such as certification training from the Indonesian Trainer and Motivator School then I also promoted the Central Language Movement institution, the Foreign Language Training Institute and promoted several international paid events."

The importance of evaluation is also interpreted as monitoring and also seeking feedback. This is in accordance with the Digital Communication Management Theory presented by the researcher saying that the managers of digital communication media, as discussed in the human resources section, are carried out by a section that specifically handles digital communications. This means that it is the managers themselves who know better how a digital communication plan is made, how the execution of the plan is, to what kind of output, impact, and results are desired [1]. This is in accordance with Mr. Suhardi's statement as follows "Well, as for the evaluation that I did on my Instagram, one of them was doing some promotional content that had reached the target or not, if it has not reached the target, it means I have to evaluate the promotion that is even better than before, maybe the previous promotion was less effective or less inviting to my Instagram participants or viewers or followers."

The importance of planning in digital communication management is related to improving the image of Selebgram. This is in accordance with the Theory of Digital Communication Management presented by the researcher saying that communication planning is an important part in the digital communication management process. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects [1, 13]. This is in accordance with Ms. Wahyuni's statement as follows: "I have followed Suhardi Official Instagram since 2019. What I personally saw Ustadz Suhardi started using Instagram in 2016 but what Yuni saw was not very active and the active one started from 2020. In 2020, Ustadz Suhardi started to fill Instagram content, but the content is as we discussed yesterday, sir, content - content that has educational value".

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namely strategy, content, promotion, and conversion. In simple terms, planning can be grouped into four clusters, namely strategy, content, promotion, and conversion [1]. This is in accordance with Ms. Wahyuni's statement as follows "Alhamdulillah, from the strategy, content and promotions I see it is on his Instagram. It looks like for example the promotion of complete foreign language learning on his Instagram".

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Table 1. Digital Communication Management Planning, Activities and Evaluation Table

No.	Theory	Mr. Suhardi	Mrs. Wahyuni
1	Communication planning is an important part of the digital communication management process. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects (Kirk Hallahan in Heath [13], 153) ([1], 87).	"Well, the first time I was actually very old-fashioned with social media from Instagram, Facebook and YouTube, I even only understood social media when I just graduated from Pondok Pesantren because when I was at Pondok Pesantren it was strictly forbidden to use social media until I had some friends say Facebook, I don't know, Instagram just doesn't know I finally tried, tried, idly built a Facebook, Instagram, YouTube and especially Instagram I built from scratch and I just upload photos that are full of education so that many people look at many other people so they followed my Instagram from 0 to ten thousand followers then to fifteen thousand followers, twenty thousand followers so far have exceeded twenty thousand followers"	"I have followed Suhardi Official Instagram since 2019. What I personally saw Ustadz Suhardi started using Instagram in 2016 but what Yuni saw was not very active and the active one started from 2020. In 2020 Ustadz Suhardi started filling out Instagram content but the content is like we discussed yesterday Sir content – educational value content"

Table 1. (*continued*)

No.	Theory	Mr. Suhardi	Mrs. Wahyuni
2	Planning can be grouped into four clusters, namely strategy, content, promotion, and conversion. In simple terms, planning can be grouped into four clusters, namely strategy, content, promotion, and conversion. ([1], 94).	"My strategy is to create or upload content that contains educational content, maybe you can check on my Instagram. I rarely upload about personal life, such as eating. I upload it because when we become a Celebrity we have to have character. For example, if our character in the world of writing can be filled with the world of writing, but if our character is educated to become an educator, it means that our character is consistently committed to education so that it greatly influences followers so that those who have not followed can increase the number of our followers. After the strategy, I compiled some interesting content - content that fits my character, which is related to educational content. Then after the content, I also did a promotion. Promotions such as certification training from the Indonesian Trainer and Motivator School then I also promoted the Central Language Movement institution, the Foreign Language Training Institute and promoted several international paid events."	"Alhamdulillah, from the strategy, content and promotions I see it is on his Instagram. It looks like for example the promotion of complete foreign language learning on his Instagram"

Table 1. (*continued*)

No.	Theory	Mr. Suhardi	Mrs. Wahyuni
3	The management of digital communication media, as discussed in the human resources section, is carried out by a section that specifically handles digital communications. This means that it is the managers themselves who know better how a digital communication plan is made, how the execution of the plan is, to what kind of output, impact, and results are desired. ([1], 162)	"Well, as for the evaluation that I did on my Instagram, one of them was doing some promotional content that had reached the target or not, if it hasn't reached the target, it means I have to evaluate doing a better promotion than before, maybe the previous promotion was less effective or less inviting to people. Participants or viewers or followers of my instagram."	"If you look at the evaluation, maybe from the entirety of his Instagram, maybe his evaluation is lacking, sir, for example, at uploading hours he is sometimes irregular and then he is still lacking in hashtags, maybe his followers are less interested. Maybe in terms of the spotlight, it's okay because now there is foreign language learning, but if the posts are still irregular in time, hashtags or other promotions and don't take advantage of insta stories, this is where he lacks for evaluation. So, if I as a follower expect him to be active in posting, posting and posting at certain hours is also consistent so we can know the hours so it's not arbitrary."

4   Conclusion

Based on the Data Findings, Data Results and Discussions that the researchers have conveyed, it can be concluded that the Selebgram Mr. Suhardi has carried out Digital Communication Management both from Planning, Activities and Evaluation in helping to improve the image. Planning has done Market Research first and then carried out Instagram content creation activities with keyword analysis, content planning and content creation. Then the Instagram Channel promotion was carried out. After that, do the conversion with a follow-up action so that there can be additional followers. The final step taken is the Evaluation of Digital Communication Management by improving Instagram content that is better than before. The recommendation is for Content Creators such as Selebgram to prepare an integrated digital communication plan to enhance the image. Second, those of us who want to work as Celebrities in running their business to adapt to technological developments, digital communication ranging from research,

content, promotion and conversion to improve image. The three Content Creators named Selebgram to always evaluate in planning and digital communication activities to be able to improve in the future in improving the image.

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