



# Message Management Directorate General Of Immigration On Social Media: @Instagram

Latief Bugi Windarto<sup>1,\*</sup>, Ignatius Agung Satyawan<sup>2</sup>, Albert Muhammad Isrun Naini<sup>3</sup>

<sup>1,2</sup> Faculty of Social and Political Sciences, Universitas Sebelas Maret, Surakarta, Indonesia

<sup>3</sup> Researcher – Research Center for Area Studies, National Research and Innovation Agency (BRIN)

\*Corresponding author. Email: [latiefbugiwindarto@student.uns.ac.id](mailto:latiefbugiwindarto@student.uns.ac.id)

## ABSTRACT

This research focuses on managing the social media platform (Instagram) of the Directorate General of Immigration (DGI). Researchers want to learn about the handling of messages on social media Instagram of the DGI and their responses to public comments on the Instagram page of DGI. The theory used in this study is Regina Luttrell's theory of social media management, The Circular Model of Some. This study uses a qualitative descriptive method, collecting data through in-depth interviews. From the study results, it is known that for the share strategy, DGI starts by understanding the characteristics of Instagram users so that they can determine the right strategy to disseminate information. From the optimization aspect, apart from making a posting schedule, they also mobilize the admins of each Immigration office to help disseminate information. From a management aspect, DGI regularly monitors the media and makes a regular reports as an evaluation and accountability to superiors. For the engagement aspect, it is found that the number of likes and comments is significant, a result of enthusiasm from people seeking information about Immigration. Regarding responses to public comments, the DGI has tried to respond quickly. However, some negative comments saying that responses are often late still can be found. Finally, research concludes that the Directorate General of Immigration's social media handling, Instagram, aligns with the theory of The Circular Model of Some. However, there is still a need for improvement regarding the administrators' response to public comments.

**Keywords:** Message Management, Directorate General of Immigration, Social Media, Instagram

## 1. INTRODUCTION

During the current industrial revolution 4.0, communication occupies a significant role in terms of public services. There has been a change in the communication process, which was initially conventional or face-to-face, now switching to the use of media to the use of the internet. From the results of Hootsuite's Wearesocial research in January 2022, the number of internet users in Indonesia is 204.7 million, up 1% from the previous year [1].

Indonesia's internet penetration rate reached 73.7 percent of the total population at the beginning of 2022 [1]. Kepios analysis shows that internet users in Indonesia will increase by 2.1 million (+1.0 percent) between 2021 and 2022 [1]. Of these internet users, as many as 191.4 million are active social media users in Indonesia in January 2022 [1]. That number has increased by 12.6% compared to the previous year, which were 170 million people [1]. It turned out that there was a decrease in the number of Instagram users in Indonesia to 84.8% of the total population, compared

to 86.6% in the previous year [1]. However, Instagram is still a favorite of people access.

Instagram is still one of the prima donnas for the Indonesian people to access all the information needed. This is an opportunity for the government to use it as a strategic means to convey and disseminate information about government policies to change the community's paradigm of the performance of government institutions to become more positive and solution-oriented. Technological developments have changed the perception of the utilization of information technology. In addition to increasing effectiveness and efficiency, the use of information technology also increases an organization's competitive advantage [2].

In an agency or company, the role of a PR is not spared. Novita Damayanti said that public relations in an organization have a significant role because it functions to maintain organizational stability from crises, maintain the organization's reputation so that it is well-maintained, and create a conducive work environment [3]. The function of public relations in governance management is to assess public attitudes,

identify a person's or organization's policies and procedures in the public interest, and plan and conduct a program of activities to gain public understanding and support [4]. Cutlip et al. also mention that in government, public relations are often referred to as Public Affairs, Information Officer, or Public Relations Officer [5]. Government public relations are "a management function that helps agencies, departments, and other public entities be responsive to the citizens they serve."

The most basic function of public relations in government is to help define and achieve the goals of government programs, increase government responsiveness, and provide the public with sufficient information to self-regulate [6]. So the task of government public relations is to provide public services and inform the policies that have been set by the government to be understood and understood by the wider community. Lattimore also argues that four public relations models are always applied [6]. First, the press agency model (newsagents); which describes how information moves in one direction from the organization to the public. Second is the public information model, which describes how public relations is tasked with informing the public. This model is always practiced by government public relations, educational institutions, and non-profit organizations. Third, a two-way asymmetrical model, namely viewing public relations as a scientific persuasion that uses research results to measure and assess the public. Fourth, the two-way symmetrical model; is a model that describes a public relations orientation in which the organization and the public conform to each other. This model uses social science research methods to gain mutual understanding and two-way communication between the public and organizations. It can be concluded that of the four models, the first three reflect the task of public relations in persuading the goals of an organization. At the same time, the fourth model is a reciprocal process that is given and received by public relations from the community, which can be used as input and evaluation material for an organization's progress.

A government agency needs to build and maintain a good positive image. The Directorate General of Immigration is one of the government agencies under the Ministry of Law and Human Rights of the Republic of Indonesia that provides services and information regarding Immigration. The role of the Immigration Public Relations Officer is to build the reputation of the immigration agency. According to Article 573 in the Regulation of the Minister of Law and Human Rights of the Republic of Indonesia Number 29 of 2015 concerning Organization and Work Procedures of the Ministry of Law and Human Rights of the Republic of

Indonesia, In carrying out the tasks as referred to in Article 570, the Public and Public Relations Division carries out the function of preparing materials and implementing management of immigration information and public communication and preparation of materials and implementation of socialization, giving opinions and considerations as well as legal facilitation in the immigration sector [7].

In managing communication and creating a good image of the agency, it is necessary to have a competent communication practitioner role. Therefore, researchers are interested in researching what the Directorate General of Immigration does through the @ditjen\_imigrasi Instagram account to build and maintain the institution's image with the title Message Management of the Directorate General of Immigration on Social Media: @Instagram.

This research focuses on managing the Directorate General of Immigration's Instagram social media. Researchers want to know several things about:

(1) How is the management of messages on Instagram social media of the Directorate General of Immigration?

(2) How are the ethics in responding to public comments on the Instagram comments column of the Directorate General of Immigration? The reason for choosing Instagram as a medium for delivering information is because Instagram is a social media that is easily accessible, and from the data previously, it was one of the most frequently used media by the public and could cover all ages.

This research is deemed necessary because few still discuss message management in managing social media carried out by government agencies. Researchers conducted this study at the Directorate General of Immigration, where the public relations department is the spearhead in service to the community.

## 2. LITERATURE REVIEW

### 2.1. *Theoretical Review*

The Circular Model of SOME includes a communication model created by Regina Luttrell based on the fundamental support of the Cluetrain Manifesto and Grunig's two-way symmetrical communication model. This communication model is expected to facilitate social media practitioners in planning communication on social media.

This model has four aspects, each of which has strengths in its own right, but these four aspects make it possible to create a strong strategy. Like a company or agency sharing something with the public rather than

optimizing the message, they create and try to manage the communication that occurs on social media and engage the public and other stakeholders in the media social.

Regina Luttrell explains The Circular Model of SoMe in her book *Social Media: How to Engage, Share and Connect*. Here is the explanation:

#### 2.1.1. *Share*

At the sharing stage, Luttrell emphasizes that three essential things must be considered, namely starting from participation, connecting, and building trust [8]. It should be understood that someone must engage in social media if someone is trying to share a message. So the company must have its social media use. However, the selection of social media should not be arbitrary, so the characteristics of the social media that will be chosen are also essential to note because every company or agency must have its communication targets so that when the activation of social media already has a share value, the company or agency with the public can be connected so that not only will the network about information expand, but it will also build trust in the public.

#### 2.1.2. *Optimize*

At the optimization stage, several things need to be considered, namely listening & learning and taking part in authentic communications. When a company or organization shares a message on social media, the public who received the message or information will provide feedback by discussing the subject positively or not, so companies or organizations must listen to what the public is talking about them and be able to understand what is lacking from messages or information that has been conveyed through social media [8].

#### 2.1.3. *Manage*

At the stage of managing social media, Luttrell explained that three essential things must be considered: media monitoring, real-time interaction, and quick response [8]. Previously, in the optimization phase of social media, the person had understood the conditions of social media and what the public was talking about when they followed the conversation in real-time. At the social media management stage, media monitoring must first be carried out so that the person concerned understands the things that need to be clarified and can plan how to handle them correctly and appropriately.

#### 2.1.4. *Engage*

Regina Luttrell emphasizes that at the engagement stage, it is better to involve a specific public in conveying messages or information on social media. This is one way to increase engagement on social media [8]. At this engagement stage, the company or organization must understand the target communication, who can be its public influencer, and how the influencer and the public can participate in their social media.

### 3. METHODS

This type of research is descriptive qualitative. Qualitative approaches are often used to reveal perceptions that are owned by research subjects and do not appear on the surface. The qualitative approach believes that truth and knowledge are dynamic things that are known through understanding the interactions of the people involved [9]. Descriptive research uses every word of data information found during the research process and then analyzes and presents in words that are arranged systematically and sequentially. Pawito also said that descriptive research does not seek to find an influence relationship between several variables but instead aims to describe and explain the phenomenon in that event [9]. So it can be concluded that the descriptive qualitative approach is intended to present a picture and understanding of how and why a phenomenon or reality of communication occurs.

Data collection was carried out through in-depth interviews. According to Pawito, the interview is a data collection tool that is very important in qualitative communication research involving humans as subjects in connection with the reality or symptoms selected for research. In this study, key informants were determined who would be sources for collecting data that were selected purposively [9]. This technique was chosen based on the rational consideration of the researcher that the informant has the authority and competence to provide information or data as expected by the researcher. Informants were chosen as resource persons because the authors consider that the informants have the information needed in this research.

Based on these criteria, the researcher selected three sources from the Public Relations team of the Directorate General of Immigration, namely Muhammad Fijar as the First Expert Public Relations Institution in charge of the social media management section, Dimas as the First Expert Public Relations Officer in charge of Social Media Content Graphic Design, and Ade Irma Stefi as a Young Expert Public Relations Officer who is in charge of the Public Relations Planning Strategy. In addition, look for theoretical references relevant to the cases or problems found. These references can be found in books,

journals, research report articles, and websites on the internet. The output of this literature study is the collection of references relevant to the formulation of the problem. The aim is to strengthen the problem as well as a theoretical basis for conducting studies and becoming the basis for researching the management of messages from the Directorate General of Immigration on social media: @instagram.

#### 4. RESULTS AND DISCUSSIONS

New media, such as social media, bring many benefits to increase personal and company or agency socialization. As a result, there has been a shift in the behavior of distributing and consuming information, which initially only referred to conventional media as the only source of information to switch to social media as a source of reference for the currently needed information. Kammerl & Kramer say that, in this shift, information is massively produced in social media by individuals and disseminated quickly and widely [10]. These factors make Instagram a means of professional development and use in education [11].

Optimizing the dissemination of information makes Instagram one of the social media that should be considered. Teodorescu said that Instagram could visually contain information that occurs in the field, making information lovers feel at home to linger on consuming information in it [12]. The Public Relations of the Directorate General of Immigration did the same thing in disseminating information so that the community readily accepted it. For this reason, Immigration Public Relations uses the concept of The Circular Model of Some, described by Regina Luttrell in her book *Social Media: How to Engage, Share and Connect*. It is a model created to make it easier for social media practitioners to plan communication in social media [8].

##### 4.1. Share

At this stage, Luttrell emphasized three essential things that must be considered: participation, connecting, and building trust. Disseminating information begins with understanding the characteristics of the media that will be used in disseminating information. Because each media has different characteristics, making content must be adjusted to the character of each media; this research focuses on the Instagram platform, which is one of the most accessed platforms by the Indonesian people. This is one of the communication strategies in disseminating information to the public carried out by the Public Relations of the Directorate General of Immigration through social media because it is considered adequate

and efficient. This statement follows the theory stated by Luttrell, which states that social media can help to spread information or socialize with each other in an online network [8].

As a government institution that serves the community, it is hoped that there will be a reciprocal process between Immigration and the community. So that the performance of Immigration is always excellent and positive in providing public services. The statement is reinforced by the theory presented by Luttrell, which in this share stage, the subject must participate using social media [8]. Luttrell also said that using social media has a fundamental basis in supporting the two-way symmetrical communication model.

Through social media, Instagram, Immigration Public Relations carries out its function by providing adds and preventive information by creating content that is not only about Immigration activities but content that can also be useful for the community and educates about policies made by the government regarding Immigration. Transparency in providing information from valid sources on the social media accounts of an institution is an important thing. It can become a proper standard on social media in line with the concept presented by Luttrell [8].

Dimas said that building public trust was not built in a short time but over a long period of years.

"Build trust is not built in a short period, not within a month or two months, and we build it gradually by engaging with the community, both followers and non-followers who need information about immigration," explained Dimas.

In conveying information to the public, always prioritize the validity and truth of information by finding out directly from the source, especially regarding the immigration policy, which is expected to provide education and information to the public so that people believe in the truth of information.

"So there are several things that we do regarding the dissemination and socialization of information on Instagram; firstly, we always try to publish the actual content and also in easy-to-understand languages so that people understand the policies that we issue, the second we can bring certainty to questions from the public," explained Stefi.

The concept follows what was conveyed by Luttrell. One of the essential parts of the sharing stage is building trust [8]. With social media, Instagram is expected to be a solution that can reach the target of communication in a more personal and communicative manner.



**Figure 1.** The appearance of the Directorate General of Immigration's Instagram account (source: Instagram @ditjen\_imigrasi)

**4.2. Optimize**

At the optimization stage, there are two points: listening and learning. Immigration Public Relations opens a space in the comments column and Direct Message (DM) Instagram @ditjen\_imigrasi, which the public can use to ask questions or comment on the information posted by Immigration Public Relations. Following the concept of Lutrell, which states that at the optimization stage, at the point of listening and learning what is being discussed by the public, a subject should use specific social mention tools [8].

Fijar said that Immigration Public Relations always tries to provide the best service by responding to any questions or comments from the public in the comments column and Instagram DMs so that two-way communication occurs both from Immigration and the community. This is also explained by Lutrell, which states that an institution is no longer a rigid organization but must be able to become a human being who is flexible in using social media [8] because social media users expect good and authentic two-way communication.



**Figure 2.** There is 2-way communication between the Directorate General of Immigration and the community (source: Instagram @ditjen\_imigrasi)

**4.3. Manage**

Fijar said that monitoring was carried out every day by seeing and counting the number of likes and comments and paying attention to the increase or decrease in the number of followers.

"If the monitoring is done daily, we will see the insight starting from the save, the like, the share, the reels, if they are reels, continue to increase or decrease the followers if there are any, and we can also see how significant we are doing," explained Fijar.

He also submitted that reports were made monthly and reported to superiors as evaluation material.

"We make reports periodically; for example, it is urgent, it can be daily but routinely per month for later we will report it to our superiors," Fijar added.

Lutrell states that media monitoring can calculate results and understand the metrics that appear on social media [8].

Quick response is one of the processes in the management stage. Fijar said that when there were complaints from the public through the comment column on the @ditjen\_imigrasi Instagram account, immigration public relations tried to provide a fast and accurate time response to the public. Agree with Lutrell that institutions should pay attention to conversations with consumers and consider every response given [8].

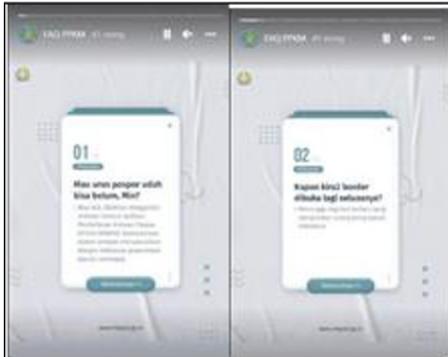
There are still negative comments from the public regarding complaints stating that questions from the public have not been answered in the comment column. This has become a concern for Instagram admin officers at the Directorate General of Immigration regarding questions that have not been answered in the comment column.

"When there is the same question, we answer one and then pin it; some are not answered in the comments but are answered in Direct Messages (DM) relating to the personal data of the questioner," explained Fijar.

"We think that by doing this, we can minimize unanswered questions so that they can represent the answers to all of the same questions," Dimas added. In addition, by coordinating between social media admins of the Directorate General of Immigration, which provide information to each other about the questions asked by the public, whether they have been asked and answered via social media platforms other than Instagram, the Directorate General of Immigration. Dimas added that there were several comments from the community, which other people also answered. In addition, Immigration public relations also create content with the theme of QnA, which is intended for people who want to ask questions directly, added Stefi.



Figure 3. People's questions answered by other netizens (source: Instagram @ditjen\_imigrasi)



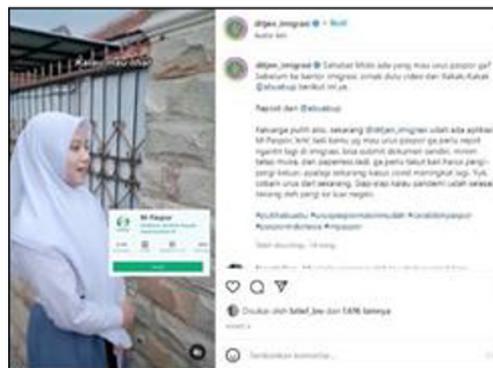
Figures 4, 5, 6. Examples of QnA Content (source: Instagram @ditjen\_imigrasi)

### 4.4. Engage

A positive thing that is going viral can be an ingredient in the creation of social media content. This is a strategy that is expected to be able to increase engagement. Dimas said that, in addition to exciting content, using influencers who are currently viral can also increase engagement. Luttrell conveys that using influencers is an integral part of a social strategy to engage in conversation with influencers and consumers [8]. Stefi said that, in determining the influencer, careful planning was needed.

"To determine which influencer we will use, we look at who our target audience is and also the campaign material, whether it is suitable or not," explained Stefi.

Starting from determining what content will be created, who the target will be, and the target age range, up to the available budget. So interacting with influencers is one way to improve the image on social media accounts so that social media engagement can be achieved. "Our budget is not that big; it is different from private companies looking for profit, right? We are more focused on education, engagement, and public trust, so our budget is not unlimited like in the private sector, so it is true. We cannot do all of that, we use influencers, so we use them at the right time," added Stefi.



Figures 7, 8, 9, 10. Influencer @abuabup filling Instagram @ditjen\_imigration (source: Instagram @ditjen\_imigrasi).

## 5. CONCLUSION

From a series of research analyses that researchers have carried out, it can be concluded that:

- 5.1. In the sharing stage, Immigration public relations have carried out three points from this stage: participate, connect, and build trust. From understanding the characteristics of media to building trust from the public by creating an account on one of the social media platforms. In addition, participation by disseminating information transparently and validly can also build trust in the community gradually.
- 5.2. Likewise, with the optimization stage, immigration public relations optimizes the two existing points: listen and learn. Immigration Public Relations opens a space in the comment column and Direct Message (DM) Instagram @ditjen\_imigrasi, which the public can use to ask questions or just comment on the information posted by Immigration Public Relations. This is where two-way communication comes from.
- 5.3. The management stage has three stages: media monitoring, quick response, and real-time interaction. Immigration PR monitors social media daily so that they can quickly and in real-time responses to questions and comments from the public. Undeniably, there are still some negative comments from the public regarding their questions that immigration public relations have not answered. However, there are several solutions, namely by creating content that represents the answers to frequently asked questions that have not been answered.
- 5.4. In the engagement stage, Immigration public relations use influencers to increase engagement. In addition to following the trend currently viral in the community, immigration public relations have also used influencers who are also viral in the community. From there, the level of engagement has increased significantly. We hope you find the information in this valuable template in the preparation of your submission.

## ACKNOWLEDGMENT

This research is fully supported by the Ministry of Communication and Information Technology as a scholarship provider and funding this research.

## REFERENCES

- [1] S. Kemp, "DIGITAL INDONESIA," *datareportal*, Feb. 15, 2022. <https://datareportal.com/reports/digital-2022-Indonesia> (accessed Jun. 12, 2022).
- [2] Sedarmayanti, *Komunikasi Pemerintahan*. Bandung: Refika Aditama, 2018.
- [3] N. Damayanti and C. Ningsih, "Digital Humas Pemerintahan Dalam Menyampaikan Informasi Edukasi Pencegahan Covid-19 di Indonesia," *Jurnal Pustaka Komunikasi*, vol. 3, pp. 191–200, Sep. 2020, Accessed: Jun. 12, 2022. [Online]. Available: <https://journal.moestopo.ac.id/index.php/pustakom/article/view/1121>
- [4] S. M. Cutlip, A. H. Center, and G. M. Broom, *Effective Public Relations Edisi Kesembilan*, 9th ed. Jakarta: Kencana Prenada Media Group, 2011.
- [5] S. M. Cutlip, A. H. Center, and G. M. Broom, *Effective Public Relations, Ed. 9*, 9th ed. Jakarta: Kencana, 2009.
- [6] D. Lattimore, O. Baskin, S. T. Heiman, and E. L. Toth, *Public Relations, Profesi dan Praktik*, 3rd ed. Jakarta: Salemba Humanika, 2010.
- [7] R. Indonesia, *Peraturan Menteri Hukum dan HAM tentang Organisasi Dan Tata Kerja Kementerian Hukum Dan Hak Asasi Manusia Republik Indonesia*. Indonesia: Kementerian Hukum dan HAM Republik Indonesia, 2015.
- [8] R. Luttrell, *Social Media: How to Engage, Share, and Connect* 3rd ed. Lanham: Rowman & Littlefield, 2018.
- [9] Pawito, *Penelitian Komunikasi Kualitatif*. Yogyakarta: Lembaga Kajian Islam dan Sosial (LKIS), 2007.
- [10] R. Kammerl and M. Kramer, "The changing media environment and its impact on socialization processes in families," *Studies in Communication Sciences*, vol. 16, no. 1, pp. 21–27, May 2016, Accessed: Jun. 12, 2022. [Online]. Available: <https://doi.org/10.1016/j.scoms.2016.04.004>
- [11] S. Shafer, M. B. Johnson, R. B. Thomas, P. T. Johnson, and E. K. Fishman, "Instagram as a Vehicle for Education: What Radiology Educators Need to Know," *Academic Radiology*, vol. 25, pp. 819–822, Jun. 2018, Accessed: Jun. 12, 2022. [Online]. Available: <https://doi.org/10.1016/j.acra.2018.03.017>
- [12] H. N. Teodorescu, "Using Analytics and Social Media for Monitoring and Mitigation of Social Disasters," *Procedia Engineering*, vol. 107, pp. 325–334, Jul. 2015, Accessed: Jun. 12, 2022. [Online]. Available: <https://doi.org/10.1016/j.proeng.2015.06.088>

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

