

The Role of Instagram as an Information Deliverance to The Citizen by The Public Relations of Salatiga City Government

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Abstract. Social media is one type of new media that facilitates the process of communication among human. Social media makes it easy for users to communicate and share information in a wider range. At present, not only people use Instagram, but the government also needs to keep up with the time to participate in using Instagram as an online information media. Public Relations of the Salatiga Government is one of the public relations departments that uses Instagram as an online information media to provide information needed by the community. This research aimed to find out how the content of the information was and how the role of Instagram was as an information deliverance to the citizen by the public relations of Salatiga. Through qualitative methods research, data is collected by means of interviews and observations. The results showed that the Salatiga Government Public Relations Instagram account had a role to increase brand awareness, connect many people and as a source of information/ business promotion. Public Relations of the Salatiga Government considers that Instagram plays an active role in conveying information to the public. This is seen from the many positive responses received by the Salatiga City Government Public Relations during managing Instagram as a modern information deliverance.

Keywords: Social Media, Instagram, City Government, Public Relations, Information

Abstrak. Media sosial merupakan salah satu jenis media baru yang mempermudah proses komunikasi antar manusia. Media sosial memudahkan penggunaannya dalam melakukan komunikasi dan berbagi informasi dalam jangkauan yang lebih luas. Saat ini tidak hanya masyarakat saja yang menggunakan Instagram, tetapi pemerintah juga perlu mengikuti perkembangan jaman untuk ikut serta memanfaatkan Instagram sebagai media informasi online. Humas Pemerintah Kota Salatiga adalah salah satu bagian humas yang menggunakan Instagram sebagai media informasi online guna memberikan informasi yang dibutuhkan masyarakat. Penelitian ini bertujuan untuk mengetahui bagaimana isi konten informasi dan bagaimana peran media sosial Instagram Humas Pemerintah Kota Salatiga sebagai sarana penyampaian informasi kepada masyarakat. Melalui metode kualitatif data penelitian dikumpulkan dengan cara wawancara dan observasi. Hasil penelitian menunjukkan bahwa akun Instagram Humas Pemerintahan Kota Salatiga berperan untuk meningkatkan brand awareness, menghubungkan banyak orang dan sebagai sumber informasi/ promosi bisnis. Humas Pemerintah Kota Salatiga menilai bahwa Instagram berperan aktif dalam menyampaikan informasi kepada masyarakat. Hal ini dilihat dari

banyaknya respon positif yang diterima Humas Pemerintah Kota Salatiga selama mengelola instagram sebagai sarana penyampaian informasi modern.

Kata Kunci : Media Sosial, Instagram, Pemerintah Kota, Hubungan Masyarakat, Informasi

Introduction

Social media is growing rapidly along with the increase of internet users in Asia, especially in Indonesia. The 2017 Tetra Pak Index report listed around 132 million internet users in Indonesia. While almost a half of them were social media enthusiasts, or around 40%. Social media has now become an important medium that is used as a lifestyle in every community. The use of social media has helped a lot in the process of individual communication and mass communication.

Nowdays social media is being used by Public Relations (or PR) practitioners in carrying out their tasks that must be fulfilled, of course, by carrying out relationships with many inside and outside parties. Social media is the most popular site in the world because the practical, direct, effective function which does not use the cost of delivering information widely. According to Baruah (2012) the grow of social media has some advantages such as low cost effective and less time consuming. It is cheaper to use online social networking for people because most of it is usually free. Besides that, social media is an effective time manajement medium of communication. One can post a message or browse for any information at the click of button.

Public Relations play an important role in the process of communication both from the company and to outside parties. Communication will work well if it is based on the delivery of clear and effective information. Many facilities and functions in the use of social media encourage the government to participate in utilizing social media facilities as a means of communication to the outside community. SalatigaCity Government is one of the organizations that actively use social media as a means of delivering information to the public, especially Salatiga community. The function of social media for the SalatigaCity Government is to convey information to the public. Westerman, David, Patric R. Spence, Brandon van Der Heide (2013) say that newer communication technologies give increased the possibilities for how people can send and receive information. Social media is one such technology that has sesn increased usage as an information source. It is true that there is a whole world of information best communicated in a visual medium (instagram). The use of Instagram social media has become a tool to disseminate information to the outside community quickly.

Public Relations of Salatiga City Government utilize social media as a means of delivering information to the public. Public Relations of the SalatigaCity Government have chosen Instagram because Instagram is a skyrocketingsocial

media and its uniqueness emphasizes on visual news or information rather than on words. The Instagram account of Salatiga Public Relations, @humassetdasala3, was created in 2017. Before in the year of 2017, Public Relation of the Salatiga City Government used newspaper and radio to give information to citizen. Public Relations of the Salatiga City Government is still relatively new in using Instagram as a means of delivering information to the public. In the past, governments have had to rely almost exclusively on traditional media (Dixon, 2010), specifically newspapers, television, and radio, to give information to citizens.

Sugeng Aryanto, the Staff of Public Relations and the Protocol of the Regional Secretary of the Salatiga City Government, said that Instagram was interesting and easy to use. To be an Instagram success, it must be about sharing high quality interesting content. Instagram must be created as eye-catching media – whether that's images or videos (O'Sullivan Gareth, 2018). The visual contents were displayed so that they could make people want to use it. People could feel spoiled with the contents that varied in various accounts in Instagram. For this reason, Salatiga City Government Public Relations took the opportunity to use the application of Instagram as a community attraction for Salatiga.

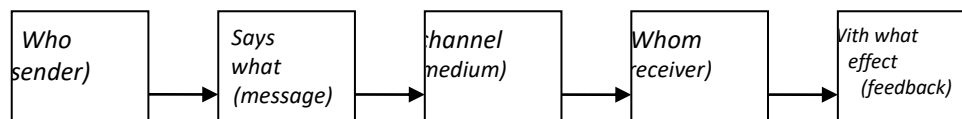
Literature Review

Role

According to the dictionary of Merriam Webster, a role is a socially expected behavior pattern usually determined by an individual's status in a particular society. Soerjono Soekanto (2002: 243) says that the role is a dynamic aspect of position (status), if a person carries out his rights and obligations in accordance with his position, and then he carries out a role. A role is a behavior of someone or people with a particular way to do his/their rights and his/their obligations. He has a role if he has done his right and his duty associated with his social status in a society. If someone has a particular status in a society, there will be new hopes (Abdulsyani 2007: 94).

Communication Model

Harold D. Lasswell in his *Structure of Function Communications in Society* (1960), presents a communication paradigm that is often in demand. In his book it is also written that a good way to explain communication is to answer the question: who says which channel to whom with effect?



Picture 1. Lasswell Communication Model (1960)

The Lasswell paradigm (1960) shows there are five components. The five components include: The first component is a messenger or communicator (sender). The messenger is as the giver of the message to the communicant. The communicators must be able to understand first what they want to convey to the communicant. A message will be conveyed properly if the messenger fully understands what will be conveyed to the communicant. The second is a message. The message that must be conveyed to the communicant must have meaning. The meaning must be easy to understand so that the communicant easily understands the message conveyed by the communicator. The third one is a media or channel. There are various kinds of media to channel messages, including: television, radio, telephone, letters, newspapers, magazines, digital media, social media, and so forth. The fourth one is a message recipient or communicant. A communicator must understand to whom the message was delivered. If a communicant can receive a message well, communication can be said to be successful. The fifth one is an effect or feedback. The effect is an impact that occurs to the communicant after receiving a message from the communicator. The message is said to have meaning for the communicant if the message / information can have an impact that can change the perspective of others.

Mass communication

John R. Bittner (1980:10) argues that, "Mass communication is messages communicated through a mass medium to a large number of people." Mass communication is a message that is conveyed or communicated through the mass media to most people.

Mass communication can also be called mass media communication. Therefore, clear mass communication means a way of communicating or delivering information carried out through mass media (communicating with media). A distinctive feature of mass communication is the type of communication that is addressed to many people or the wider community through mass media intermediaries (Rakhmat, 2004 : 65). Mass communication can be done through the entire mass media, namely print media, electronic media, and online media. There is no limit to the media in the use of mass communication. According to Liliwari (2011: 3) mass communication is a form of communication that uses channels (media) in connecting mass communicators and communicants, in large numbers, living far away, very heterogeneous and leaving certain effects.

New Media

According to McLuhan (2008) technology refers to human inventions that enhance communication. The new technologies like alphabets, printing press, electronic media and now digital communication have effect on man's cognition and social organization which in turn affect the culture of any society. Today more electronic discoveries have been made like the computer, the TV, the Internet, the Cellular phone, radio etc. Mass communication refer to communication to large audience via one of these channels, (newspapers, videos, CD-ROOMs, computers, TV, radio) communication (West and Turner, 2010). Submission of messages from communicators to communicants can be done quickly and has a broad enough range. This is because of the presence of new media communication that can penetrate obstacles to interpersonal communication in general that requires physical closeness. There is a phenomenal term expressed by McLuhan (in Baran 2012: 385), namely global village. New media narrows the distance, so that it can be analogized that this world is a village that can be reached by anyone.

Social Media

Social media is a website-based feature that forms a network and allows everyone to interact in a community. People who live in information society do not only meet and use information and communication technologies, but the way these people act is increasingly framed by the technology (Holmes, 2012: 3).

Social media has some special characteristics, the following are the special characteristics of social media proposed by Purnama (2011: 110) such as: reach-the reach of social media from a small scale to a global scale audience; accessibility-social media is more accessible to the public at affordable costs; use-social media is relatively easier to use because it does not require special skills and training; quality-social media can provoke rapid response from the audience; nonetheless, social media can replace comments instantly and easily edit.

The Role of Social Media

Increasing Brand Awareness

Kotler and Keller (2016:20) define brand awareness as fostering people ability to recall or recognize the brand in sufficient detail to make a purchase. Personal Branding is not public figure, it's for everyone (Puntoadi 2011: 6). Social media acts as a means of forming personal branding. Tools for personal branding are various and include blogging, Facebook, Twitter, Pinterest, Youtube, Instagram, Quora, Slideshare, Podcast, wikis, and videocast. (Chen, 2013).

Connecting Many People

Social media sites provide convenience in social relations with users. Social media plays a role in connecting many people. By using social media,

people from all over the world are connected and because world social media is called the global village (McLuhan in Baran 2012: 385).

Sources of information and business promotions

Companies, agencies, organizations and even governments use social media as an information tool or business promotion to outside communities. As Baruah Trisha Dowerah (2012) says that there are some advantages of social media. One of them is social media as a source of information. Content generating and sharing sites serve as sources of information for various topics. Users can search for content, download and use the content available on these sites free of cost. According to Poter and Allen, cited by Chu, 2011, viral advertising is an unpaid peer to peer communication about a product using the internet to influence the targeted customers. Social media is used for various purposes such as promotion, information media, branding, etc. (Sanjaya 2009: 65-75).

Instagram

Instagram is a social media application that is popular in smartphone users. The name of Instagram is taken from the words of 'Insta' which originates from 'Instant' and 'gram' from the word of 'telegram' (Miliza Ghazali, 2016 : 8). So Instagram is a combination of the words of Instant-Telegram. From the use of the word can be interpreted as a modern application for sending information quickly, that is in the form of photos in the form of managing photos, editing photos, and sharing to other social networks (Ghazali 2016: 8). Being quoted from <https://indonesiago.digital/jumlah-pengguna-instagram/> accessed on 27 November 2018 at 16:35 West Indonesia Time, in 2016 Instagram recorded 500 million subscriptions. Instagram increasingly existed in the social activities of the community. The latest data found, in 2017 Instagram officially had more than 600 million users. The following are the features on the Instagram (Ali Ma'aruf, 2017):

- a. Video & Photos is a tool for taking videos or images in a mobile gallery or directly.
- b. Caption is a description of uploaded content
- c. Comment is in the form of responses or opinions on items that are in the diagram.
- d. Hastag is a label (tag) in the form of a word prefixed with a fence symbol (#) which functions to group photos on one label
- e. Tag is marking a friend of another account in a post or a share
- f. Repost is reposting shares from other accounts
- g. Stories are features to share stories in the form of photos and videos that can be shared only for 24 hours.

- h. Highlight is a collection of posts from features of stories so that they can be stored after 24 hours.
- i. Direct message is a feature to give or receive messages personally by fellow accounts in Instagram.

Social Media in the Implementation of E-Government

Using social media the public has an opportunity to easily and publicly view and respond to the public views of government officials. (Evans-Cowley and Griffin, 2012). The use of social media implies that government institutions are beginning to present themselves to the public in a more approachable way (Grudz, A., Lannigan, J., & Quigley, K, 2018). Being quoted from Karyailmiah.com, writing from AdimasBagusDewanto Putra, along with the times, social media is not only used by the community to communicate with each other, but also used by the government to communicate with the public. This is done because at present social media is considered as a platform that cannot be separated from the daily life of modern society and used actively, so that social media is seen as an alternative communication medium for the government to communicate with its people. It is not only seen as an alternative communication media but also as a strategic step in the implementation of e-government.

Public Relations (PR)

Jenkins (1992:8) states that Public Relations consists of all forms of planned communications, outward and inward, between an organization and its publics for the purpose of achieving specific objectives concerning mutual understanding.

Public Relations is a mediator who is between the leadership of the organization and the public, both in an effort to foster internal and external public relations. The public has the right to know the plan of policy, activities, work programs and business plans of an organization / company based on the circumstances, expectations, and in accordance with the wishes of the target public (Ruslan, 2010: 14-15).

In general, the role of public relations is as a communicator or a liaison between the company / institution and the public. Public Relations tries to foster positively and mutually beneficial relationships between agencies and the public. The role of Public Relations includes internal public relations and external public relations.

Duties of public relations are now classified into three main categories: 1- informing 2- advertising and encourage 3- seeking cooperation, integration and optimizing affairs. Public relations in organizations in terms of work quality means assist to organization management in achieving organizational goals (Gilaninia, Taleghani, Mohammadi, 2013)

Dimock and Koenig in Rosady Ruslan (2010: 342) assume that the duties and obligations of public relations in government institutions, one of which is trying to provide information to the public about public services, wisdom, and goals to be achieved by the government in implementing the development work program.

Research methods

Qualitative data involves recording real events, people talk, observing specific behaviour, learning written documents, and checking visual images (Neumann, 2006 : 157). This study used a qualitative method that produced written and oral descriptive data from people and observable behavior (Moleong 2006: 4). The writer made a complex picture, examined the words, detailed reports from the respondent's view, and performed a study on natural situations (Creswell, 1998: 15). In this study, the subjects of the study were the @humassetdasala3 (Instagram account) which was managed directly by the Public Relations and Protocol Section of the Regional Secretariat of the Salatiga Government. The technique of collecting data was through interviews and observations. The methodology in this study used a type of informal conversation interview. The same subject sometimes had to be visited again by the writer with the different or the same questions so that the previous answers might be added or revised by the subject. (Pawito, 2007: 132-133). By asking some questions to the informant in detail, the data will be more complete and accurate. Observations in this study were carried out by directly observing the management of the Instagram account of Salatiga Government Public Relations.

The source of the interview was the Head of Information and Publication as the admin of the Public Relations Instagram account @humassetdasala3. In addition, the informants in this study were 10 active followers of the @humassetdasala3 account with the following conditions:

1. The informant must have at least one year active Instagram account.
2. The informant is one of the followers of the @humassetdasala3 account.
3. The informant accesses Instagram at least four times a week either via mobile or PC.
4. The informant has followed @humassetdasala3 for at least four months because he can provide more information about developments in the city government public relations using the account.

The method of analysis started by observing the activity of the @humassetdasala3 account. Furthermore, data reduction was done by sharpening, classifying, directing and disposing of data that was not in accordance with the focus of the study and was not needed. Then interpret the data by describing the phenomena that existed on instagram's activities so that the writer could make

conclusions why the Public Relations of SalatigaCity Government were interested in choosing Instagram as a means of delivering information to outside communities in the present.

The validity of the data used a triangulation technique which is a technique of checking the validity of data that uses something else outside the data for checking purposes or as a comparison to that data (Moleong, 2006: 330).

Results and Discussion

A. Overview of Research Objects

1. A History of @humassetdasala3

The public relations Instagram account was formed in mid-April 2017 and was based on the existence of a policy that was established as the public relations authority of the Salatiga City namely increasing the role of mass media and disseminating information through various information and communication media equally to the SalatigaCity community. In addition, @humassetdasala3 account was formed to fulfill the main tasks of the Head of Subdivision of Public Relations Information and Publication and the Regional Secretariat of Salatiga, at point (m), which was to carry out public information services in accordance with applicable regulations to create public information transparency.

Public Relations (PR) is a mediator between leaders of organizations with internal and external public. The public has the right to know the plan of policy, activities, work programs and business plans of an organization/ company based on circumstances, expectations, and in accordance with the wishes of the target public (Ruslan R, 2005: 4). In accordance with this theory, the people of Salatiga Municipality had the right to know the activities of the SalatigaCity Government in providing services to the community.

2. Selection of Instagram as a means of delivering information

Instagram is one of the social media in the new media era that helps everyone communicate and share information regardless of distance because it can be reached anywhere. The phenomenal term expressed by McLuhan (in Baran 2012: 385) is a global village or global village. It explains that the new media narrows the stretch of distance, so that it can be analogized that this world is a village where anyone can reach. Public Relations of the Salatiga City Government chose to manage Instagram because it is believed that current Instagram is considered practical, inexpensive and efficient. In addition, most people have used Instagram because of its superiority in delivering content in visual forms such as images or videos.

3. Using the @humassetdasala3 Account Feature

In managing Instagram@Humassetdasala3 accounts, the Salatiga City Government Public Relations uses Instagram social media features as follows:

- a. Video& Photos is a tool for taking videos or images of information delivered to the public
- b. Caption is a description of uploaded content posted by @humassetdasala3
- c. Comment is in the form of responses or opinions by public on posting of @humassetdasala3
- d. Hastag is a label (tag) to classify postings in @humassetdasala3 i.e. hastag - #history
- e. Tag is used by @humassetdasala3 to mark another account in a post or a share
- f. Repost is reposting shares from other accounts that are beneficial for Salatiga community.
- g. Stories are features to share stories in the form of photos and videos of Salatiga Public Relations that can be shared only for 24 hours.
- h. Highlight is a collection of posts from features of stories that @humassetdasala3 delivers so that they can be seen after being stored for 24 hours.
- i. Direct message is a feature that @humassetdasala3 uses to give or receive messages personally to Salatiga community.

B. The role of Instagram as a media of disseminating information about Salatiga Municipality.

1. Increasing Brand Awareness

Personal Branding is not public figure, it's for everyone (Puntoadi 2011: 6). Being quoted from www.e-untuntansi.com, Brand Awareness is the ability of consumers to recognize and remember a brand. In this case, of course, it can include names, images/ logos, and certain slogans used by market players to promote their products. The intended brand awareness was how people could get to know about Salatiga more because of social media. Nugi who was one of the active followers of @humassetdasala3 was interviewed through Instagram direct message on October 6, 2018 at 10.00am said:

"InstagramHumas had provided information about Salatiga that the public needed to know. Submission of information did not only reach the Salatiga community but also the community outside of Salatiga. That could make@humassetdasala3 account indirectly introduce Salatiga to the community outside of Salatiga."

Nugi said that the Salatiga Public Relations @humassetdasala3Instagram could be a means to introduce Salatiga to the public. Due to the unlimited nature of

social media, the information delivered at @humassetdasala3 could be reached anywhere.

When the writer interviewed PrasetyoAngga as the manager of the @humassetdasala3 account at the Public Relations Office and Regional Secretariat of Salatiga on October 15, 2018 at 08.00am, he said:

"The way we package information that we will share on Instagram is to design these content. Examples such as information content about the news of the Mayor's activities. We design a photo of the Mayor, the logo of the PR, and then below it we give a blue box to fill in the description of the activity. We design it to be more attractive and also so that people know that this information belongs to @humassetdasala3 account. "

Giving information was done by determining the design that had been set. This method could make people recognize and remember @humassetdasala3 account as a place to get information about Salatiga. Sularko, et al (2008: 6) suggests that a logo or corporate identity or brand identity is a sign that does not directly sell, but gives an identity which ultimately as a significant marketing tool, that the logo is able to distinguish a product or service from its competitors. The branding used by the SalatigaCity Government Public Relations was by using Instagram. In @humassetdasala3, design management was still being made as the brand identity of the Public Relations of the SalatigaCity Government. The design that has been set by the admin served to create the hallmark of the SalatigaGovernment Public Relations in delivering information to the public. With the complete information accompanied by interesting designs, it would invite a positive response from the public that could improve the image of public relations. This was important because a public relations person also had a role to build an image in the community through a brand.

2. Connecting Many People

The second role of social media is that social media can connect many people. The account of @ humassetdasala3 includes the specific characteristics of social media proposed by Purnama (2011: 110) in carrying out its role as a means of disseminating information about Salatiga. The first characteristic is reach. The reach of social media is from a small scale to a global scale audience. The spread of social media could reach audiences on a global scale. The information shared through @humassetdasala3 account could be seen by all instagram users, not only the Salatiga municipal community. The second is accessibility, Instagram is more accessible to the public at affordable costs, does not require a high cost to access Instagram social media. The third is use. Social media is relatively easier to use because it does not require special skills and training and is quite easy to use for various ages. PrasetyoAngga said that social media was a medium that did not

require large costs. It was easy to use and very useful for exploring information. The forth is quality. Social media especially Instagram can provoke rapid response from the public. The Salatiga community could immediately respond through likes, comments, or direct messages on the @humassetdasala3 account. The last characteristic is fixed. Instagram social media can replace comments instantly and easily edit.

Followers of @humassetdasala3 account could be interconnected with an internet connection. Tiara, one of the active followers@humassetdasala3, said that Instagram was a modern social media application that was right for the SalatigaCity Government to use. Instagram could reach many people and caused people to connect with each other through Instagram. Followers of @humassetdasala3 account could provide quick responses through the public column. Tiara could also access accounts that played an important role in the progress of Salatiga, for example, the Mayor of Salatiga. In this case, Instagram had an important role as a liaison for many people because information became very open and could be accessed by anyone. McLuhan in Baran (2012: 385) reveals that the use of social media makes people from all over the world connected and social media is called the global village. Global village is a global village which means that information can be delivered from one place to another in a short time using internet technology.

Natalia, an active follower @humassetdasala3, being interviewed on October 10, 2018 at 03.25pm in the SWCU Campus area, revealed that she felt it easy to get information from @humassetdasala3. Sometimes she shared public relations posts with acquaintances that also needed that information. To share Instagram content, Natalia used the tag and direct message feature. This proved that Instagram could quickly connect many people. Natalia said,

"I like the information shared by @humassetdasala3 account very much. Because I often get information that I really need, for example, the recruitment of 2018 civil servants, parade activities, and events to be held by the government. Sometimes I also share information with my friends by writing their account in the comment column posting the account @humassetdasala3 or via direct message."

Public Relations of the government is responsible for being as a government communicator to the community. As PrasetyoAngga said:

"As public relations, we will provide information from the government to the community in accordance with what must be conveyed to the community, for example, through Instagram."

Prasetyo Angga was interviewed at the Public Relations Office of the Regional Secretariat of Salatiga as the manager of the Public Relations Instagram, PrasetyoAngga said that Instagram had a role to convey information from the

government to the community. Not only people in Salatiga but also people outside of Salatiga could receive this information. This was because the advantages of social media were unlimited and many users could be connected to each other.

PrasetyoAngga was interviewed at the Salatiga Regional Secretariat Public Office on October 15, 2018 at 08.30 WIB, he said:

"At present the government is very important to use social media, especially Instagram. Instagram is a public space full of public opinion. The government must fulfill the public space in order to get the public opinion of Salatiga Municipality. We submit the information about the regional administration and other informations through the Public Relations Instagram so that the public knows what the government does for Salatiga. In addition, the community can provide quick contribution of advice through the comments column for the progress of the city. "

PrasetyoAngga revealed that the government needed to manage Instagram as a medium of interaction with the community. He said that Instagram could be a public space where there were many public opinions. The government could use Instagram to get public opinions. Instagram could also be a medium where the community could provide suggestions for the progress of Salatiga Municipality.

From the results of interviews with 10 active Followers of @humassetdasala3, it was found that the use of Instagram was sufficiently instrumental as a means of delivering information to the public. Because of the development of digital technology in the present, it made people feel required to be able to keep up with technological developments. Media technology has created a revolution in the community because society has been very dependent on technology and a community order was formed based on people's ability to use technology (Morissan 2010: 30). Changes in communication technology that were constantly evolving from time to time caused people to keep up with the flow of technology because people felt facilitated in communicating.

According to the interviewees, the service from the admin account of @humassetdasala3 had provided good service. This could be seen from the admin who always responded to questions from the public, provided routine information, and managed an Instagram that was always interesting. Feedback occurred between admin and the community. For example, if there were people who asked through the comment column or direct message column, the admin would respond well. According to Lasswell (in Effendy, 2001: 10) a good way to explain communication is to answer the question: who says what in which channel to whom with what effect? The Lasswell paradigm shows that there are five components in it. The five components include: 1. The messenger (communicator) who is the giver of the message to the communicant. Admin of @humassetdasala3, as the messenger, had to be able to understand what was to be conveyed to the

communicant (SalatigaCommunity), because the information would not be conveyed properly if the messenger did not fully understand what would be conveyed to the communicant. Purwanto (2006: 16) states that communicators must also understand what the purpose of delivering a message. Through interviews with the admin, @humassetdasala3 became the place to deliver actual information and the admin had to understand the message that was delivered as a whole before posting it on the account of @humassetdasala3. 2. The Message conveyed to the communicant must have meaning. The message delivered through Instagram public relations already had meaning for the community because it contained important information that the public should know. By using language that was easy to understand, clear and interesting. The information provided was appropriate for the audience because interesting information would be more in demand by most people. Messages of mass communication that are packaged in any forms must meet important and interesting criteria, or are important as well as attractive to most communicants (Ardianto, Komala, Karlinah 2007: 8). 3. Media is required to convey the message from communicator to communicants. With the media that serves as a means of delivering information, the message will be conveyed easily. Rosady Ruslan (2010: 83) says that the media (channel) in the form of means or channels are used by communicators in the mechanism of delivering messages to the audience. Government Public Relations was as a communicator using Instagram as a medium to channel information to the public. 4. The recipient of the message (communicant) can receive a message well from the communicator. If the communicant has received the message while understanding the contents of the message conveyed by the communicator, then communication can be said to be successful. R Wayne Pace, Brent D. Peterson and M Dallas (in Effendy 2000: 6) say that one of the central objectives of communication is to secure understanding, which is to ensure the communicant understand the message he receives. 5. Effects are the impact that occurs to the communicant after receiving a message from the communicator. Cognitive effects are the consequences that arise in the self-communicating that is informative on him. Mass media can help audiences learn useful information (Karlinah 1999: 7). In accordance with the theory, the delivery of information at @humassetdasala3 had an impact on people's understanding of the information conveyed. This could provide cognitive effects through information that was beneficial to the community. Through Instagram, the government could provide information that was really needed by the community regarding Salatiga.

3. Information Sources and Business Promotion

The third role of social media is as a source of information and business promotion. Social media is used for various purposes such as promotion, information media, branding, etc. (Sanjaya 2009: 65-75). Companies, agencies,

organizations and even government use social media as an information tool or business promotion to outside communities. PrasetyoAngga who was interviewed by the writer at the Salatiga Regional Public Relations Office on October 15, 2018 stated:

"The @humassetdasala3 account itself displays a variety of information. Not only share information on government activities but also share information such as tourist attraction and culinary. This can also make the means for the promotion of Salatiga."

PrasetyoAngga said that Instagram public relations shared information not only about government activities but also about culinary in Salatiga and about four tourist spots in Salatiga and its surroundings. This could make Instagram public relations as a promotional media for Salatiga Municipality to the public. The posts on the account could be seen not only by the Salatiga community, but also by the wider community. Dewi, one of the active followers of @humassetdasla3, was interviewed through direct message Instagram on October 7, 2018 at 07.53am. She said:

"Management of Instagram public relations is quite creative and innovative. I do not hesitate to follow @humassetdasala3 account because in my opinion this account has become a source of information for Salatiga. The latest announcements are always shared via Instagram, such as power cuts, parade information. This is very useful for me as a resident of Salatiga"

For Dewi, @humassetdasala3 account was Salatiga's information source to the community. The submission of interesting and informative information could make public relations Instagram account believed as a source of Salatiga Information.

The statement is in accordance with one of the duties and functions of the Head of the Information and Public Relations Section of the Regional Secretariat of the Salatiga. It says that public relations has a role in managing outdoor information media regularly in order to deliver Government information. A public relations officer plays a role in disseminating information to the public in order to get public opinion. SoerjonoSoekanto (2002: 243) says that the role is a dynamic aspect of position (status), if someone carries out his rights and obligations in accordance with his position, and then he carries out a role. Public Relations Secretariat has carried out its role by carrying out the obligation to manage information media outside the field on a regular basis through Instagram .

As time goes by, technology has increasingly developed and entered the digital era. Now people prefer easy and practical ways to get the latest news every day. Therefore, the majority of people who use social media feel that with their social media they can access news quickly and practically at the same time. For this

reason, Instagram is a favorite social media because Instagram can spoil the public with its superiority. As PrasetyoAngga's statement when he was interviewed at the Regional Secretariat of the Regional Office of Salatiga on October 15, 2018:

"Instagram currently plays an important role in the process of disseminating information in the world of government. Currently the era has turned into a digital era when people, as new consumers, want something easy and practical in accessing news. The majority of the community chooses online media, namely social media as a medium for delivering news every day. Yes, indeed its use is still dominated by young age, but the shift in age is a sure thing so that someday all ages will use social media. Social media is a public space where the most fill the public space he will get public opinion. The government needs to fill the public space in order to get opinions from the public. "

PrasetyoAngga is as the admin of Public Relations Instagram with the account of @humassetdasala3 said that in this digital era, the majority of the public have used social media, especially Instagram. It was true that social media users were dominated by young people, but with the age shift it was estimated that all ages would use the mass media application. He also added that the government could use Instagram as a public space to get positive public opinion as a suggestion for the development of Salatiga Municipality.

The management of @humassetdasala3 was as a means of delivering useful information for the Salatiga Regional Public Relations and Salatiga community. The Salatiga community was a communicant (the recipient of the message), got useful information, while the Salatiga Public Relations as a communicator could receive constructive feedback. Feedback was needed because positive and negative responses from communicants could be useful inputs for communicators in improving the process of delivering information to the public. Feedback is a reinforcement of activeness so that it is able to maintain and respond to the next activity so that results can be further improved (Windarsih, 2016).

Effendy says in a journalistic known formula "5w and 1h". Formulas 5w and 1h are what, who, where, when, why, and How. The theory was applied in information processed by the account @humassetdasala3 because the information submitted had to be complete, clear and in accordance with the facts that occurred so that the information could be trusted truthfully. According to Semi (1995: 9), news is a fact that is dismissed to others. Through interviews with admin of @humassetdasala3, information processing had to meet the 5w + 1h + 1s element. 5w + 1h contains What, Who, When, Why, Where, How and 1s is Security.

Prasetyo Angga as the manager of the Salatiga Public Relations Instagram said, "Convey the right thing that is right and wrong. It is wrong; tell the wrong one the right way." The validity of information is very necessary to provide reliable

information. Therefore the @humassetdasalatiga account would not provide information that was still ambiguous or had not been proven correct. By providing complete and detailed information plus interesting visual content, it was expected that the public could clearly know the messages that were conveyed through Instagram.

Conclusion

Based on the results of research on the role of Instagram by the Public Relations of Salatiga City Government as an Information Deliverance to the Citizen, it can be concluded that:

1. Instagram social media of Salatiga Secretariat Public Relations with the account name of @humassetdasala3 played a role in increasing brand awareness. By using a consistent design, it would make people better recognize and remember the @humassetdasala3 account posts. A public relations officer also had a role to build an image through a brand. By having management of public relations'instagram and providing maximum service, it will be obtained the good image of public relations from the community as a forum for information about Salatiga.
2. Public Relations Instagram of Secretariat of Salatiga acted as a liaison for many people. The use of social media could make people from all over the world connected and because social media was called a global village. People who were followers of @humassetdasala3 account could be connected to each other with an internet connection. Followers of @humassetdasala3 account could provide quick responses through the public column. @humassetdasala3 account served to convey information from the government to the public and also to get public opinion. Not only Salatiga community, but also people outside of Salatiga Municipality could receive this information. This was because of the superiority of unlimited social media coverage and Instagram users that could be connected to each other.
3. Public Relations Instagram of Secretariat of Salatiga acted as a source of information and business promotion. A public relations officer played a role in disseminating information to the public in order to get public opinion. Various information that the people of Salatiga needed to know have been submitted through the account of @humassetdasala3. Such as information on regional activities, history of Salatiga, community appeals, and so forth. Posts from the account of @humassetdasala3 could not only be seen by the Salatiga community, but also reached the wider community. This made Instagram of public relations be as an information and promotion media for Salatiga to the public.

For further research, it is expected to conduct research using different methods, for example by using quantitative methods to find the effectiveness of using Instagram as a media for delivering modern information.

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