THE ROLE OF INSTAGRAM SOCIAL MEDIA AS A PUBLIC COMMUNICATION MEDIA AT PUSKESMAS CILENGKRANG KABUPATEN BANDUNG

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ABSTRACT
Social media used by government agency can act as a medium of communication with the masses, not only by verbal means. Nowadays, government agency on various level have used social media to spread information to the people. They are certainly cannot be detach from Public Communication. Public Communication is a process of delivering messages or interaction with the public where the message can be in a form of education, instruction, or information. Puskesmas is a government agency as a center for development, construction, and service. Also function as vanguard post for development of community healthcare services. Therefore, Puskesmas Cilengkrang utilize social media as a channel to deliver various information about healthcare. In this case they used Instagram. The role of @pkm_cilengkrang_kabbandung Instagram is to convey information about various government programs and all event held by Puskesmas Cilengkrang Kabupaten Bandung. This research shows that type of information conveyed by Puskesmas Cilengkrang Kabupaten Bandung on Instagram is about government program to support people healthcare, training or workshop event held there, education regarding community healthcare, and also schedule of immunizations or regular vaccinations.

Keywords:
Social Media
Instagram
Public Communication
Puskesmas

INTRODUCTION

Social media is internet-based media that is two-way and open to anyone, which allows its users to easily interact, participate, discuss, collaborate, share, and create and share content. (PERBUP Bandung, Nomor 73 Tahun 2018). Social media is an online-based platform where users can easily exchange information and are commonly used by today's society. Media platforms have a social element as a medium of communication. Social media has an important role as a means of mass communication in the advancement of information.
technology for community interaction and communication. Social media is part of the communication media that humans need to be able to communicate. Various kinds of social media such as Facebook, Twitter, Instagram, Threads and so on, make it easier for individuals, press agencies, government agencies to provide information. Instagram is one of the popular social media that is widely used by many people from the many existing social media. Instagram is an image-based social media that provides services for sharing photos or videos online. Instagram was created as an application that can be downloaded from Google Play without fear of being charged. So most Instagram users use the application on their devices.

The social system on the Instagram application is to follow other people's Instagram accounts or have followers. Thus communication between fellow Instagram users can be established by giving likes and also commenting on photos that have been uploaded by other users. Followers are one of the important elements, where the number of likes from followers greatly influences whether the photo can become a popular photo or not. In addition, to find friends who are on Instagram. Indicators of Instagram social media are hashtags, geotags, follow, share, like, comment (Bambang dalam Wahyuni, 2021)

This causes every event that occurs in an area to be widely known and becomes material for important and interesting discussions, especially related to issues of public services, development conditions, social and political issues and government policies. Government institutions, even certain regional heads such as the Mayor of Bandung currently have sites or accounts belonging to the government or privately owned by regional heads. (Yovinus, 2018). Through social media, everyone has the same opportunity to comment, share information, and even argue (Nabilla, 2021).

Communication media are all the means used to produce, reproduce, distribute or disseminate and convey information. Communication media plays a very important role in people's lives (Hardiyansyah, 2015:50). Based on its function, communication media is divided into 3, including:

a. Production function, is a communication medium that is useful for producing information, for example, is a word processing computer word processor

b. Reproduction Function, is a communication medium whose function is to reproduce and duplicate information, for example audio tape recorders and videotapes;

c. The function of conveying information, namely the communication media used to disseminate and convey messages to the target communicant.

All existing communication media can be utilized and used in the process of public service. Utilization and use of communication media, of course, depends on the situation, conditions, nature and characteristics of the public services being carried out or what information will be conveyed. In principle, any social media used can be utilized by government agencies as a medium for communicating with the public, because communication does not only occur by word of mouth. Currently, government agencies at all levels have used social media to convey information to the public. Government agencies are certainly inseparable from Public Communication.

Public communication is the main term usually used by communication researchers and academics, especially those who study various communication phenomena related to
public life, such as mass media, social media and public interest, public opinion, public perception and issues public, as well as policy (and) public communication. (Ahmad, 2021:16). Nyarwi Ahmad in the book Basics of Public Communication describes several things about Public Communication, including the following:

a. Public communication in essence includes a variety of processes, actions, activities, models and practices of communication that involve the public, occur in the public space (public sphere) and debate or find solutions to various types of public issues,
b. These processes, actions, activities, models and practices of communication do not only involve or are carried out by the public, but also involve or are carried out by public organizations and actors who lead or are part/member of public organizations and actors who leading or being part/member of public organizations,
c. Processes, actions, activities, models and practices of communication can take place through direct/face-to-face communication methods, mass media or facilitated/occur through various types of social media platforms,
d. The processes, actions, activities, models and practices of communication are aimed at discussing and managing various types of public interest, the dynamics of public perception and opinion (such as social, economic, political, cultural, religious and societal) as well as formulating, determining and implementation of models of public leadership (public leadership) and public policy (public policy) as well as evaluation of the implementation of these models of public leadership and public policy.

Public communication is the process of delivering messages or interactions to the public where the messages conveyed can be in the form of education, guidance or information. In this case, government agencies are expected to be able to use Instagram social media as an effective public communication medium by utilizing all the features or facilities in the application so that people can easily access information provided by government agencies. (Purnama, 2022). The object of this study is an Instagram account owned by Puskesmas Cilengkrang Kabupaten Bandung, that is @pkm_cilengkrang_kabbandung. Puskesmas is a government institution that functions to provide basic health services.

Based on this description, the researcher designed a case study research that aims to reveal and find out how social media Instagram is used by the Puskesmas Cilengkrang Kabupaten Bandung (@pkm_cilengkrang_kabbandung) in conveying information and building communication with the public.

METHOD

This study uses a qualitative descriptive research method. The qualitative research method was chosen because the researcher will explore and understand the Instagram social media used by the Puskesmas Cilengkrang as a media for public communication. This research focuses intensively on one particular object that studies a case. The descriptive method with the presentation of qualitative data will produce information that contains a comprehensive and clear picture of a social situation under study, comparing various events from one social situation to another.
Data can be obtained from all parties concerned, in other words in this study collected from various sources. The purpose of this research is to make a systematic, actual and accurate description of the facts, nature and relationships between the phenomena investigated. In this study, researchers observed the social media used by Puskesmas Cilengkrang Kabupaten Bandung that is Instagram.

Data collection techniques carried out by researchers to obtain the information needed are by conducting interviews, observing and utilizing documents. The aspects asked to the informants relate to the concept, arrangement, content, and activities that will be posted on Instagram. Observation and documentation activities are carried out by periodically paying attention to activities or information uploaded on Instagram @pkm_cilengkrang_kabbandung. This research focuses on two things, namely in determining the type of information and also the response from the community.

RESULTS AND DISCUSSION

This research was conducted in one of the government institutions, namely the Puskesmas which functions to provide basic health services. Puskesmas are divided into two types, namely treatment health centers and non-maintenance health centers. Puskesmas Cilengkrang Kabupaten Bandung, is one of the Puskesmas without a Care Center which has a built area of 4,262.5 hectares with a geographical condition of 90% hills. One of the supporting facilities owned by the Puskesmas is the provision of easy access to information for the community through social media.

Puskesmas Cilengkrang Kabupaten Bandung has an official website as a medium for conveying information about programs and activities carried out, but the delivery of information through the website is still considered to be less than optimal and there are still people who have difficulty accessing the website. Therefore, Puskesmas Cilengkrang Kabupaten Bandung chose to create a new social media account, namely by utilizing Instagram social media.

Instagram is a form of advancement in information and communication technology which is categorized in social media which currently has many active users around the world, this means that anyone who is an active user on Instagram can view and socialize with other Instagram users. (Purwandani, 2019). In its activities, Puskesms Cilengkarang uses Instagram social media to disseminate information to the wider community, educate the public regarding government policies and programs, and become a bridge for communication with the community. 
The feature used by the Puskesmas Cilengkrang is Instagram social media. Puskesmas Cilengkrang Kabupaten Bandung has had an Instagram social media account since 2018. Puskesmas Cilengkrang has utilized Instagram social media as a medium of information and communication to the public/community. Based on data collected by We Are Social and Hootsuite, the number of global Instagram users reached 1.32 billion as of January 2023. The number of Instagram users in Indonesia itself ranks 4th in the world, namely 89.15 million users. The choice of Instagram social media by the Puskesmas Cilengkrang is considered suitable for current conditions and can be used as their media for information publication. With Instagram, Puskesmas Cilengkrang is able to disseminate all information related to public interest and communicate quickly and easily, and can immediately convey clarifications via Instagram if there is news/information regarding deviant health.

DISCUSSION

Puskesmas Cilengkrang manages Instagram to be used as a publication media by uploading information about immunization schedules, vaccinations, and activities carried out by Puskesmas Cilengkrang. Uploaded publications in the form of photos and videos. Uploads in the form of videos are more often uploaded to the Instastory feature. Uploads in the form of videos are usually done every time there are activities such as posyandu activities, workshops and socialization. Uploads in the form of photos and videos are expected to get a positive/good response from the public. However, in reality, the response from the public or followers of @pkm_cilengkrang_kabbandung is still minimal because if you look back at it, there is an imbalance between followers and the response that occurs in each upload.

In addition, another problem that has arisen is that after using Instagram for approximately 4.5 years, the number of followers Puskesmas Cilengkrang Instagram account has is 893
followers. This is an evaluation, whether the information shared on the Instagram account has been conveyed properly, considering that the working area of Puskesmas Cileungkrang consists of Desa Girimekar, Desa Jatiendah, Desa Melatiwangi, Desa Cipanjalu, Desa Ciporeat, and Desa Cileungkrang. Where the communication media is as an intermediary in conveying information from the communicator to the communicant which aims to efficiently spread information or messages.

There are various models of public communication developed in Indonesia, both in the categories of State/Government institutions and Non-State/Government institutions. We can at least group these public communication models into six public communication models, including: educative public communication models; informative public communication models; entertaining public communication model; persuasive public communication model; instructive public communication models; and a narrative public communication model. When viewed from the presentation of the research results, the public communication model used by Puskesmas Cileungkrang is an informative public communication model, because based on uploads on Instagram Puskesmas Cileungkrang often uploads information about posyandu activities, immunization schedules to vaccinations. This is in accordance with the benefits of the Informative Public Communication Model, among others:

1. This informative public communication model essentially has the main function, namely to convey and disseminate information and data that can be useful for public life.

![Figure 2](Image.png)

Figure 2. Information regarding patient rights and obligations
(Source: Instagram Puskesmas Cileungkrang Kabupaten Bandung, 2023)

2. Increase public understanding of matters related to various types of public policies, public service systems in sectors of public life or service models used to support the fulfillment of goods or services that are public needs. Information can be in the form of public systems and services related to vaccinations and immunizations provided by the Puskesmas.
3. Convey and disseminate information and data that can enrich and broaden public understanding regarding certain things they need in public life.

Information and publications that were previously only done outside the network, now can be done online. Uploads on social media are dominated in the form of images without a detailed explanation in the caption. Editing is also fairly simple. Images or content reposted by @pkm_cilengkrang_kabbandung are dominated by information about national-scale government programs. In order to provide government information services, information
that is managed and organized by Puskesmas Cilengkrang through Instagram social media must pay attention to aspects in terms of language, text or writing, and visual content used. The mechanism for using Instagram social media prioritizes uploading information in the form of images or videos by considering the type of information, quality of information, providing the right hashtags, and ideal captions so that the information conveyed can be well received by the public.

The target of the uploaded images or videos in information dissemination on Instagram is the people who are in the working area of Puskesmas Cilengkrang, especially people who have Instagram accounts. Uploads to Instastories are usually done every working day after activities, such as workshops/training activities, have been completed. Even though Puskesmas Cilengkrang is active in uploading Instastory, the latest information on the @pkm_cilengkrang_kabbandung Instagram account, the public rarely gives engagement to their posts. Questions that arise only when Puskesmas Cilengkrang uploads information about Covid-19 Vaccination, these comments are rarely answered by Puskesmas Cilengkrang. Puskesmas Cilengkrang as a communicator should be able to respond actively to questions raised by the public through the comments column on Instagram.

CONCLUSION

Based on the analysis of the results and discussion of the research that has been described, the conclusion that can be drawn from the study "The Role of Instagram Social Media as a Public Communication Media at Puskesmas Cilengkrang Kabupaten Bandung" is that the type of information conveyed by Puskesmas Cilengkrang Kabupaten Bandung on Instagram is about government programs to support public health, training activities/workshops conducted, education about public health, as well as routine immunization/vaccine schedules. Each Puskesmas is required to organize a Puskesmas Information System. The Puskesmas Information System in question includes the recording and reporting of the activities of the Puskesmas and its network; recording and reporting of the finances of the Puskesmas and its network; field survey; related cross-sector reports; and reports on the network of Puskesmas in their working areas. Reporting of health program data that is organized needs to be communicated to the public. Instagram is one of the media used to post any activities that have been carried out by the Puskesmas.

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