

Application of Communication Principles in the Public Relations Strategy of Dp3a City of Bogor in Information Dissemination on Instagram

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Article Info

Article history:

Received: 12 December 2025

Publish: 7 January 2026

Keywords:

Content;
Communication;
Instagram;
Public
Relations;
Principle;
Strategic

Abstract

This research discusses the Implementation of Communication Principles in the Public Relations Strategy of DP3A Bogor City in Disseminating Information on Instagram. The study aims to explain how communication principles are applied in DP3A's public relations strategy and to identify the challenges faced in disseminating information through Instagram. The findings show that the DP3A Public Relations team implements the principles of communication based on the Theory of Strategic Communication, which include credibility, context, content, clarity, continuity and consistency, channel, and audience capability. These principles are reflected through various communication strategies such as creating informative and interactive content (reels, feeds, stories), utilizing Instagram features (direct messages, comments, story games), and managing audience engagement based on demographic and behavioral analytics. DP3A's PR also maintains consistency through scheduled campaigns addressing women's and children's issues. Overall, the implementation of strategic communication principles strengthens the effectiveness of information dissemination and supports DP3A's goal of building a positive public image through digital platforms

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1. INTRODUCTION

The digital era has transformed global communication, including how governments interact with the public. According to Saptarianto *et al.* [6], a person with strong digital literacy can easily obtain information, identify fake news, and defend themselves from online security threats. Governments at all levels must now be able to convey information on policies, programs, and services quickly, precisely, and easily accessible to all levels of society.

One of the fastest-growing and most influential social media platforms is Instagram. According to statistics from Julius [2], Instagram users in Indonesia reached 90 million in May 2025, reaching 1.74 billion worldwide. This visual content-based platform, including photos and videos, has successfully attracted more than one billion active users worldwide. Features like Instagram *Stories*, *Reels*, *Live*, And *Guides* providing creative space for public relations to convey complex information such as data, service procedures, or explanations of regulations in an interesting, light, and easy-to-share manner. According to Rebecca and Revinzky [7], for content to be successful, it requires pillars that aim to support the content so that it is on target and gets a better response.

According to Armanet.al.[3], The Kolaka Women's Empowerment and Child Protection Service has an important role in socializing programs regarding the prevention of sexual violence against children. In this context, the Public Relations of the Bogor City Women's Empowerment and Child Protection Service (DP3A) has an important role in voicing and handling sensitive issues in society. Several issues such as the prevention of domestic violence (KDRT), child protection, women's economic empowerment, and the promotion of gender equality require strategies for delivering information that are appropriate, empathetic, effective, and educational. According to Oktaviani and Helmi [9], the rapid flow of information is one of the factors causing changes in government so that the public needs accessibility to information.

Based on this, this study focuses on exploring the communication principles applied by the Public Relations of DP3A Bogor City as a public relations strategy in disseminating information to the public through Instagram. The application of these communication principles is considered concrete in disseminating information on Instagram so that the dissemination can take place effectively, persuasively, and encourage voluntary change in society. According to Firdaus and Vera [10], optimizing the use of Instagram social media as an effective tool in disseminating information and building community involvement in agency programs.

2. RESEARCH METHODS

2.1 Location and Time

The location of the research was conducted offline at the DP3A of Bogor City, located at Jalan Ciwaringin No. 99, RT.01/ RW.09, Ciwaringin, Bogor Tengah District, Bogor City, West Java, 1612. The data collection period was calculated for four months, namely September 1 to December 31, 2025. Data collection was adjusted to working hours at the DP3A of Bogor City, namely every Monday to Thursday from 07.30 to 16.00 WIB and Friday from 07.30 to 16.30 WIB.

2.2 Data and Instruments

Data serves as an important reference for providing a comprehensive picture of a condition. The data used in the research process can be divided into two main types:

1. Primary Data

Primary data is data obtained directly from primary sources, namely the results of direct participation, observation, and the results of interviews with Public Relations Staff of DP3A (Women's Empowerment and Child Protection Service) of Bogor City.

2. Secondary Data

Secondary data is data obtained indirectly or through Secondary data sources include literature studies of several scientific journals, articles, and other information from the internet relevant to the theme of public relations communication principles and information dissemination on Instagram.

The instruments used include a list of questions as an interview guide, a device as a recording and documentation tool, and a laptop to process the results or data in compiling the research.

2.3 Data Collection Techniques

Data collection techniques are the methods used to obtain data and information.

The data collection techniques used in this research are as follows:

1. Active participation is a form of direct involvement by the author as a member of

the Bogor City DP3A Public Relations Team in field activities. The author also participated in managing information disseminated on Instagram during the internship.

2. Observation is a data collection technique with unique characteristics because it involves direct observation of the research object. The author used this method to directly observe activities taking place in the Public Relations Division of the DP3A (Women's Empowerment and Child Protection Service) of Bogor City, particularly regarding work processes relevant to the research topic.
3. Interviews were used to gain deeper insight into the application of public relations principles in disseminating information on Instagram. Interviews were conducted with field supervisors and staff from the Public Relations Division of the Bogor City DP3A.
4. Literature Study Supporting data was obtained through a review of books, journals, and articles related to creative content and social media management as a supporting basis for the results of this study. According to Suhada et.al [8], literature studies are related to theoretical analysis through various sources such as books, scientific journals, articles, *e-book*, and other library materials.

3. RESEARCH RESULTS AND DISCUSSION

3.1 Application Of Communication Principles In Dp3a Public Relations Strategy In Information Dissemination On Instagram

According to Kartikaet.al.[4], Public Relations strategy is the key to success in implementing information and communication management. DP3A's public relations strategy in disseminating information on Instagram is to create information content. (*reels, feeds, story Instagram*) and utilize Instagram features (DM, Snapgram, comments) to be more interactive with the audience. This public relations communication principle strengthens the strategy of planning, disseminating, processing, and managing information thoroughly so that the agency's message is conveyed effectively to the public. Furthermore, if the public relations department successfully implements the public relations strategy, it can build a positive image for the agency.

In order to make the public relations strategy a success, the public relations team applies communication principles in accordance with the *Theory of Strategic Communication* (Cutlip et al., 2006) whose principles are considered relevant as a benchmark for DP3A Public Relations communications in managing information on Instagram. Here are some principles to consider:

1. *Credibility* (Credibility)

Based on the principle of credibility, the DP3A Public Relations Team builds public trust by protecting the privacy of victims who report via DM, responding promptly to messages with contact information as needed, and responding interactively to comments on each post. This way, the public will trust that DP3A is present to address any concerns raised. Meanwhile, to maintain public respect, the public relations team strives to conduct regular campaigns addressing issues of violence currently circulating in the community.

2. *Context* (Context)

DP3A Public Relations also considers cultural and social factors when designing messages before disseminating information on Instagram. In this regard, the PR team uses simple language that is easily understood by the public. The language used is semi-formal. DP3A itself usually uses the greeting "Halo Balad DP3A" in

Sundanese post captions, which means "Hello DP3A Friends." This demonstrates the team's efforts to build communication based on their geographic background to make it easier to reach the community.

3. *Content* (Content)

DP3A Public Relations tries to share messages with the public in the form of Instagram content, including documentation content in the form of DP3A socialization and meetings that discuss women's and children's issues, educational content in the form of content that aims to educate the public regarding sensitive issues such as content about catcalling experienced by women, as well as entertainment content that usually contains fun content such as guessing children's songs.

4. *Clarity* (Clarity)

DP3A Public Relations ensures the language and visuals used are easily understood by the audience. Meta-analytics show that the average viewer of the post is aged 17-30. This indicates that the audience is mostly Gen Z, who prefers engaging, simple, and easy-to-understand visuals and language. The use of Instagram analytics demonstrates the application of a user-centered communication design approach, where messages are tailored to the demographic characteristics and preferences of the Gen Z audience. According to Nurlaila,*et.al.*[5], Gen Z's preferred content is visual and quick to understand, such as short videos with an engaging format, infographics, and memes. The visual content used is arranged in an attractive, clear manner, not too crowded with elements, and the colors used are blue and white to give a clearer and more relaxed impression.

5. *Continuity and consistency* (Continuity and Consistency)

DP3A Public Relations has a content pillar to maintain consistency in the messages and values conveyed. A weekly schedule for campaigning on women's and children's issues has been carefully designed. *Campaign* Articles on children and women's issues are published once or twice a week, every Wednesday and Friday, at 12 noon. The team posts regularly every day. *Story* Instagram is a documentation activity from meetings attended by various fields in DP3A related to women and children.

6. *Channel* (Channel)

Instagram offers a wider range of features than other channels for disseminating information to the public. Public relations teams often use story and post engagement analysis features to identify the highest audience at specific times and then publish content tailored to that audience. For example, on *weekday* Like on Thursdays, viewers mostly watch Instagram stories at 9 a.m. This gave the team an opportunity to create an activity called "Kuaci," which stands for Thursday, Funny, and Cheerful. Kuaci itself consists of interactive stories that greet viewers on Thursdays at 9 a.m. on Instagram Stories.

7. *Capability of Audience* (Audience Capability)

Communication can be said to be effective if the communicator does not burden the recipient with understanding. It is important to ensure that the information received is understood and responded to positively by the audience. Based on Instagram analytics, the audience's preferences for watching the most are Gen Z. Therefore, to ensure information is conveyed effectively, the team carefully selects information disseminated according to the background understanding of the Gen Z audience, namely trending content. According to Nurlaila*et.al.*[5], that Gen Z gets the latest news and follows the latest trends.

3.2 DP3A Public Relations Challenges in Disseminating Information on Instagram

The team faced various challenges that affected the effective delivery of the message when managing content discussing sensitive issues on the Bogor City DP3A Instagram account. Managing content discussing sensitive issues on the Bogor City DP3A Instagram account certainly faced various challenges that affected the effective delivery of the message.

One of the main challenges is ensuring that the content delivered does not trigger negative reactions from the public. Negative reactions can be traumatic for victims of violence against women and children. Therefore, the team must be very careful in choosing the words and images used in their content.

Another challenge is ensuring that the content reaches the right target audience. With Instagram's algorithm constantly changing, teams must constantly monitor and adapt their content strategy to ensure their message reaches as many people as possible. This requires a high level of creativity and analytical skills from the team.

Another challenge is ensuring that the content submitted remains aligned with DP3A's mission and values and does not violate Instagram's rules and policies. Therefore, the team must have a thorough knowledge of Instagram's policies and ensure that all submitted content goes through a rigorous review and approval process before publication. This way, the team can build trust and credibility in the eyes of the public.

4. CONCLUSION

Based on the description of the results and discussion above, it can be concluded that the communication principles by the Public Relations of the DP3A of Bogor City in disseminating information on Instagram are carried out in a planned manner based on *Theory of Strategic Communication* (Cutlip et al., 2006). The application of communication principles is used as a public relations strategy in disseminating relevant information to the audience. The team disseminates information that is easily understood by the audience and strives to build active interactions with the audience.

Furthermore, disseminating information requires clarity of message and visuals, as the team observed in their Instagram meta-analytics analysis. It was apparent that Gen Z viewers were the dominant force, so content was designed to be as engaging and clear as possible, with a relaxed blue-and-white color scheme and minimalist visual elements. The challenge in disseminating information is the need for careful selection of diction and visuals, as well as the process of *Review* and *approval* strict so that educational content does not trigger negative reactions from the public.

5. SUGGESTION

The Bogor City DP3A Public Relations Department should consistently optimize educational content and explore the full potential of platform features to maintain audience engagement. Furthermore, to broaden the reach of sensitive issues persuasively, the DP3A Public Relations Department is advised to increase its content development efforts of *education* and *entertainment* (such as "Kuaci" content). This can be done by increasing the frequency of interactive content on *Instagram Story* (*polling*, *QnA*, *Quiz*) that educates on sensitive issues in a lighthearted manner. Utilization of Instagram's analytics features should be maintained to adjust posting times and formats, for example, by testing more varied posting times beyond Wednesday and Friday at 12:00 PM.

6. ACKNOWLEDGEMENT

The author would like to thank all parties who have provided support in carrying out this research, including supervisors, research colleagues, resource persons, and Other data sources have provided important insights in completing this research. Assistance from family and close friends was instrumental in the smooth running of this research.

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