

# The Role of Public Relations of Universitas Negeri Jakarta as a Communication Facilitator on Social Media Instagram @unj\_official

Dinda Nabilahzahra Putri<sup>a,1,\*</sup>, Dini Safitri<sup>b,2</sup>, Maulina Larasati Putri<sup>c,3</sup>

<sup>a,b,c</sup> *Communication Sciences, Faculty of Social Sciences, Universitas Negeri Jakarta*  
<sup>1</sup> *dindanab@gmail.com\**; <sup>2</sup> *dinisafitri@unj.ac.id*; <sup>3</sup> *maulinalarasati@unj.ac.id*

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## ABSTRACT

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**Abstract:** This study aims to find out the role of public relations as a communication facilitator on Instagram @unj\_official social media for information dissemination. In this case, public relations had an important role to be able to convey information so that it can be well received and fulfill the information needed by the public about the organization. Is based on one of the roles of public relations, namely as a communication facilitator for the organization and its public. This study uses a descriptive qualitative method because the author wants to provide an overview to be able to explain what happened. Data collection techniques using interviews, observation, and documentation. The results of this study are that the Public Relations of the Universitas Negeri Jakarta had a role in providing communication facilities between the Universitas Negeri Jakarta and the public through social media, but it is not optimal in answering questions from followers of the Instagram account @unj\_official.

## I. Introduction

The public relations department is needed by companies, agencies, organizations, and governments because of its very important role and is related to the public (Ruslan, 2016). A company or organization will unknowingly continue to be connected with the public, especially the public who has an interest in the company or organization. Therefore, organizations and companies cannot be separated from their public. Public relations are very necessary for organizations, companies, agencies, companies, and so on. As the name implies, in simple terms the public relations field cannot be separated from establishing relationships with the community. The definition of public relations according to the Public Relations Society of America (PRSA) for 927 professional public relations suggestions, is concluded that public relations are a strategic communication process to build relationships that can provide mutual benefits between an organization and its audience (Seitel, 2016)

In addition to establishing good relations and communication with the public, especially externally, public relations, whose position is at the forefront of the organization, will be the main place for the public to find out information about the organization. Therefore, public relations had an important role to be able to convey information so that it can be well received and fulfill the information needed by the public about the organization. The dissemination of this information also needs to pay attention to the completeness and content of the information so that there is no misinformation conveyed. In addition to establishing good relations and communication with the public, especially externally, public relations, whose position is at the forefront of the organization, will be the main place for the public to find out information about the organization. Therefore, public relations had an important role to be able to convey information so that it can be well received and fulfill the information needed by the public about the organization. The dissemination of this information also needs to pay attention to the completeness and content of the information so that there is no misinformation conveyed.

The current communication process is facilitated by digital and internet-based technologies. Through this technology, new media are created which over time can replace conventional media.

New media or also called New Media is media that is very tied to the internet. Mondry argues that new media is online media that is based on technology, is flexible, and can be used to interact personally or in general (Norhabiba & Putri, 2018). The advantage of new media is that it is real-time, which means that users can get information and services quickly regardless of time and location as long as the user is connected to a device capable of capturing internet signals (Puspita, 2015).

Social media is the result of technological developments from new internet-based media. Van Dijk in (Nasrullah, 2016) gives his opinion regarding the definition of social media, which is a platform that focuses on the existence of its users to be able to facilitate activities or collaborate so that social media can also be interpreted as an online intermediary that can create social bonds to form relationships. strong between users. Another opinion regarding social media was also conveyed by Philip Kotler and Kevin Keller that social media is a place for users to share written, image, video, or audio information with other users (Purbohasuti, 2017).

Currently, where digitalization has developed rapidly, relations and information dissemination can take advantage of social media. Social media is a medium that can reach the public widely and quickly. (Ni'matul Rohmah, 2020) The use of social media is now very commonly used by the public, especially in disseminating information and receiving information. Social Media currently has various types based on its use. Annur (2021) provides that several social media are currently being widely used by people in Indonesia, namely YouTube, Facebook, Instagram, TikTok, and Twitter. People can easily use social media via smartphones. Provides data on social media that are currently widely used by people in Indonesia, including YouTube 82%, Facebook and Instagram 77%, TikTok 43%, Twitter 30%, and other social media. A large number of people using social media can be a way for companies or organizations to assist in disseminating information easily because they can reach a wider community. The ease of access to the dissemination of information through social media is of course utilized by corporate or organizational public relations to fulfill its role in disseminating information needed by the public.

Besides being used for personal gain, social media is also currently widely used by agencies to be able to introduce and disseminate information about their agencies. This relates to the duties of the public relations department which conveys information to the public. One of the users of social media that can be used as a medium for disseminating information is Universitas Negeri Jakarta. Through its public relations department, Universitas Negeri Jakarta shares various information related to activities, achievements, and information related to Universitas Negeri Jakarta. Currently, the official social media accounts owned by Universitas Negeri Jakarta are Instagram, Twitter, Facebook, YouTube, and TikTok. Social media is used to disseminate information related to Universitas Negeri Jakarta. Universitas Negeri Jakarta's social media that has the most followers is Twitter social media with 619,000 followers. However, based on the author's observations of all social media owned by Universitas Negeri Jakarta, the most active in disseminating information is Instagram social media. The activeness of spreading this information is based on how frequently and the last information is uploaded on social media, so it is found that Instagram social media is most often used as a medium to spread information.

According to Nur Anisah, Maini, and Hendra (2021), Instagram is a social media in the form of mobile application that can be used to upload photos and videos with additional text. Through Instagram social media, users are given the flexibility to like, comment, and engage with each other in a post. Instagram social media is specifically for those who are interested in visuals such as photos. However, currently, Instagram social media can upload various photo and video content that can be displayed in the Feed section so that followers from that account can see the post. The difference between the Instagram application and other social media can be seen from the features offered for users to be creative in creating content. Instagram (2023) has several features that can be used by users, namely sharing photos or videos via Instagram Feed, Instagram Stories, and Instagram Reels, these features can be created with additional stickers, filters, and songs.

Instagram social media owned by Universitas Negeri Jakarta has been created in April 2016, and actively shares information about news, activities, achievements, and information related to Universitas Negeri Jakarta. Information conveyed through Instagram social media can be in the form of images, videos, or writing which can be conveyed through the posting, caption, and comment column features. However, even though the Instagram account @unj\_official has actively shared information, there are still people who need other information, so they ask questions through the comment column. The information asked is also quite important because it is needed by these followers and is related to Universitas Negeri Jakarta. In this case, the Instagram account @unj\_official has not been optimal in responding to questions submitted by followers, even though these questions are important information needed by their followers.

Regarding this problem, the role of public relations at the Universitas Negeri Jakarta as an information provider still needs to work to manage social media Instagram @unj\_official as a medium for disseminating and fulfilling information to the public, so, in this case, the author is interested in knowing how the role of public relations as a communication facilitator on Instagram social media @unj\_official for information dissemination.

The focus of this research is based on one of the roles of public relations which were first classified by Glen M. Broom and G. D. Smith in 1979 as quoted by Dozier in a book entitled "Excellence in Public Relations and Communication Management" in 1922 in (Prayudi, 2013) which is divided into technician roles and managerial roles which are further divided into three parts, namely being an expert prescriber or expert adviser, being a communication facilitator or communication facilitator, and being a problem-solving or problem solver. In this research, the authors focus on one of the roles of public relations, namely as a communication facilitator.

## II. Research Methods

In this research, the authors used a qualitative approach. Research with a qualitative approach method is carried out to understand a person's point of view or understanding, as explained by Neuman (2014) that qualitative studies focus on the interpretation of how people create certain social understandings or meanings. Erickson explained that qualitative research is research that seeks to obtain and provide an overview to be able to interpret something that is done and what impact that thing has on his life (Anggito, 2018). In this research, the authors used a qualitative approach to find out and understand the views and roles of the Universitas Negeri Jakarta Public Relations as a communication facilitator on social media @unj\_official.

The type of research used in this research is descriptive qualitative research. Neuman (2014) gives the opinion that descriptive research is to collect data and processes it into a descriptive picture or explains what happened which will be repackaged into a concept or theme.

In social science research, the most typical unit of analysis is the individual (Babbie, 2016), so in this research, the unit of analysis is the individual. In this research, the subject is someone who has contributed to the topic being researched by the author. The research subjects in this research were key informants who contributed to one of the public relations activities carried out, namely Instagram social media management activities on the @unj\_official account. In this case, the Head of the Public Relations and Public Information Office at the State University of Jakarta knows and has responsibility for all decisions made on Instagram social media @unj\_official. Therefore, the authors designate him as an informant who can provide data regarding the topics to be discussed by the authors.

In this research, a qualitative data collection technique was used, namely by going directly and utilizing all the senses to explore the situation that was the focus of the research (Creswell & Creswell, 2018). In this research, the authors collected data through interviews, observation, and documentation. In this research, the authors used in-depth interviews. According to Babbie (2016), this interview aims to find out and get information from what is known by the research topic informant, and get detailed information from the topic under study, and so that the informant can provide as detailed information as possible. In this research, the authors applied non-

participant observation. As described (Hasanah, 2016) that non-participant observation is an observation method in which researchers do not participate directly in the activities being observed. This is because the author does not participate directly in seeing how public relations plays a role in managing social media Instagram @unj\_official. The results of this observation will be obtained through information submitted via the @unj\_official account. In this case, observations are made based on the posts uploaded.

As for the steps in analyzing the data in this research, according to Creswell (2018), data analysis is carried out based on the most specific data and then the most general data. There are steps taken, namely preparing data, reading all data obtained, analyzing data in detail with coding, applying coding to provide descriptions, showing narrative descriptions, and interpreting data.

### III. Result and Discussion

Public relations are very necessary for organizations, companies, agencies, and so on. As the name implies, in simple terms the public relations field cannot be separated from establishing relationships with the community. Public relations according to the Institute of Public Relations (IPR) that the practice of public relations or public relations is a comprehensive effort that is carried out in a planned and sustainable manner to create and maintain goodwill and mutual understanding between an organization and its audience (Jefkins, 2015).

The enterprise consists of subsystems with which interactions are bound to occur. In this case, the top management of a company cannot ignore the fact that one way to build relationships with its environment requires its expertise so the role of public relations will become the crucial role. The role of public relations in agencies has a dominant principle. Every company certainly has goals to be achieved which can be through an activity. In achieving this goal, public relations has its role to carry out its duties in an activity.

The role of public relations was first classified by Glen M. Broom and G. D. Smith in 1979 as quoted by Dozier in a book entitled "Excellence in Public Relations and Communication Management" in 1922 (Prayudi, 2013). The concept of this role was also developed by public relations researchers in their studies related to the role of public relations so that in general it is found that the role of public relations can be classified into two types of roles, namely technical and managerial roles. The role of public relations is divided into 2 parts, namely the technician role and the managerial role. The managerial role is further divided into three parts, namely being an expert adviser, being a communication facilitator, and being a problem solver. In this research, the authors only focus on one of the roles of public relations, namely as a communication facilitator.

A more detailed explanation according to Dozier and Broom regarding the role of public relations in (Prayudi, 2013) that the role of public relations is as a communication facilitator, that in this category public relations has a role to act as a communicator to maintain the quality and quantity of two-way communication flows between agencies and their publics. This role makes public relations practitioner liaisons, interpreters, and mediators who seek to remove barriers to communication to provide the information needed by agencies and the public to make decisions that can mutually benefit both parties.

As communication facilitators, public relations practitioners play the role of being a source of information and official contacts between agencies and the public. Therefore, public relations practitioners manage interactions, set agendas for discussion, summarize and re-explain views from various parties, invite responses and help the public to provide corrections or input that hinder communication relationships. In this case, public relations assist in management to hear input expected by the public. However, public relations can also act to provide an explanation to the public about the wishes or policies of the agency. Two-way communication is assumed in this role to be carried out by public relations practitioners in carrying out their activities so that communication is more effective and can improve the quality of decisions made by agencies and the public that have a relationship with a policy, procedure, or action that is of a shared interest.

Universitas Negeri Jakarta Public Relations has a role in providing information to the public relating to Universitas Negeri Jakarta. Currently, dissemination of information can be done more easily, one of which is by spreading this information through social media. Universitas Negeri Jakarta Public Relations is more active in using social media Instagram with the @unj\_official account to disseminate information compared to other social media. Based on the author's observations of all social media owned by Universitas Negeri Jakarta, the most active in disseminating information is Instagram social media. The activeness of the information dissemination by the author is based on how often and the last information is uploaded on social media, so it is found that Instagram social media is most often used as a place to spread information.

The role of Universitas Negeri Jakarta's public relations to provide facilities between Universitas Negeri Jakarta and the public for interaction has been carried out by utilizing Instagram social media. Universitas Negeri Jakarta Public Relations has also been actively providing information to its followers on Instagram social media @unj\_official. This can be seen based on the author's observations, that the Instagram account @unj\_official has actively uploaded information in 2022 as many as 450 posts on Instagram Feeds.

Based on the results of interviews and observations that the author conducted, Public Relations of the Universitas Negeri Jakarta in carrying out its role as a communication facilitator on Instagram social media @unj\_official to disseminate information has their respective duties, namely, some are tasked with uploading activity information, achievement information, academic information, and general information. Although it cannot be denied that there is still information outside of the information that has been disseminated by the Public Relations of the Universitas Negeri Jakarta through the @unj\_official Instagram account that is needed by their followers, so followers of that account try to get the information they need by asking questions through the uploaded post comments column. Universitas Negeri Jakarta Public Relations has been active in disseminating information, but currently the Instagram account @unj\_official is not yet active in replying to questions submitted by its followers because the questions asked are usually available on the Instagram account @unj\_official. However, Public Relations of the Universitas Negeri Jakarta continues to maximize efforts to provide the information needed by followers of the @unj\_official Instagram account through the call center, directly visiting the Public Relations office of the Universitas Negeri Jakarta, and embedding a website link containing further information on uploads that can be accessed by followers of the Instagram account @unj\_official. This is also due to the need for additional human resources, especially in the department that focuses on designing and managing social media.

#### **IV. Conclusion**

A company or organization will unknowingly continue to be connected with the public, especially the public who had an interest in the company or organization. Therefore, organizations and companies cannot be separated from their public. Public relations are very necessary for organizations, companies, agencies, companies, and so on. One of the roles of public relations, namely as a communication facilitator who bridges communication between agencies and the public.

Universitas Negeri Jakarta Public Relations already has facilities by utilizing Instagram social media to interact and disseminate information between Universitas Negeri Jakarta and the public, namely followers from the Instagram account @unj\_official. However, even though information about Universitas Negeri Jakarta has been conveyed by public relations through that account, there are still followers who need other information. In this case, humans through the @unj\_official account are not optimal in answering questions from followers of that account because the questions asked are usually available on the Instagram account @unj\_official. However, Public Relations of the Universitas Negeri Jakarta continues to maximize efforts to provide the information needed by followers of the @unj\_official Instagram account through the call center, directly visiting the Public Relations office of the Universitas Negeri Jakarta, and

embedding a website link that contains further information on uploads that can be accessed by followers of the Instagram account @unj\_official.

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