

# Communication Strategy of Tasikmalaya City Diskominfo in disseminating health information and education through Instagram in 2024

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## Abstract

This study aims to analyze the communication strategy of the Department of Communication and Informatics (Diskominfo) of Tasikmalaya City in delivering health information and education through its official Instagram account, @kominfo\_pemkot\_tsm, during the 2024 period. The main focus of this research is to identify the implemented communication strategy, assess message effectiveness, and examine the two-way interaction between the government and the public. This research uses a qualitative approach with a case study method, as it allows for an in-depth exploration of the public communication practices carried out by Diskominfo. Data was collected thru in-depth interview, observation, and documentation. The research results indicate that the communication strategy of the Tasikmalaya City Diskominfo is based on the Circular of S-O-M-E (Share, Optimize, Manage, Engage) model and the principles of symmetrical two-way communication. Diskominfo leverages cross-departmental collaboration, public issue mapping, and adapting communication styles to audience characteristics to enhance message effectiveness. Communication success indicators are measured thru social media insights, audience feedback, and changes in public behavior toward health issues. In conclusion, the communication strategies implemented were informative, participatory, and responsive, demonstrating high effectiveness in building public engagement and strengthening the local government's image as a credible and educational source of information.

## Keywords

Communication Strategy, Social media, Instagram, Health education, Diskominfo

## Introduction

A communication strategy is a guide for planning and managing communication to achieve goals. Therefore, communication strategies must be able to tactically explain and direct what needs to be done [1]. According to Fzrch and Kasper, a communication strategy is a strategy deliberately designed to do something that people believe is very important for achieving specific communication goals [2]. The Communication and

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Information Service (Diskominfo) of Tasikmalaya City is implementing a communication strategy on its social media. Social media has become an important tool for disseminating public information due to its speed, accessibility, and visual nature. This aligns with the function of social media in modern organizations, which is to share information and build relationships with the public [3]. Local governments, including the Department of Communication and Information, utilize social media as part of their public communication strategy to ensure information is delivered effectively and interactively. Social media management is becoming increasingly important given the public's need for fast, accurate, and reliable information [4].

In the context of Tasikmalaya City, the Department of Communication and Information actively uses Instagram as the main platform for delivering health information and education. The choice of Instagram as a communication channel is not without reason. This visual-based social media is considered more effective in reaching a wide audience and supporting the delivery of health messages that require a simple, engaging, and easy-to-understand presentation format. This aligns with Lasswell's communication model, which emphasizes the importance of selecting the appropriate channel for the message to achieve the desired effect [5].

The Tasikmalaya City Diskominfo shows a high level of activity with an average of 3-5 posts per day, a total of 7,810 posts, and a follower count reaching 28,100. With that, the Tasikmalaya City Diskominfo has a wider audience reach compared to the other 3 Diskominfo Instagram accounts, namely Ciamis City Diskominfo, Garut Regency, and Banjar City. The author chose the comparison based on the East Priangan region. Some local government accounts are less active and unresponsive, but the @kominfo\_pemkot\_tsm account stands out for its creativity in content creation, appropriate feature usage, design consistency, and quick response to public issues, emergency information, and regional potential promotion [6].

The main advantage of the Diskominfo Kota Tasikmalaya account is its more direct approach to the community, with much content documenting real interactions between the government and citizens. Additionally, the Diskominfo Kota Tasikmalaya account provides more frequent information and education related to public health, both in the form of preventive campaigns and reports on direct activities in the field. This makes the account not only a source of information but also a powerful and consistent means of raising public health awareness and literacy.

The author chose to research the Instagram social media account @kominfo\_pemkot\_tsm because they found a unique aspect: the Instagram account of the Tasikmalaya City Communication and Information Office (Diskominfo) shares more information and educational posts about health compared to the Instagram accounts of 3 other city communication and information offices. With a total of 64 health posts during 2024, it can be said to be routine and more than others. Not only that, this case is also unique because their social media communication strategies are interconnected. The Tasikmalaya City Diskominfo utilizes the features available on Instagram to share

health information and education, specifically by using feeds (photos or videos), reels, and stories, which makes the content engaging.

The author wants to research the communication strategies used by Diskominfo because they align with Grunig and Hunt's symmetrical two-way communication model, which emphasizes reciprocal interaction between the government and its public. In this model, communication doesn't just flow one way, but opens up space for dialog, clarification, and community participation. This approach is relevant to the government's public communication goals, which aim not only to inform but also to build relationships and encourage citizen participation [7].

The operational strategy of the Department of Communication and Information (Diskominfo) in managing Instagram can be analyzed using the Circular of S-O-M-E (Share, Optimize, Manage, Engage) model. This model helps understand how content is shared, optimized for wide reach, professionally managed, and how audience engagement is built [8]. This theory clarifies that the success of communication strategies thru social media is not solely determined by content quality, but also by consistent management and the ability to build engagement with the audience.

Several previous studies on government social media communication have examined Instagram as a medium for public relations, promotion, and institutional branding. For example, research on government public relations strategies in promoting tourism destinations through Instagram tends to focus on image building and promotional effectiveness [7]. Other studies analyzing local government digital communication in West Java emphasize general patterns of media utilization and institutional communication performance without specifically examining sectoral issues such as health education [9]. Furthermore, studies discussing the Circular S-O-M-E model are mostly applied in organizational or corporate contexts and have not comprehensively integrated it with the symmetrical two-way communication model within the framework of local government public health communication [8]. Therefore, there remains a knowledge gap regarding how a local government institution strategically integrates health-focused content, interactive engagement, and structured social media management models into a coherent communication strategy. This research differs from previous studies by specifically focusing on health information and education content, while simultaneously integrating Lasswell's communication model, the symmetrical two-way communication model, and the Circular S-O-M-E framework within a single municipal government case study. Through this approach, the study offers a more context-specific and theoretically integrated understanding of digital health communication strategies at the local government level.

Based on this background, this research is important to conduct in order to analyze how the Communication and Information Office of Tasikmalaya City's communication strategy is implemented thru the Instagram account @kominfo\_pemkot\_tsm in conveying health information and education. This research utilizes the communication theory frameworks discussed, such as the Lasswell model, the two-way communication

model of Grunig and Hunt, and the S-O-M-E model, to provide a comprehensive understanding of the effectiveness of public communication thru government social media.

## Method

This research uses a qualitative approach with a case study method. Case studies were chosen because they allow researchers to explore programs or activities bound by a specific context in depth. As explained in the thesis, a case study examines in detail a program, event, activity, or process bound by a specific time and context, and is conducted using various continuous data collection techniques” [10]. Data collection techniques were carried out thru in-depth interviews, observation, and documentation.

Interviews were used as the primary method to obtain direct information from informants regarding the health communication strategy process implemented by the Tasikmalaya City Diskominfo thru Instagram. Documentation is used as a supplement to review the content plan, insights, SOPs, Instagram uploads, and community comments. The informants were selected using purposive sampling, which is the selection of data sources for a specific purpose [11]. The core team consists of the Head of Public Information and Communication, a Junior Public Relations Officer, and staff managing the @kominfo\_pemkot\_tsm account.

To ensure methodological rigor, this study applied a structured observation protocol focusing on three main aspects: content characteristics (theme, format, frequency, and visual style), audience interaction patterns (comments, direct messages, engagement indicators), and the response mechanisms carried out by the management team. Observations were conducted by systematically reviewing health-related posts uploaded throughout 2024, including feeds, reels, and stories, and documenting patterns of message delivery and interaction. The informants were selected purposively based on their direct involvement and decision-making authority in managing the Instagram account. The Head of Public Information and Communication was chosen to provide strategic-level insights regarding policy direction and communication planning, the Junior Public Relations Officer to explain technical coordination and media considerations, and the Instagram management staff to describe operational practices in content creation, engagement handling, and performance evaluation. This selection aligns with the qualitative case study approach proposed by Sugiyono, which emphasizes the importance of selecting informants who possess relevant knowledge and experience related to the research focus [10]. By involving informants at strategic, managerial, and operational levels, the study ensures data triangulation and a comprehensive understanding of the communication strategy implementation.

## Results and Discussion

To strengthen the analytical depth, it is important to clarify more explicitly how the selected theoretical frameworks are applied and interconnected throughout the findings. In this study, Lasswell's model is used to identify the fundamental elements of communication (who, says what, in which channel, to whom, with what effect) [1], while the symmetrical two-way communication model explains the interactive relationship between the government and the public [7]. Meanwhile, the Circular S-O-M-E model provides an operational framework for understanding content management and engagement strategies on Instagram [8][12]. These three frameworks are not positioned separately, but are integrated to analyze strategic planning, message production, channel optimization, interaction patterns, and evaluation processes in a comprehensive manner. To enhance conceptual clarity, the inclusion of a visual illustration or conceptual diagram showing how Lasswell's elements align with the S-O-M-E stages and how both are reinforced through symmetrical two-way communication would further strengthen the coherence of the analytical framework and improve reader comprehension.

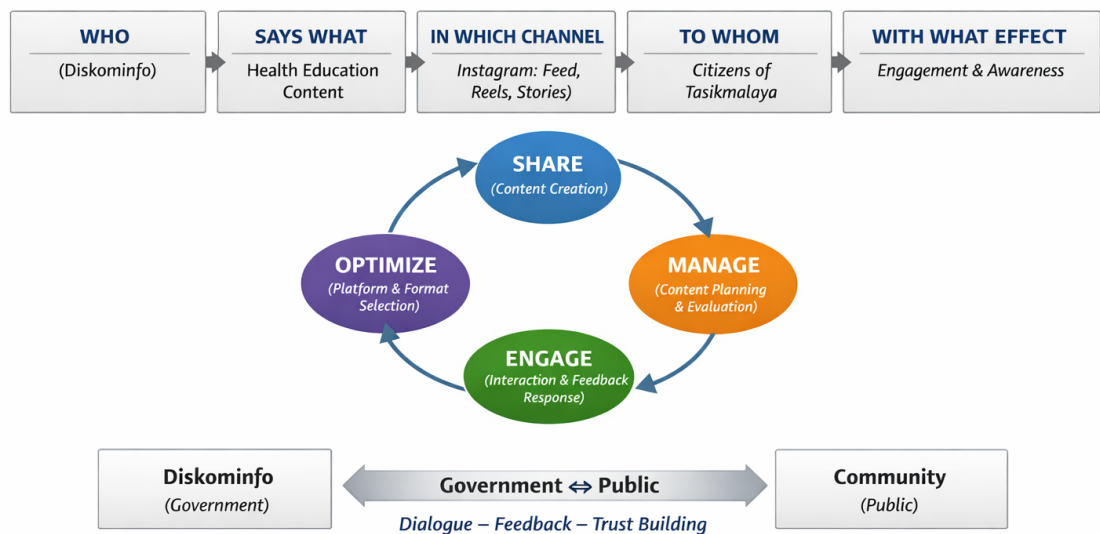


Figure 1. Integrated Framework of Government Health Communication Strategy.

Figure 1 demonstrates the integrated analytical framework used in this study. Lasswell's communication model provides the structural foundation by identifying the key elements of communication: communicator (who), message (says what), media channel (in which channel), audience (to whom), and communication outcomes (with what effect) [1]. These elements are operationalized through the Circular S-O-M-E model, which explains how content is created (Share), strategically distributed and formatted (Optimize), systematically planned and evaluated (Manage), and interactively developed through audience engagement (Engage) [8][12]. The symmetrical two-way communication model further reinforces this framework by emphasizing reciprocal interaction between government and public, ensuring that communication is not merely informative but also dialogic and participatory [7]. Through this integration, the study

demonstrates that strategic planning, content production, engagement management, and evaluation processes function as interconnected components within a comprehensive digital health communication strategy.

### *Communication Strategy Planning*

Diskominfo's communication strategy planning begins with the division of roles based on the ASN organizational structure. Each role is interconnected, forming a coordination flow within the content production process. This finding aligns with the fundamental principle of communication strategy, which states that communication must be tactically planned and directed to achieve goals [1].

Mr. Erwin Ramdani, S.Sos., as the Head of Public Information and Communication, emphasized that they work according to their respective duties and functions, ensuring that the workflow from content creation to publication runs clearly and structured.

This role regularity indicates that Diskominfo has implemented the "who" element in Lasswell's model, which is determining who the authorized communicator is to produce the message. Additionally, formal planning supports the Manage concept in the S-O-M-E model, where editorial planning and coordination are the foundation of digital communication management [8]. Choosing a credible communicator to effectively reach the audience is included in the communication strategy stage [13].

This finding aligns with the "who" element in Lasswell's model, which is the identification of the authorized communicator who delivers the message. In the S-O-M-E model, this falls under the Manage stage, which involves structured role management and editorial planning. Despite this, this diversity of formats is not yet supported by dominant public service content. In fact, relevance to community needs is an important indicator of the success of government social media [9].

### *Reasons for Choosing Instagram as the Main Channel*

The choice of Instagram was based on its high usage rate and the visual nature of the platform. This aligns with Lasswell's theory, which emphasizes the importance of selecting the most effective channel for conveying a message [5].

The results of the interview with Mr. Momon Suryaman, S.Kom., the Junior Public Relations Officer, indicate that the public is currently much more active in using Instagram. He explained that to find any information, the majority of people will first check it on that platform. This finding reflects an audience-centered approach, where Diskominfo tailors its media choices to the habits and characteristics of its audience. This is also in line with Optimize in the S-O-M-E model, where message effectiveness is determined by selecting the right platform based on social media user behavior [8].

### *Message Packaging and Content Style*

The Diskominfo packages health messages in simple language, strong visuals, and a concise format to prevent the audience from "skipping." This aligns with Effendy's

concept of effective messaging, which states that messages must be clear, concise, and easy to understand [1].

This strategy also reinforces the “says what” element in Lasswell’s model, where text and visuals must be adapted so that health messages can be processed quickly by the public. Mrs. Lia Fahmi Ilma, S.IIP., Instagram Social Media Management Staff, stated that the language used in health issues often feels heavy for the public, so the team is trying to simplify it so that the message can be understood more quickly by the audience.

Within the S-O-M-E framework, this activity falls under the Share stage, which focuses on how content is initially shared in an engaging and easily understandable format [8]. Creative messaging strategies and appropriate media can also increase public participation, as evidenced by the growing number of followers and audience responses to published content [14].

### *Theme Determination and Response to Health Issues*

The content theme is determined based on the actual health situation, for example, an increase in dengue fever cases. This proves that the communication strategy is interconnected with the dynamics on the ground.

This practice aligns with symmetrical two-way communication (Grunig & Hunt), where organizations respond to emerging issues and adjust their communication based on feedback or social conditions [7].

Mr. Erwin explained that when there was an increase in dengue fever cases, the team immediately created and disseminated relevant content so that the public could understand the situation and increase their vigilance. This shows that Diskominfo not only informs but also educates according to field dynamics, an important part of the Engage stage in the S-O-M-E model [8].

### *Utilizing Instagram Features*

The feed is used for permanent educational content, stories for quick information, and reels for wider reach. This strategy aligns with the literature by Lovejoy & Saxton, which explains that social media has the functions of conveying information, building community, and driving action [3].

Mrs. Lia explained that using reels is proven to be more effective because it has a much higher reach. With this format, health information can spread faster and reach more people.

In the S-O-M-E theory, this feature differentiation strategy falls under Optimize and Share, which means choosing a format that aligns with the message’s goals. Data from 64 health content pieces throughout 2024 shows consistency, which is part of the Manage stage [8].

### *Two-Way Interaction with the Community*

The Department of Communication and Information (Diskominfo) is building dialog with the public thru comments, direct messages (DMs), and responsive content. This aligns with the concept of two-way symmetrical communication, where organizations and the public mutually influence each other.

Mr. Momon emphasized that not all comments need to be responded to directly. In some cases, they choose to respond thru content creation so that the explanations provided are clearer, more focused, and accessible to a wider audience.

In the Grunig & Hunt model, this kind of interaction increases trust and long-term relationships between the government and the public [7]. This aligns with Luttrell's view that the use of social media should support a symmetrical two-way communication model. Efforts to achieve connection are made thru the presentation of interesting and interactive content to strengthen relationships with the public, in line with Luttrell's idea that social media helps people connect with those who share similar interests and beliefs [12]. This practice also shows that the Department of Communication and Information manages engagement not just by responding, but by transforming public input into educational content according to the Engage stage of S-O-M-E [8].

### *Evaluation and Measurement of Effectiveness*

Regular evaluation of government social media is important to assess the achievement of communication goals, understand the issues discussed by the public, and adjust content strategies [15]. Evaluation is conducted by measuring insights such as reach, impressions, comments, and engagement. This aligns with the S-O-M-E model at the Manage stage, which emphasizes the importance of regularly monitoring content performance [8].

In Lasswell's theory, this measurement serves to assess "with what effect," meaning whether the message achieves the desired results [1]. The interview with Mr. Erwin shows that evaluation plays an important role in communication strategy. He explained that every month they review reach and engagement data to determine the most successful types of content. This evaluative process serves as the foundation for improving and adjusting the government's digital communication strategies to ensure they remain effective and relevant.

The evaluation conducted by the Tasikmalaya City Diskominfo still focuses on surface-level metrics such as the number of likes, comments, and visits, without in-depth analysis of the information's impact on public understanding or behavior, which is a common weakness in local government communication in Indonesia [16].

## Conclusion

This research concludes that the communication strategy of the Tasikmalaya City Diskominfo thru Instagram is effective in delivering health education. The strategy was designed based on the public's information needs, packaged in an easy-to-understand visual format, and supported by two-way interaction that strengthens government-public relations. This finding aligns with Lasswell's theory, the S-O-M-E model, and the concept of symmetrical two-way communication. Instagram has proven to be a relevant channel for local governments in improving public health literacy.

Despite the positive findings, this study has several limitations. First, the research focuses on a single case study of one municipal government institution, which may limit the generalizability of the results to other regions with different social, cultural, or institutional contexts. Second, the evaluation of communication effectiveness primarily relies on qualitative findings and social media insight metrics, without directly measuring changes in public health behavior through quantitative methods. Future research could expand the scope by conducting comparative studies between different local governments, integrating mixed-method approaches to measure behavioral impact more comprehensively, or examining audience perspectives to better understand how health messages are interpreted and internalized by the community. Further studies may also explore the long-term sustainability of digital health communication strategies and their influence on public trust in government institutions.

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