

The management of the Instagram account @kominfokuningan as a public service information medium by the Kuningan Regency communication and information agency in 2024

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Abstract

This study investigates how the Communication and Information Agency (Diskominfo) in Kuningan Regency handles their Instagram account @kominfokuningan to share public service information in 2024. Instagram has become an important way for local governments to share information, talk back and forth with people, and get more involvement from the public in their programs and policies. This study uses a qualitative descriptive approach, gathering data through interviews and written records. The results show that the @kominfokuningan account is working well, using feeds, reels, stories, and live features to share public service education and information in a creative, interactive, and consistent way. This success is because of a focused content plan, regular check-ins, and adjusting to new online trends. This study found that having not enough people and money is making it hard to manage the @kominfokuningan account. To overcome these limitations, the @kominfokuningan account uses more people, including interns, and also uses personal tools from the management team to create content. The study's results indicate that managing the @kominfokuningan Instagram account has worked well as a way to share public service information. It supports the idea of good digital governance by focusing on transparency, accountability, and involving the community. The use of social media helps build a better image for the local government and makes people in Kuningan Regency more skilled in using digital tools.

Keywords

Instagram, Local government, Digital good governance, Public services

Introduction

The development of information technology over the past ten years has encouraged the government to implement e-government in order to provide better public services and deliver information quickly, accurately, and transparently [1][2]. Indonesia continues to accelerate the use of technology, especially in the field of information and

Published:
May 04, 2026

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Selection and Peer-
review under the
responsibility of the 7th
BIS-HSS 2025 Committee

communication [3]. Social media has become a key tool in managing digital government [4][5], as it is capable of disseminating information quickly and opening up wider opportunities for interaction. Instagram is now used by the Kuningan Communication and Information Agency through the @kominfokuningan account to convey government information, build communication with the community, and document various regional programs.

Previous studies have shown that social media is important in the world of government. Rahmat Hidayat (2021) emphasizes that STOC culture helps strengthen the relationship between the government and the community, Andhini Hastrida (2021) finds that social media strengthens political communication even though it also carries risks, and Siti Nurhaliza (2022) shows that social media increases public participation even though it faces negative comments and fake news. However, research on how to manage content, use Instagram features, and manage interactions by local governments is still limited. Some local government accounts are inactive and unresponsive, but the @kominfokuningan account stands out for its creativity in content creation, appropriate use of features, consistency in design, and quick response to public issues, emergency information, and promotion of regional potential [6]. Data on user engagement and hashtag usage also reveal content management approaches that have not been widely discussed in previous research.

There is a lack of comprehensive research on local government Instagram management strategies, such as consistency in content creation, visual creativity, feature usage, and responsiveness to community needs in the digital world. Therefore, this study aims to analyze the use of the @kominfokuningan Instagram account as a means of public service information in 2024.

Method

This study uses a descriptive qualitative method to describe how the government conducts digital communication without changing variables. Data was collected at the Kuningan Communication and Information Agency from informants who were selected deliberately, namely officials in the field of public communication, one person of social media managers leaders, one person of Instagram administrators, and two person of the followers @kominfokuningan. Data collection techniques included in-depth interviews and document collection during the 2024 period, and the amount of content analyzed are 445 contents. As well as the use of triangulation to ensure the accuracy of the information. Data analysis was conducted using the Miles and Huberman model, which consists of three stages: data reduction, data presentation, and conclusion drawing [7]. This approach enabled the research to be conducted in a structured and valid manner, while remaining open to new findings regarding government digital communication.

Results and discussion

Results

1. Social media management planning stage @kominfokuningan

The Kuningan Communication and Information Agency uses Instagram as a means of communicating with the public, strengthening the agency's image, and promoting the region's potential. The @kominfokuningan account utilizes various features such as feeds, stories, reels, carousels, highlights, live streams, collaborations, hashtags, comments, and direct messages to interact with the public. Content is created daily without a formal content plan, but still follows a certain flow: observing local media for a week, selecting relevant issues, covering them with reporters, videographers, and photographers, editing through team discussions (including ideas from interns), and writing short captions. All content is reviewed by the Head of IKP before being uploaded. Every day, the team strives to upload at least one piece of content, especially during peak hours. Meanwhile, coverage of local government activities is published a maximum of 24 hours after the event, without a fixed monthly schedule. The account is managed by eight key people under the IKP Division, consisting of a chairperson, three content creators, one graphic designer, one administrator, one technician, and one intern who assists in coverage and generates creative ideas. All members work in the field of information and communication technology. The account does not have a dedicated budget, so its operations utilize office facilities and personal equipment. Meanwhile, the IKP Division's budget is primarily allocated for content production requiring significant costs, such as YouTube and radio podcasts.

2. Implementation stage of instagram social media management @kominfokuningan

The implementation stage is an important part of the digital communication strategy because it is at this stage that content is produced and delivered to the public. The Kuningan Communication and Information Agency creates materials according to the information needs of the community, then verifies them through the Head of IKP to ensure the accuracy of the content and appearance. Once approved, the admin immediately uploads the content to keep it up to date. However, the approval process often takes a long time, especially when it involves several departments, which can disrupt the schedule and consistency of monthly uploads show in [Table 1](#).

Table 1. Number of Instagram posts by @kominfokuningan during 2024

Month	Feeds	Reels	Carrousel	Stories	Live	Volume
January	11	9	10	4	-	34
February	6	23	8	8	-	45
March	8	13	7	4	-	32
April	8	15	11	8	-	42
May	5	15	11	4	-	42
June	3	8	7	5	-	23
July	12	17	21	4	-	54
August	9	19	11	10	1	50
September	7	11	14	3	1	36
October	14	13	11	-	-	38
November	7	15	7	1	-	30
December	8	3	7	1	-	19

Source: Instagram @kominfokuningan

In 2024, the number of posts by @kominfokuningan changed due to coordination issues, but the account still managed to publish 445 pieces of content in various formats (feed, reels, carousel, stories, and live). The content covered government activities, public service information, education, policy campaigns, and the promotion of local culture and potential. This variety demonstrates an informative and participatory communication strategy. However, public service content was not consistent, so the account mainly served as a documentation of government activities.

a. Sharing

@kominfokuningan has opened two-way communication to expand the coverage of public service information and maintain close relations with the community. They chose Instagram because it suits the digital habits of citizens and facilitates quick interaction. Diskominfo uses various features such as carousels, reels, stories, and live streams to convey information in an interesting way. In addition, they build trust by ensuring that all information has undergone double checking and verification to ensure accuracy and avoid misunderstandings.

b. Optimizing

This account has not yet maximized the use of all analytical tools and still monitors mentions, hashtags, and tags manually. The team observes issues that are currently being discussed by the public as a basis for developing content ideas, but still holds discussions to avoid mistakes. The mentions, hashtags, and collaboration features are used to reinforce messages and increase public awareness. Although influential figures can be helpful, Diskominfo does not use influencers to disseminate official information.

c. Managing

The Communication and Information Agency monitors the media every six months and holds internal evaluation meetings with government social

media account managers and the Regent to ensure that the policies taken are appropriate. They also collect statements from the public as evaluation material. Quick responses are provided to direct messages (DMs) and comments, especially important messages, while still adhering to procedures and discussing with the team. Direct interactions are carried out through private messages, comment sections, and discussions related to local government activities or educational information.

d. Engaging

This account does not use influencers, but works with experts as sources of information for reels and collaborations. The target audience includes all Kuningan residents as well as people outside the region. To reach this audience, @kominfokuningan created challenges that successfully increased community interaction and participation, such as #kominfokuchallenge. In addition, this account often interacts with its audience through comments and direct messages to strengthen its relationship with users.

3. Instagram social media management evaluation stage @kominfokuningan

The @kominfokuningan account is evaluated every six months by holding team meetings. The purpose is to evaluate the effectiveness of published content, issues that are currently being discussed by the public, and audience responses such as likes, comments, number of views, and direct messages. The results of this evaluation are used as a basis for improving content and developing strategies for the future. In addition, an annual evaluation is conducted in conjunction with all social media account managers from regional agencies to ensure that public information policies and standards remain consistent. The Communication and Information Agency also conducts direct evaluations of the public through interviews during public events. Feedback from the public is used to improve the quality of information provided and strengthen relations with the public.

4. Challenges in managing the Instagram social media account @kominfokuningan

The @kominfokuningan account has internal problems, such as insufficient budget, inadequate equipment, and a lack of staff. As a result, employees have to take on many tasks at once and often use personal devices to create documents. Externally, negative comments from the public pose a challenge that could damage the account's image, but these comments are still used as input to improve the quality and accuracy of the information published.

Discussion

1. Social media management planning stage @kominfokuningan

The planning stage is the main foundation in managing social media. The Kuningan Communication and Information Agency uses Instagram @kominfokuningan as a medium for public information and strengthening the government's image based on the principles of Digital Public Relations, which emphasize openness, transparency, and two-way communication between the government and the community [8]. Various features such as Feed, Story, Reels, and account collaboration are used to tailor content to the consumption patterns of the digital audience, although this strategy is not yet supported by a structured framework due to the absence of a content plan, SOP, and visual guidelines, so that content quality depends on individual improvisation [9]. Management by eight core personnel assisted by interns raises concerns about consistency in quality, as ideally digital communication should be handled by permanent staff [10]. The lack of a specific budget is a major challenge, as financial support is an important element in the successful management of government social media [11].

2. Implementation stage of Instagram social media management @kominfokuningan

The management of the @kominfokuningan Instagram account shows that the digital communication strategy is well organized, but its responsiveness is still lacking. A multi-layered review process is indeed important to ensure accurate information [12], but overly complicated bureaucracy has actually delayed government public communication [13]. As a result, there have been delays in uploading content and the number of posts has been inconsistent throughout 2024. A total of 445 posts were uploaded, demonstrating a large content production capacity. The content used various formats such as Reels, Carousel, and Stories to increase coverage and interaction. However, 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 [14]. The @kominfokuningan account still excels more in documenting activities than in providing the information services needed by residents. This imbalance between the quantity and quality of content indicates the need for a greater focus on public services to make communication strategies more effective and targeted.

a. Sharing

The Kuningan Communication and Information Agency builds two-way communication with its followers, in line with Luttrell's view that the use of social media should support a symmetrical two-way communication model. Efforts to connect are made through the presentation of interesting and

interactive content to strengthen relationships with the community, in accordance with Luttrell's idea that social media helps people connect with those who have similar interests and beliefs [15]. Consistency in presenting content is important to maintain a strong connection with the audience. In addition, Diskominfo's efforts to build trust are considered capable of increasing interest and making the audience feel that they need the information published through the @kominfokuningan Instagram account.

b. Optimizing

At this stage, the main focus is to listen to trending conversations and participate in real interactions with Instagram users @kominfokuningan. Agencies need to understand the topics that are being discussed and tailor their messages to be relevant to the audience's needs. The Kuningan Communication and Information Agency conducts manual hashtag and mention searches, which helps to identify public discussions, but this is not in line with Luttrell's recommendation that organizations should use social mention tools such as Meltwater, Sysomos, Radian6, and others to measure public conversations optimally [15]. Frequently used hashtags include #kominfokuningan, #kuninganmelesat, #kuninganbeu, and #sobatdiku. Diskominfo also utilizes Instagram's collaboration feature to disseminate content on public services, MSMEs, local culture, and inter-agency cooperation. On the mentions feature, the @kominfokuningan account receives tags from the public and other agencies, all of which are positive and collaborative in nature. However, the absence of influencers is not in line with Luttrell's statement that the existence of brand influencers is important in optimizing public conversations [15].

c. Managing

In the manage stage of The Circular Model of SoMe, the Instagram account @kominfokuningan monitors media, responds quickly, answers comments and questions, and maintains direct interaction with followers to ensure effective communication. However, the media monitoring carried out, which only reports the number of followers and the number of posts, is not in line with Luttrell's concept of media monitoring, which emphasizes the importance of understanding analytical metrics to develop social media strategies: "Measuring matters... analytics can drive social media strategies" [15]. Luttrell also recommends using tools such as Icon square to assess content performance and facilitate evaluation. On the other hand, @kominfokuningan has fulfilled another important aspect, namely providing quick responses to important messages or comments and interacting in real time through direct messages and comment columns. This practice is in line with Luttrell's opinion that organizations must determine

the type of conversation they want to build with their audience and prepare appropriate responses [15].

d) Engaging

The @kominfokuningan account does not use influencers, but instead collaborates with experts as sources for reel content and inter-account collaborations. At the engage stage, this account actively involves its audience through comments and direct messages (DMs). However, handling comments and DMs remain a challenge due to limited human resources, resulting in irregular responses. This situation is not in line with Luttrell's view, which emphasizes that strategies to build engagement with consumers should be implemented after activities and feedback have been received [16].

3. Instagram social media management evaluation stage @kominfokuningan

Periodic evaluation of government social media is important to assess the achievement of communication objectives, understand the issues discussed by the public, and adjust content strategies [16]. However, the evaluation conducted by the Kuningan Communication and Information Agency still focuses on surface metrics such as the number of likes, comments, and visits, without in-depth analysis of the impact of information on public understanding or behavior, which is a common weakness in local government communication in Indonesia [17]. Ideally, evaluations should also assess the quality of messages, the effectiveness of education, and the utilization of information by the public. Overall, the evaluation stage carried out by the Kuningan Communication and Information Agency is participatory and coordinated, but it needs to be expanded to include an assessment of the impact of communication so that it is in line with the public communication evaluation standards recommended in national research.

4. Challenges in managing the Instagram social media account @kominfokuningan

The management of the Instagram account @kominfokuningan faces internal and external obstacles. Internally, limited funds, equipment, and manpower result in suboptimal content quality, necessitating additional personnel, including student interns, as is a common obstacle for many local government agencies in digital communication [18]. Externally, challenges arise from negative comments from the public that can affect the institution's reputation. However, negative comments can be used as material for evaluation to improve the quality of messages and increase public trust if handled responsively and professionally [19].

Conclusion

The management of social media by the Kuningan Communication and Information Agency is considered to be of a high standard, which is achieved through three main stages: planning, implementation, and evaluation. During the planning stage, communication objectives, content targets, and the selection of platforms to be used are determined. The organizations of activities is determined by the Kuningan Regional Government's agenda and issues relevant to the public. The content strategy focuses on the creation of interesting material and the monitoring of trends. In the implementation stage, the success of the digital strategy is contingent on the team's capacity to demonstrate adaptability in response to the evolving nature of social media, ensuring sustained interaction and maintaining the relevance and responsiveness of information to the community's needs. The evaluation process is conducted collectively with the objective of assessing effectiveness of the content and improve elements that are less appealing to the audience. The primary challenges encountered in the management of @kominfokuningan social media account pertain to the constraints in human resources, financial resources, and the presence of negative commentary from the public. The solutions that have been implemented are as follows: firstly, the company will recruit new employees; secondly, it will accept interns; and thirdly, it will utilise negative comments as evaluation material for the purpose of future improvements.

Acknowledgement

The author would like to thank the Kuningan Regency Communication and Information Agency for the information and time provided during the interview.

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