

Use Of Instagram Social Media As Blitar City Government Branding Program (Rt Keren Case Study Program, Bendogerit Village)

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Abstract.

Social media has developed into a very effective tool for communicating and promoting things in various aspects of life, including in government. Instagram has become a very effective communication and promotion tool in various aspects of life, including in the government sector. As is the case in Blitar City, the RT Keren Program which will be launched in 2022 will use social media to communicate and compare government programs. The "RT Keren" program, which means "Neighborhood Space with Diversity, Religious and Nationalist," aims to stabilize the community's economy after the COVID-19 pandemic by providing physical and non-physical assistance. The aim of this research is to disseminate and disseminate the use of Instagram as a branding tool for the RT Keren government program in Bendogerit Village, Blitar City. Therefore, researchers will explain how Instagram is used as a branding medium for the RT Keren program in Bendogerit Village, Blitar City. This study was conducted using a qualitative approach and a case study. Meanwhile, the theory used is new media theory. Based on observations, Instagram has developed into an effective platform for promotion and communication as well as branding. The results of previous research or previous research on the subject of this research show relevant facts. Based on the results of studies or research results, it shows that Instagram has become an effective tool for promoting RT. Keren, increases community participation, and strengthens the identity of the Bendogerit region. However, there are some issues that need to be addressed, such as implementing more consistent content management and trying to reach a larger audience. Utilizing social media as a branding tool for government programs is a positive step in encouraging community participation and improving the image of local government. The results of the research that has been carried out show that Instagram is an effective/branding tool in promoting the RT.Keren program, increasing community participation, and strengthening the identity of the Bendogerit region. Instagram social media has become a very influential communication and promotional tool in various aspects of life, including in the realm of government. However, there are several challenges that need to be overcome, such as more consistent content management and efforts to expand audience reach. Utilizing social media as a branding tool for government programs is a positive step in encouraging community participation and improving the image of local government.

Keywords: Social Media, Community Participation, Bendogerit Village and Blitar City.

I. INTRODUCTION

The development of information and communication technology has now entered the era of society 5.0, where activities in the realm of communication and information are made easier with internet-based digital media (online). This online digital media is easily utilized by everyone, to fulfill their information and even entertainment needs. As a result of research conducted by We Are Social, the population in Indonesia will be 272,100,000 people in 2020, while social media users in Indonesia are 160,000,000 users or 59% of the total population of Indonesia, and 150,000,000 active social media users in in 2019. This data shows a fairly large increase in the use of social media (Verisha et al, 2020). Apart from individual communities, government agencies are also taking advantage of advances in technology and online digital information for public services, branding and promotions. The current government has made many breakthroughs by utilizing social media, including Instagram social media. The use of social media as a government communication medium is considered a new innovation that has considerable power in creating more targeted, fast, efficient and open communication. Theoretically, social media according to Boyd (2009) in the book Social Media is a collection of software that allows individuals and communities to gather, share, communicate and in certain cases collaborate or play with each other (Verisha et al, 2020). Thus, researchers feel it is necessary to find out the use of Instagram social media as a branding program for the Blitar City Government in the Cool RT program in Bendogerit Village. RT is an abbreviation of Rukun Tetangga.

The use of social media has taken over various aspects of human life, including government. Social media has become a powerful tool for communicating with the government and society in the internet era. Bendogerit Subdistrict in Blitar City has participated in the RT local government program.

Cool and using Instagram for branding and promotion. Instagram enables regional identity and community participation through its strong visual features. The Keren RT Program is a priority program and innovative superior program for the City of Blitar. The Keren RT program is provided by the Blitar city government in 2022. Rukun Tetangga (Diversity, Religious and Nationalist) is an RT. Efforts to stabilize the community's economy after the Covid-19 pandemic were carried out through the Keren RT Program.^[4] According to the operational and technical guidelines, assistance for physical activities is seventy percent (70%) for development and thirty percent for non-physical activities (training or counseling).^[1] In addition, the aim of this program is to increase community involvement in social and government activities at the RT (Rukun Tetangga) level. To achieve this goal, Bendogerit Village acted proactively by using Instagram as the main social media platform to promote the Keren RT program. Instagram as a government branding tool not only posts photos of program activities, but also builds a strong government image, increases community participation, and strengthens the region's identity as the center of the Keren RT program. Thus, the problem that will be discussed in this research is how to use Instagram social media as a branding strategy for Blitar City government programs (Case Study of the Keren RT Program, Bendogerit Village). The aim of this research is to find out how Instagram social media is used as a branding strategy for Blitar City government programs (Case Study of the Keren RT Program, Bendogerit Village). To achieve this goal, Bendogerit Subdistrict took proactive action by using Instagram as the main platform to promote the RT program. Cool, using Instagram as a government branding tool involves building a strong image, increasing community participation, and enhancing regional identity. This raises interesting questions about the effectiveness and effects of using Instagram in a government context.

II. RESEARCH PURPOSES

The aim of this research is to find out the use of social media, namely the use of Instagram as a branding tool for RT programs. Cool event held by the government in Bendogerit Village, Blitar City. Some of the specific objectives of this research are as follows: assess how effective Instagram is in promoting RT programs. Cool; assess how Instagram use impacts community participation in government initiatives. evaluating Bendogerit's branding strategy used via Instagram to enhance the identity of the local area.

III. METHODS

This study was conducted using a qualitative approach and a case study. Data was collected through interviews with the Instagram account manager belonging to the Bendogerit subdistrict and the official account accompanying the RT program. Cool, observations of residents taking part in the program in Bendogerit Village, and surveys. The research will use a qualitative approach and case studies to find answers to these questions. This case study allows researchers to learn more about the use of Instagram in government programs, namely the RT Keren program. This research will study how and the benefits of using Instagram or branding through observing the official Instagram account accompanying the program, interviews with account managers, and surveys with residents involved in the RT Keren program, especially in the Bendogerit area.

IV. RESULTS AND DISCUSSION

Based on the analysis of research results, it shows an increase in public awareness of the Keren RT Program and the level of community participation in this program. The aim of this research is to find out the benefits of Instagram as a branding program for the government and how effective Instagram is in the Blitar city government branding program, especially RT Keren in Bendogerit Village. This research uses qualitative descriptive data to measure the impact and perceptions of the public regarding the use of Instagram as a branding tool for superior government programs. The results of research or studies show that the Blitar City Government, especially the Bendogerit Village Assistance Team, has actively used Instagram

accounts to document the activities of the Keren RT Program. This account contains a lot of content related to the program, such as photos and videos of Pokmas carrying out activities, RT leaders, community events and other social activities. Regular and continuous posting on an Instagram account shows that the account is active and continues to grow. Apart from that, the Blitar City government actively interacts with its followers on Instagram. They give the impression that they pay attention to followers' comments and questions and respond quickly to them, giving the impression that the government is paying attention to what citizens want.

This is in accordance with the opinion of Nasrullah (2015: 13) who states that social media currently has power. It can be said that the world seems to be in your hands. This means that social media allows users to represent themselves, interact, collaborate, share and communicate with other people and create relationships. social media created virtually.^[4] The use of Instagram in Bendogerit Village has helped increase public awareness about the Keren RT Program. Unique hashtags and posts that attract followers have helped increase public awareness of the program. Instagram also gives the community direct access to program information. Instagram has encouraged people to participate in the Cool RT Program more actively. Instagram shows people engaging in various activities, such as environmental cleanliness, community gatherings, and social activities. This suggests that social media can be a useful tool for increasing public participation in government programs. The Bendogerit Village Keren RT Program has shown that the use of Instagram as a branding tool is successful and shows good results. This is in accordance with the opinion of Widiastuti (2018) in her book entitled "maximizing the use of social media in government institutions".^[14] The Blitar City Government has used social media effectively to run programs regularly. The use of Instagram has encouraged active participation and increased public awareness of the program. If the government and its citizens have a positive relationship with their followers, their relationship will be stronger. However, it should be noted that branding strategies on social media depend on government action and active community participation. As a result, the Blitar City government must continue to encourage citizen participation and ensure that Instagram content remains high quality to maintain the sustainability of this program. Studies show that Instagram can be used as a branding tool for government initiatives.

The factors that led to the success of the research "Utilization of Instagram Social Media as Branding for the Blitar City Government Program (Case Study of the Bendogerit Village Keren RT Program)" are consistency in uploading content, which generates active followers and interactions, and shows that responding to public messages and comments quickly increased engagement. Public awareness levels about the Keren RT Program increased by 30% after Instagram social media branding began, which was an additional success factor. 70% of survey participants said they learned about the Keren RT Program through Instagram. After Instagram social media branding was carried out, public participation in RT Keren Program activities increased by 25 percent. During the study year, fifty percent of respondents said that they had participated in at least one RT Keren Program activity after viewing its profile on Instagram. Social media interactions and engagement on the RT Keren Program Instagram account increased by fifty percent. Posts that involve the community and promote Keren RT Program activities receive the most interaction. The use of Instagram social media for branding the Bendogerit Village Cool RT Program has proven successful in increasing community awareness and participation. The success of this branding really depends on content that is interesting and has an impact on public interaction. This is in line with the opinion of Restauri (2019) which states that social media is a forum for a person as a place for self-actualization which forms an image or branding according to what the user wants.

^[12]The study shows that the Blitar City government can use Instagram as a strong branding tool to increase public awareness and participation in the Keren RT Program. This strategy supports the branding objectives of government programs and improves relations between local governments and their citizens through social media interactions. Utilizing Instagram as a branding tool for government programs is an effective approach to creating a strong identity and increasing community involvement. This is in line with the opinion of Yusada et al (2021) that a personal branding strategy is an effective way to tell the target market or target audience who we are quickly and efficiently.^[15] A case study conducted by the Keren RT Program in Bendogerit Village, Blitar City, shows that the use of Instagram can help increase community awareness and participation. The Blitar City Government can continue to utilize social media to support their

branding and communication efforts by remaining interactive and consistent. The research results show that the use of Instagram as a branding tool for the RT.Keren government program in Bendogerit Village, Blitar City has produced positive results, but there are several challenges that need to be overcome:

1. Consistent Content Management: More consistent and structured content management is needed to maintain people's interest.
2. Increasing Reach: Efforts need to be made to expand audience reach, including increasing their understanding of what the Keren RT Program is all about including a better understanding of the target audience.

V. CONCLUSION

The use of social media Instagram as a branding tool for the RT.Keren government program in Bendogerit Village, Blitar City has helped increase community participation, promote programs and strengthen regional identity. However, issues such as consistent content management and expanding reach remain a focus for further improvement, including:

1. Increased Community Participation: The RT.Keren program has become more accessible through information and announcements shared via Instagram, which has increased community participation in program activities.
2. Effective Promotion: Instagram allows the use of images and videos to promote events in an engaging and informative way.
3. Increasing Regional Identity: By regularly uploading pictures and stories about Bendogerit, this visual content has succeeded in attracting public attention.

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