

The Dynamics of Digital Media Content Management on Instagram by LLDikti Region II in Support of Information Transparency

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ABSTRACT

The increasing use of social media in government communication has transformed public relations practices from conventional information dissemination into strategic digital communication aimed at enhancing public information transparency. Despite this development, limited attention has been given to how digital content management contributes to transparency within higher education public institutions. This study examines the dynamics of digital content management on the Instagram account of LLDIKTI Region II in supporting public information transparency through the communication of the Kampus Berdampak program. A descriptive qualitative approach was employed, involving four purposively selected informants who were directly engaged in institutional digital communication. Data were collected through in-depth interviews, non-participant observation, and documentation, and were analyzed using the interactive model of Miles, Huberman, and Saldaña. The findings indicate that digital content management is implemented through an integrated process comprising strategic planning, content production, publication, audience interaction, and performance evaluation. These practices demonstrate the application of the Online Public Relations dimensions of reach, richness, porosity, and agent, enabling the institution to expand information accessibility, improve content quality, foster interactive communication, and evaluate communication effectiveness through digital analytics. The study also reveals that information transparency is achieved not through unrestricted disclosure but through a balanced approach that combines openness, institutional accountability, and the protection of confidential information. This research contributes to the development of Online Public Relations by demonstrating that effective digital government communication depends on the integration of strategic content management, participatory communication, and evidence-based evaluation to strengthen transparency and public trust in higher education governance..

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Introduction

The rapid advancement of digital communication has transformed how government institutions disseminate public information and engage with stakeholders. In Indonesia, the implementation of public information disclosure requires government institutions to provide information that is transparent, accurate, and easily accessible through digital platforms. Consequently, social media has evolved beyond a publication channel into a strategic public relations instrument for strengthening transparency, accountability, and public trust. Among various digital platforms, Instagram has become one of the primary communication media used by public institutions because of its ability to deliver visual, interactive, and timely information. In this context, LLDIKTI Region II utilizes Instagram to communicate higher education policies, institutional services, and strategic programs, including Kampus Berdampak, as part of its commitment to supporting public information transparency. Nevertheless, effective digital communication depends not only on the availability of digital platforms but also on how digital content is systematically managed throughout the communication process.

Previous studies have consistently highlighted the strategic role of government public relations in promoting information transparency through digital communication. Pandiangan and Ratnasari (2023) demonstrated that systematic public relations communication contributes to strengthening public trust, while Darmawan (2025) emphasized that transparency is closely associated with structured communication processes and the quality of digital information management. Similarly, Ulumiyah (2024) identified that the effectiveness of public information services is influenced by organizational capacity, human resources, and the ability to adapt to changing digital trends. Research on Cyber Public Relations has also shown that digital media enables organizations to build more transparent relationships with stakeholders through interactive communication. However, these studies primarily focus on communication strategies, transparency practices, or cyber public relations independently, whereas limited attention has been given to the organizational dynamics underlying digital content management, particularly the interconnected processes of planning, production, publication, interaction, and evaluation that shape information transparency in government institutions.

Addressing this gap, the present study examines the dynamics of digital content management on the Instagram account of LLDIKTI Region II using the Online Public Relations framework proposed by Phillips and Young, which comprises the dimensions of Reach, Richness, Porosity, and Agent. Unlike previous studies that predominantly examine transparency from the perspective of communication strategies, this research focuses on how the entire content management process contributes to information transparency within higher education public institutions. Field observations indicate that Instagram content management at LLDIKTI Region II continues to encounter several challenges,

including inconsistencies in content planning, the predominance of documentary content over educational content, and limitations in creative content development despite increasing public demand for accessible digital information. These conditions underscore the importance of examining digital content management as an organizational communication process rather than merely a dissemination activity. Accordingly, this study aims to analyze the dynamics of Instagram digital content management at LLDIKTI Region II in supporting information transparency, particularly in communicating the Kampus Berdampak program, while contributing to the development of Online Public Relations studies and digital government communication.

Method

This study employed a descriptive qualitative approach to examine the dynamics of digital content management on the Instagram account of LLDIKTI Region II in supporting information transparency, particularly in disseminating information related to the Kampus Berdampak program. The research was conducted at the Office of LLDIKTI Region II in Palembang, which is responsible for coordinating, supervising, and facilitating private higher education institutions across its working area. A qualitative approach was selected because it enables an in-depth understanding of organizational communication practices and the processes involved in managing digital content within a public institution.

The study involved four informants, consisting of two key informants who were directly responsible for managing digital communication and two supporting informants who provided complementary perspectives regarding institutional communication practices. Informants were determined through purposive sampling based on their roles, responsibilities, and direct involvement in planning, producing, publishing, and evaluating Instagram content. This selection was intended to ensure that the information obtained reflected the actual practices of digital content management within LLDIKTI Region II.

Data were collected through in-depth interviews, non-participant observation, and documentation. In-depth interviews were conducted to explore the workflow of content management, decision-making processes, institutional coordination, and challenges encountered in disseminating public information through Instagram. Observations were carried out to understand communication activities and the implementation of digital content management within the institution. Documentary data, including Instagram publications, institutional archives, and supporting administrative documents, were also examined to strengthen and verify the findings obtained from interviews and observations.

The data were analyzed using the interactive model proposed by Miles, Huberman, and Saldaña, comprising data condensation, data display, and conclusion drawing and verification. These stages were conducted iteratively throughout the research process to identify patterns and relationships among the findings. To enhance the credibility of the study, source triangulation and technique triangulation were applied by comparing information obtained from different informants, observational findings, and documentary evidence. The findings were subsequently interpreted using the Online Public Relations framework developed by Phillips and Young, focusing on the dimensions of Reach, Richness, Porosity, and Agent to explain how digital content management contributes to information transparency within LLDIKTI Region II.

Results and Discussion

1. Strategic Planning of Digital Content for Public Information Dissemination

The findings demonstrate that digital content management at LLDIKTI Region II begins with a systematic planning process that aligns institutional communication objectives with public information needs. Rather than producing content solely based on routine documentation, the communication team determines publication priorities by considering institutional agendas, the urgency of information, audience characteristics, and the relevance of national higher education policies. This planning process enables Instagram to function not only as a promotional platform but also as a medium for delivering educational and public service information.

The planning stage also involves coordination among internal units to ensure the accuracy and consistency of information before publication. Every piece of content undergoes a verification process to ensure that the published information complies with institutional regulations and reflects organizational credibility. Such coordination minimizes the dissemination of inaccurate information while maintaining consistency in institutional messaging. These findings indicate that content planning within LLDIKTI Region II is closely associated with organizational communication rather than merely technical content production.

From the perspective of Online Public Relations, these practices represent the Reach dimension proposed by Phillips and Young, emphasizing that communication effectiveness depends not only on audience size but also on the organization's capability to distribute relevant information strategically. The study found that LLDIKTI Region II expanded information dissemination by optimizing Instagram features such as Collaborative Posts, institutional hashtags, and appropriate posting schedules instead of relying on paid advertisements. Consequently, the increase in audience reach was achieved through communication strategy rather than financial investment, demonstrating that strategic content planning plays a central role in supporting information transparency.

These findings extend previous studies that primarily associated digital public relations with communication strategy by showing that effective information dissemination is fundamentally supported by internal coordination, content verification, and organizational planning. Therefore, transparency is not solely determined by the availability of digital platforms but also by the quality of institutional communication management that precedes content publication.

Table.1 Stage Of Digital Content Planning

No	Stage	Main Activities	Purpose
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1	Planning	Identifying institutional agenda	Determine communication priorities
2	Production	Copywriting, design, documentation	Develop informative content
3	Verification	Internal review	Ensure information accuracy
4	Publication	Instagram Feed, Reels, Story	Disseminate information
5	Evaluation	Instagram Insights	Improve communication strategy

Source: Processed by the authors based on interview and observation findings.

The table 1 summarizes the principal activities involved in managing digital content at LLDIKTI Region II. The table indicates that each stage contributes differently to institutional transparency. Content planning determines communication priorities, production transforms institutional information into accessible messages, verification safeguards information accuracy, publication facilitates public access, and evaluation supports continuous communication improvement. These findings suggest that transparency is achieved through an integrated communication process rather than through publication alone.

2. Content Quality as a Strategy for Improving Information Accessibility

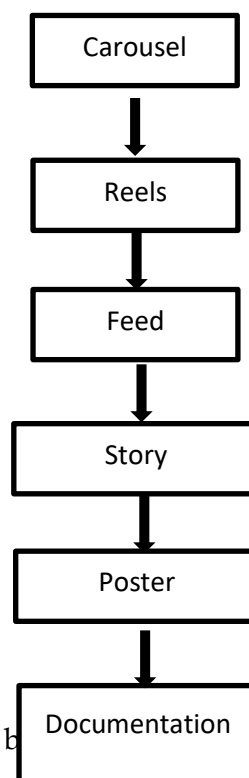
The study reveals that the effectiveness of digital communication at LLDIKTI Region II is strongly influenced by the institution's ability to transform complex administrative information into content that is visually attractive, concise, and easily understood by the public. Rather than presenting bureaucratic information in its original format, the communication team adapts institutional documents into digital content that corresponds with the characteristics of Instagram users. Carousel posts are utilized to explain service procedures in sequential stages, while Reels are employed to deliver timely information through short-form visual storytelling. This adaptation enables institutional information to become more accessible without reducing its substantive meaning.

The findings further indicate that content quality is determined not only by visual design but also by the institution's capacity to interpret technical information into language

that is understandable for diverse audiences. Simplifying bureaucratic terminology into communicative messages represents an important communication strategy that strengthens public understanding and supports information accessibility. This finding reinforces the concept of Richness in Online Public Relations, where valuable content is characterized by its relevance, clarity, and usefulness rather than by the quantity of information presented.

Compared with previous studies that emphasize visual creativity as the primary indicator of successful digital communication, this research demonstrates that content richness also depends on organizational capability to interpret institutional information into meaningful public communication. Consequently, digital content management should be understood as a knowledge translation process through which organizational information is transformed into accessible public knowledge.

Figure 1. Types of Instagram Content Used by LLDIKTI Region II



Source: Processed by the authors based on interviews and observation findings

Figure 1 demonstrates how institutional documents are transformed into digital communication products before being published through Instagram. The process involves selecting relevant information, simplifying bureaucratic language, developing visual elements, and adapting messages to platform characteristics. This transformation enables complex administrative information to become more accessible without compromising its substantive content, thereby improving public understanding of institutional services.

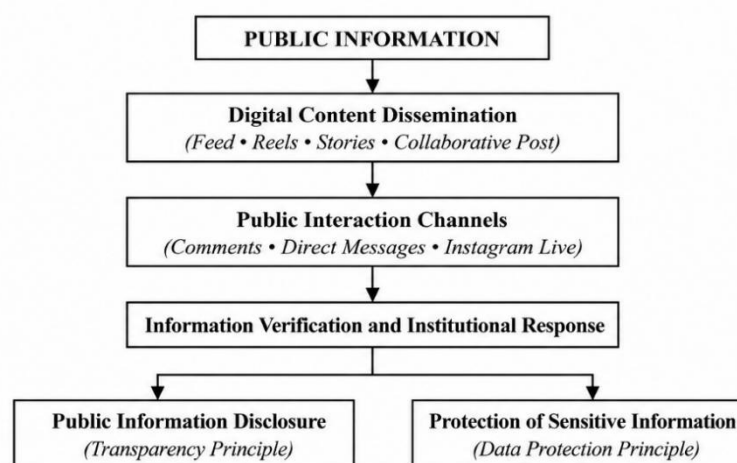
3. Balancing Transparency and Public Engagement in Digital Communication

The findings indicate that Instagram has evolved beyond an information dissemination platform into an interactive communication space that facilitates dialogue between LLDIKTI Region II and its stakeholders. Public interaction is encouraged through comment sections, Instagram Live sessions, question-and-answer features, and direct responses to public inquiries. These practices create opportunities for two-way communication while enabling the institution to clarify information and respond to public concerns in real time. Such interaction reflects the implementation of participatory communication principles within government public relations.

Nevertheless, the study also demonstrates that institutional transparency is implemented selectively. Information related to public services is disseminated openly through Instagram, whereas sensitive information involving personal data, legal documentation, or administrative confidentiality is communicated through official institutional channels. This balance illustrates that transparency within public institutions should not be interpreted as unrestricted openness but rather as responsible information management that considers both public interests and legal obligations.

These findings correspond with the Porosity dimension of Online Public Relations, which emphasizes maintaining appropriate boundaries between organizational openness and information protection. Unlike previous studies that generally conceptualize transparency as unrestricted information disclosure, the present research demonstrates that effective transparency depends upon an organization's capability to determine which information should be publicly accessible while safeguarding confidential institutional data. This balanced approach contributes to organizational credibility and strengthens public trust in government communication.

Figure 2. Digital Public Engagement and Information Transparency Model at LLDIKTI Region II



Source: Processed by the authors based on interview and observation findings

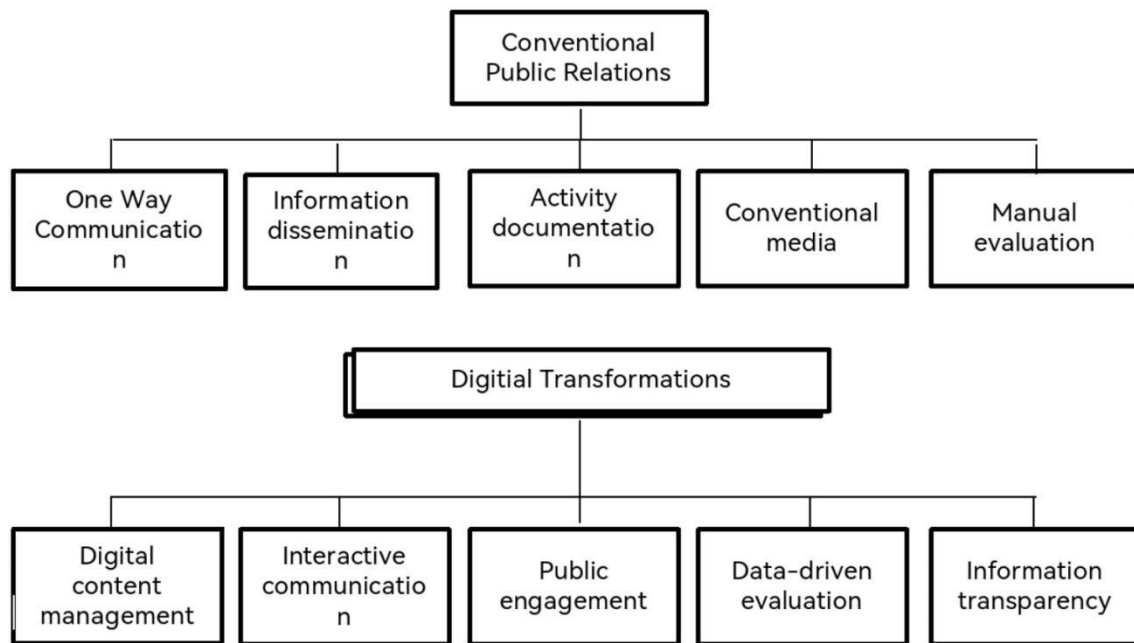
Figure 2 illustrates the communication process identified in this study. The findings indicate that institutional communication does not end with the dissemination of digital content through Instagram. Instead, content publication is followed by various forms of public interaction, including comments, direct messages, and Instagram Live sessions, which enable reciprocal communication between the institution and its stakeholders. Information obtained from these interactions is subsequently verified and responded to by the communication team while considering the balance between public information disclosure and the protection of confidential institutional data. This integrated process contributes to strengthening information transparency and fostering public trust in the institution's digital communication practices.

4. The Transformation of Government Public Relations in the Digital Era

One of the most significant findings of this study concerns the evolving role of public relations practitioners within LLDIKTI Region II. Digital communication has transformed the responsibilities of public relations officers from conventional information disseminators into strategic communication managers. In addition to producing content, practitioners are responsible for analyzing audience insights, monitoring communication performance, managing public interaction, and responding to emerging issues across digital platforms. Consequently, digital communication requires competencies that extend beyond technical communication skills to include data interpretation, creative content development, and strategic decision-making.

The study also indicates that communication evaluation is conducted through Instagram analytics, including audience reach, engagement, impressions, and interaction patterns. These analytical data provide evidence for improving future communication strategies and demonstrate that organizational decisions are increasingly informed by audience behavior rather than managerial intuition alone. Furthermore, the integration of Instagram with the institutional website through Linktree reflects an effort to connect dynamic social media communication with authoritative sources of public information, thereby enhancing institutional credibility and information accessibility.

These findings represent the **Agent** dimension proposed by Phillips and Young, illustrating how government public relations practitioners function as agents of organizational adaptation within an evolving digital communication environment. Rather than serving exclusively as information broadcasters, practitioners actively shape communication strategies through evidence-based decision-making and continuous evaluation. Accordingly, this study contributes to the development of Online Public Relations by demonstrating that the success of digital government communication depends not only on technological adoption but also on the adaptive capacity of communication practitioners in managing organizational relationships, information transparency, and public engagement simultaneously.



Source: Processed by the authors based on interview, observation, and documentation findings

Figure 4 demonstrate how the evolution of government public relations at LLDIKTI Region II reflects a change in the paradigm of public communication from a traditional model to a digital model that is more participatory, interactive, and data-driven, in addition to a change in the use of communication media. Public relations techniques in the traditional era were focused on the one-way distribution of information via print media and administrative records. The public was portrayed in this communication pattern as comparatively passive information consumers, and because assessments were done by hand, it was challenging to get public input in a timely and quantifiable manner.

Conclusion

This study concludes that the digital transformation of public relations at LLDIKTI Region II has strengthened public information transparency through the strategic use of Instagram as a government communication platform. Digital public relations are implemented through an integrated content management process comprising planning, content production, publication, monitoring, and evaluation. This transformation has shifted institutional communication from a one-way dissemination model toward a more interactive and participatory approach, enabling information to be delivered more effectively while fostering stronger engagement with higher education stakeholders.

The findings further indicate that the implementation of the Online Public Relations dimensions—reach, richness in content, porosity, and agent—has enhanced the quality of digital government communication. Instagram has expanded public access to institutional information, supported the development of more informative and engaging content, facilitated responsive communication, and enabled evidence-based evaluation through digital analytics. These findings suggest that transparency is not solely reflected in the quantity of information disclosed but also in the institution's ability to communicate responsibly, maintain public interaction, and balance openness with institutional

accountability.

This study contributes to the development of Online Public Relations by demonstrating its relevance to government public relations in promoting transparency, public trust, and institutional reputation in the digital era. Practically, the findings highlight the importance of strategic social media management, continuous audience engagement, and data-driven communication evaluation in strengthening government communication. Future research is recommended to examine broader institutional contexts and compare multiple digital platforms to enrich the understanding of digital public relations practices in the public sector.

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