THE EFFECTIVENESS OF INSTAGRAM AND WEBSITE NEW MEDIA IN THE PRACTICE OF CYBER PUBLIC RELATIONS AT HIGHER EDUCATION INSTITUTION IN INDONESIA

Dwi Anisa Febrianti[1], Rachmat Kriyantono[2], Anang Sujoko[3],
[123]**Program Studi Magister Ilmu Komunikasi, Universitas Brawijaya**
Jl. Veteran Malang, Kec. Lowokwaru, Kota Malang, Jawa Timur 65145
anisafebriant@student.ub.ac.id

Abstract

The internet as a new media has changed the practice of Public Relations by utilizing new media communication technology which has become known as Cyber Public Relations. Cyber Public Relations practices at a public university in Malang utilize new media Instagram, and website as official communication channels. This research aims to identify the effectiveness of using new media as a two-way communication medium with the framework of Dialogic Communication theory. This research is a type of quantitative descriptive research with quantitative content analysis data collection techniques on Instagram features and uploads and the university's website from 1 June - 31 August 2023. The results of the research indicate that the application of Dialogic Communication principles in managing content and features on the website is effective, with effectiveness of 66.8%. Meanwhile, the application of Dialogic Communication principles in content management on Instagram is less effective, with an effectiveness of 48%. Researchers suggest that to achieve two-way communication between universities and the public, as well as effective implementation of the Dialogic Loop principle, the Public Relations Division of the university needs to manage content that can facilitate direct dialogue between the institution and the public, for example via the comment column, or conversation space on Instagram or the website.

A. INTRODUCTION

The development of communication technology and the internet in the era of Industry 4.0 presents an opportunity for institutions and corporations to implement various communication programs. Klaus Schwab (2019) explains that the advancement of digital technology, particularly in the field of communication in the era of Industry 4.0, is marked by the wider reach of technology and faster internet. The utilization of this development in communication technology can also be observed in the field of public relations.

The utilization of communication technology and the internet in the field of public relations is known as cyber public relations, or alternatively, E-PR/C-PR (Onggo, 2017; James, 2007). Initially, the practice of cyber public relations was closely related to the business world (Onggo, 2017). Business corporations utilize cyber public relations practices to achieve positive impacts such as supporting marketing communication, building relationships with the public, maintaining corporate image and reputation (Onggo, 2017), media relations (Pienrasmi, 2015), and economic persuasion and propaganda (Sujanto, 2019). The advent of the Industry 4.0 era has consequently given rise to cyber public relations, which has become a necessity and is utilized by institutions/agencies/business corporations.

The practice of public relations, particularly cyber public relations is not only carried out in profit-oriented business corporations but also in governmental institutions and educational institutions such as colleges or universities. Kriyantono (2019) emphasizes that the rise of democracy has facilitated the implementation of public relations in general which highlights the value of two-way communication between the organization and the public. Additionally, the public relations division in universities serves as a strategic division which create and organizational climate conducive in order to support the organizational goals and vision (Kriyantono, 2017).

This is demonstrated by several previous studies that have examined the practice of cyber public relations in higher education institutions, such as the study by Gusri et al (2020) which discussed the cyber public relations practices of 13 private universities in West Sumatra; the study by Dewi et al (2019) which reviewed the cyber public relations practices of five private universities with communication departments in Yogyakarta; the study by Susanto et al (2019) on the implementation of cyber public relations at Singaperbangsa University Karawang; and the study by Aprinta (2014) on cyber public relations strategies to enhance the image of private higher education institutions in competition with state universities. These studies indicate that the practice of cyber public relations in educational institutions, particularly universities, has become an academically interesting field for methodological examination.

One of the public universities in Malang conducts cyber public practice. The author's initial investigation indicates that the practice of cyber public relations is managed by the Public Relations Technical Implementation Unit of the university, utilizes internet-connected technology, or new media. According to Lister et al (2009), new media refers to a collection of networks that connect computing devices and servers together, which can be used as a means of communication (Wood & Smith, 2005). Therefore, the public relations practitioners at the university utilizes new media as a tool for activities and practices in cyber public relations. The university leverages Instagram New Media and its website.

The utilization of new media to support cyber public relations practices is driven by several advantages. First, interactivity, as with new media such as social media, cyber public relations activities will enhance two-way communication between the institution and its stakeholders or the public. Second, demassification, which means that the use of new media for cyber public relations activities by institutions will make it easier to control the messages conveyed to the public. Third, asynchronous communication, where the use of new media will facilitate the rapid exchange of messages between the institution and its stakeholders or the public (Phillips & Young, 2009). Sujanto (2019) also explains that new media has advantages over traditional media in supporting public relations activities, including providing facilities for two-way communication, both textually and audio-visually, with a global reach connected to the internet, and at a relatively fast pace according to network speed capacity.

Based on previous research, it can be concluded that the development of cyber public relations research within university institutions tends to focus on the management and enhancement of institutional image-reputation, as well as assumptions and the advancement of dialogic communication theory in their research, viewing new media as a two-way communication medium for public relations activities. Previous studies only tested a single media platform using dialogic communication theory. Referring to this, the author is examining two media platforms: Instagram and the website. These two media were chosen as research objects because, compared to other social media platforms owned by the university, Instagram and the website have the highest effectiveness, demonstrated by the number of users accessing these social media platforms. Furthermore, both social media platforms have different characteristics and levels of dialogic interaction, resulting in varying effectiveness as two-way communication media for cyber public relations practices within the university.

The primary focus of this study is to investigate and assess the usage and interactions on new media platforms, specifically Instagram and the official website of the university, in the context of a public institution situated in Malang. The inquiry utilizes Dialogic Communication Theory as the fundamental

theoretical structure to examine the complexities and capabilities of these platforms in relation to their function, effectiveness, and interactive characteristics in enabling cyber public relations activities within the university environment.

Based on the background description of the previous issues, the research problem is formulated as follows: "How is the effectiveness of Instagram and the Website of one of the public universities in Malang based on the dialogic communication model in cyber public relations practices?" This study aims to analyze the effectiveness of using the new media platforms Instagram and the website of one of the public universities in Malang as two-way communication channels for cyber public relations practices within the framework of dialogic communication theory. These two media were chosen as the research objects because, compared to other social media platforms owned by the university's Instagram and the website have the highest effectiveness, as evidenced by the number of users accessing these two social media platforms. Additionally, these two social media platforms have different characteristics and levels of dialogic communication, resulting in varying effectiveness as two-way communication channels for cyber public relations practices at the university.

This study aims to analyze the effectiveness of using the new media platforms Instagram and the website of one of the public universities in Malang as two-way communication channels for cyber public relations practices within the framework of dialogic communication theory. These two media were chosen as the research objects because, compared to other social media platforms owned by the university's Instagram and the website have the highest effectiveness, as evidenced by the number of users accessing these two social media platforms. Additionally, these two social media platforms have different characteristics and levels of dialogic communication, resulting in varying effectiveness as two-way communication channels for cyber public relations practices at the university.

From an academic standpoint, the research findings aims to contribute by implementing the theory of dialogic communication in cyber public relations practices within higher education institutions. As an application of theory in the study of new media, this includes substantiating that new media platforms other than websites can also adopt the principles of dialogic communication.

On a practical level, the research outcomes are expected to contribute to the Public Relations division of the university in understanding the effectiveness of new media used to foster two-way communication with its audience. Furthermore, the results of this research are envisaged to serve as an evaluative resource regarding the utilization of new media in cyber public relations practices, enabling the formulation of diverse communication strategies for future public relations initiatives.

B. METHODS

This research employs a quantitative method to generate statistical data or data that tends to be in numerical form, which can be computed/measured to elucidate the phenomenon of the effectiveness of new media utilization by one of the public universities in Malang as a two-way (dialogic) communication medium for cyber public relations practices. This study falls under the category of quantitative descriptive research, which aims to analyze data by systematically, factually, and accurately describing the facts and characteristics of a specific population or object (Kriyantono, 2020).

This research employs data mining techniques in the form of documentation from the new media platforms Instagram and the website used by the university. The documentation technique in this research is supported by a coding sheet for content analysis, which has been developed based on the conceptual definition of dialogic communication theory and the operationalization of five indicators that encompass dialogic communication theory, namely The Dialogic Loop, The Usefulness of Information, The Generation of Return Visit, The Intuitiveness/Ease of the Interface, and The Rule of Conservation of Visitors (Kent & Taylor, 1998; Jamil & Eriyanto, 2021; Bilgilier & Kocaomer, 2020; Mustaqbirin et al., 2020; Goncalves, 2020; Tania, 2020; Costa-sancez, 2017; Wang & Yang, 2019; Vural et al., 2022). The population in this study consists of the content posts on the new media platforms Instagram and the Website, with a time range from June 1, 2023, to August 31, 2023. The total sample size for this study includes 124 posts on Instagram and 34 posts on the website from the university.

C. RESULTS AND DISCUSSION

In this research, the author categorized the research results into three categories: Less Good (0%-49%), Good (50%-79%), and Very Good (80%-100%). In the evaluation of the analysis results, if the coverage ratio for a category or indicator exceeds 50%, it is considered to have good positive potential (Bilgiler & Kocaomer, 2020). Therefore, the researcher combined all percentages below 50% into the Less Good category. This categorization serves as a measure in this study to assess the effectiveness of Instagram and the official website of the university as new media communication channels. The research findings are categorized and presented in the following table:

Table 1. Categorization of Instagram Findings

INDICATOR	RESULT (INSTAGRAM)	
	PERCENTAGE	**CATEGORY**
Providing Usefulness of The Information	97%	Very Good
Conservation of Visitors	44%	Les Good
The Generation of Return Visit	37%	Les Good
The Rule of Conservation of Visitors	42%	Les Good
Maintaining a Dialogic Loop	18%	Les Good
MEAN	48%	Les Good

Source: Primary Data

Tabel 2. Categorization of Website Findings

INDICATOR	RESULT (INSTAGRAM)	
	PERCENTAGE	**CATEGORY**
Providing Usefulness of The Information	99%	*Providing Usefulness of The Information*
The Rule of Conservation of Visitors	52%	*The Rule of Conservation of Visitors*
The Generation of Return Visit	33%	*The Generation of Return Visit*
The Intuitiveness/The Ease of The Interface	100%	*The Intuitiveness/The Ease of The Interface*
Maintaining a Dialogic Loop	50%	*Maintaining a Dialogic Loop*
MEAN	**66,8%**	**Good**

Source: Primary Data

Based on the indicator of Providing Usefulness of The Information, Instagram has an effectiveness of 97%, while the website has an effectiveness of 99%. This indicator demonstrates the highest effectiveness compared to the other four indicators. The research results indicate that the website is considered more effective. Overall, the effectiveness of both digital communication channels can be assessed as very good. Based on these results, it can be concluded that the Public Relations Technical Implementation Unit of the university has been successful in providing useful information through their posts, both on Instagram and on the website. Furthermore, based on the analysis of several sub-indicators within the Providing Usefulness of The Information category, the dissemination of useful information can indicate the success of the Public Relations Technical Implementation Unit of the university in conducting Cyber Public Relations practices. This finding also indicates that the Public Relations Technical Implementation Unit of the university implements a mixed- motive model in Public Relations. This concept emphasizes on the combination of asymmetric and

symmetric models in communicating with the public (Kriyantono, Amrullah, & Destrity, 2017).

The Public Relations Technical Implementation Unit of the university serves a communication technician role which is responsible in information management through various communication channels, information administrators (Ani, Kriyantono, & Wulandari, 2017). Hence, need to pay attention to the completeness of information in order to shape the institution's image. This way, the public can have a comprehensive and positive perception of the institution through the shared information. Upon closer examination, this information should meet the expectations of the public. If the information shared is lacking or incomplete, the formed image will be less than perfect (Tyasari & Ruliana, 2021).

Based on the analysis of the effectiveness of content management on Instagram and the website of the university, evaluated through the indicator of Providing Usefulness of The Information, it can be seen that effective content management through these platforms can build trust among the public towards the university in the digital ecosystem. Moreover, Azhary, Kriyantono, and Wulandari (2017) highlight that effective content that upholds transparency is beneficial for the organization to maintain the public trust.

The next indicator to assess the effectiveness of content management on Instagram is the Conservation of Visitors. The research results show an effectiveness of 44%, indicating less than optimal effectiveness. This indicator refers to the use of Instagram to encourage the public to continue visiting the media channel. These results suggest a deficiency in efforts to generate enthusiasm and interest from the public regarding additional information about the university on Instagram.

Unlike the Conservation of Visitors indicator, The Rule of Conservation of Visitors places greater emphasis on media that can engage visitors in exploring information without the need to switch to external media. The research results show that Instagram has an effectiveness of 42%, indicating less than optimal effectiveness. On the other hand, the website's effectiveness is 52%, indicating good effectiveness. Therefore, content management on the website is considered more effective based on The Rule of Conservation of Visitors indicator. The principle of The Rule of Conservation of Visitors emphasizes that the shared media should engage the public in exploring information without having to switch to external sources. In this regard, the website is deemed more successful and effective in maintaining the interest and engagement of visitors.

The success of implementing the principle of The Rule of Conservation of Visitors can be influenced by the quality and completeness of the provided information. In this case, the media or content shared must meet high standards

in terms of clarity, accuracy, and relevance. The research results indicate that the content posted on the website is more effective in engaging the public in exploring information because the information shared is clearer, more accurate, and more relevant to visitors of the university's website.

Contrary to the effectiveness of Instagram and the website based on the Providing Usefulness of The Information indicator, content management based on the principle of Generation Return Visits, managed by the Public Relations Technical Implementation Unit of the university, indicates less than optimal effectiveness. Instagram has an effectiveness of 37%, while the website has an effectiveness of 33%. The Generation Return Visits principle emphasizes that information management through various communication channels should be engaging enough to encourage the public to revisit them. Kent & Taylor (1998) emphasize that this principle can be achieved through regular updates, changes in discussed issues, dedicated forums, new comments, online Q&A sessions, and online experts to answer questions. The research results indicating low effectiveness on Instagram and the website indicate that content management on these platforms is not effective in capturing the public's attention to revisit them. The low effectiveness suggests that the uploaded content may not fully meet the needs or interests of the target audience.

Therefore, the author suggests that it necessary to conduct a comprehensive evaluation of content management on Instagram and the website of the university. Identification of areas that need improvement should be made, and consideration should be given to making necessary adjustments. Additionally, involving the public in this process is important to understand their preferences and expectations regarding the managed content. By improving strategies and optimizing content, it is hoped that the effectiveness of both communication channels can be enhanced, and the public will be more inclined to revisit Instagram and the website.

The next principle examined in this research is The Intuitiveness/The Ease of The Interface on the website. The research results show that the website has an effectiveness of 100%, indicating very high effectiveness. These findings demonstrate that content management on the website has been well-organized, meeting the needs of visitors in finding the necessary information (Kent & Taylor, 1998). In terms of The Intuitiveness/The Ease of The Interface principle, the feature and content management of the university's website has been successful in creating a positive user experience. Furthermore, the well-organized content management on the website indicates that visitors can easily find the information they need without experiencing technical difficulties.

The final principle that serves as the foundation for analysis in this research is "Maintaining a Dialogic Loop," which shows a variation in effectiveness between Instagram and the website. The research results indicate that Instagram

has an effectiveness of 18%, indicating less-than-optimal effectiveness, while the website has an effectiveness of 50%, indicating good effectiveness. The "Maintaining a Dialogic Loop" principle emphasizes the importance of content management that facilitates two-way interaction/dialogue with users, providing opportunities for discussion, asking questions, or providing answers (Kent & Taylor, 1998). Furthermore, Kriyantono (2019) highlights that dialogue is a form of a two-way symmetrical communication which must be adapted in the organization in order to conduct a good Public Relations practice.

The low effectiveness of content management on Instagram indicates a lack of active participation from the university and its audience. Besides that, the public participation in a form of opinion is considered important as it serves as a feedback for the organization (Kriyantono & Sa'diyah, 2018). As a popular social media platform, Instagram has great potential to facilitate dialogue and interaction between an organization and its audience, and also to gather public opinion. However, the research results indicate that content management on Instagram has not fully met the principles and standards of "Maintaining a Dialogic Loop."

On the other hand, when it comes to content management on the website, it can be concluded that the Technical Implementation Unit of Public Relations at the university demonstrates better effectiveness compared to Instagram. These findings indicate that the unit makes efforts to create an environment on their website where positive and meaningful interactions are established between the institution and its audience in the digital ecosystem.

The quantitative analysis conducted by the researcher resulted in various effectiveness percentages indicating the application of dialogic communication principles on both Instagram and the official website of the university. Based on the findings, there is diversity in the effectiveness of Instagram and the official website of the university, assessed through the five indicators of the Dialogic Communication Theory. Overall, the effectiveness of Instagram as a new media platform, based on the five indicators of the Dialogic Communication Theory, is 48%, which can be considered as less effective. Meanwhile, the website's effectiveness reaches 66.8%, indicating that it is considered effective. These findings indicate that the website has higher effectiveness compared to Instagram as a new media platform for the university based on the Dialogic Communication Theory.

E. CONCLUSION

Based on the findings and discussions regarding the effectiveness of new media in Cyber Public Relations practice based on the Dialogic Communication model on Instagram and Website of the university from June to August 2023, it can be concluded that the application of the Dialogic Communication Theory

principles in content management on Instagram is less effective, as evidenced by the research results indicating an effectiveness of 48%. This is based on the principle from Bilgiler & Kocaomer (2020) emphasizing that if the percentage value exceeds 50%, it is considered to have the potential for effective social media management. Therefore, if the percentage value is less than 50%, social media management is considered less effective. On the other hand, the application of the Dialogic Communication Theory principles in content and feature management on the website is effective, as evidenced by the research results showing an effectiveness of 66.8%. To achieve two-way communication between the university and the public, as well as the effective implementation of the Dialogic Loop principle, the Public Relations Technical Implementation Unit of the university needs to manage content that facilitates direct dialogue between the institution and its audience, such as through comment sections or chat spaces on Instagram and the website.

References

Agyemang, F. G., Boateng, H., & Dzandu, M. D. (2015). Dialogic Communication on Universities in Ghana Libraries' Websites. The Electronic Library.

Ani, A. A., Kriyantono, R., & Wulandari, M. P. (2017). The analysis of public relations position within an organization structure and the implication of its role and function in various organizations. Wacana Journal of Social and Humanity Studies, 20(4).

Aprinta, G.E.B. (2014). Strategi Cyber Public Relations dalam Pembentukan Citra Institusi Pendidikan Tinggi Swasta. The Messangger, 4 (1), 1-7.

Azhary, S., Kriyantono, R., & Wulandari, M. P. (2017). The Snapshot of Online Public Relations in Indonesia Public Agencies: Effort to Comply With Conditions of Pita (Quantitative Study on Content Analysis of The Websites of Public Agencies That Receive Public Information Transparency Award in 2016). Wacana Journal of Social and Humanity Studies, 20(3).

Bilgilier, S. Hidaye & Kocaömer, C. (2020). Instagram in the Context of Dialogic Communication: A Content Analysis for Top Performing Brands on Instagram. Global Media Journal. 10. 114-129.

Botan, C. (1997). Ethics in strategic communication campaigns: The case for a new approach to public relations. The Journal of Business Communication (1973), 34(2), 188-202.

Costa-Sánchez, Carmen. (2017). Youtube for Dialogic Relationship Building? Analysis of Content Management and Level of Participation of Spanish Best Reputed Companies Youtube Channels. 131-140.

Dewi, M., Tanjung, S., & Nadira, S. (2019). Optimization of Cyber PR at Private Universities in Yogyakarta. Asian Journal of Innovation and Entrepreneurship, 4 (2), 125-129.

Gonçalves, G. (2020). Are hospitals our friends? An exploratory study on the role of Facebook in hospital organizations' dialogic communication. Health Marketing Quarterly, 37(3), 265-279.

Gusri, L., Arif, E., & Dewi, R.S. (2020). Cyber Public Relations Readiness of Private Universities in West Sumatera to Welcome the Industrial Era 4.0. International Conference on Social and Political Sciences, 5 (10), 247-252.

James, M. (2007). A review of the impact of new media on public relations: Challenges for terrain, practice and education. Asia Pacific Public Relations Journal, 8(1), 137-148.

Jamil, A., & Eriyanto. (2021). Social media communication: content analysis of Indonesian parliament instagram account. Jurnal Studi Komunikasi, 5(3), 746-763.

Kent, M. L., & Taylor, M. (1998). Building Dialogic Relationships Through The World Wide Web. Public Relations Review, 24(3), 321–334.

Kriyantono, R. (2017). Do the different terms affect the roles? A measurement of excellent and managerial role of business and government public relations practices in Indonesia. International Journal of Applied Business and Economic Research, 15(6), 193-209.

Kriyantono, R., Amrullah, A., & Destrity, N. (2017). The model of public relations practices in Indonesia. Global Journal of Business and Social Science Review (GJBSSR), 5(3).

Kriyantono, R., & Sa'diyah, H. (2018). Kearifan lokal dan strategi komunikasi public relations di BUMN dan perusahaan swasta. Jurnal Ilmu Komunikasi, 15(2), 171-188.

Kriyantono, R. (2019). Public relations activities of state universities based on excellence theory. Avant Garde, 7(2), 154-170.

Kriyantono, R. (2019). Peran manajerial praktisi humas perempuan lembaga pemerintah dalam profesi yang didominasi perempuan. Jurnal Studi Komunikasi dan Media, 23(2), 181-194.

Kriyantono, R. (2020). Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif (Edisi Kedua). Jakarta: Prenada Media.

Lister, et al. (2009). New Media: A Critical Introduction. (2nd Edition). Oxfordshire: Routledge.

Mustaqbirin, N., Rahmanto, A. N., Sudarmo, N., & Sudarmo, N. (2020). MEDIA SOSIAL SEBAGAI RUANG PARTISIPASI PUBLIK DALAM PENGELOLAAN TRANSPORTASI. Jurnal PIKOM (Penelitian Komunikasi Dan Pembangunan), 21(1), 71.

Onggo, B.J. (2017). Cyber Public Relations. Jakarta: PT Elex Media Komputindo.

Pearson, R. A. (1989). A theory of public relations ethics. Ohio University.

Phillips, D. & Young, P. (2009). Online Public Relations: A Practical Guide to Developing Online Strategy in The World of Social Media. London: Kogan Page.

Pienrasmi, H. (2015). Pemanfaatan Social Media oleh Praktisi Public Relations di Yogyakarta. Jurnal komunikasi, 9 (2), hl. 197-207.

Safitri, R., Kriyantono, R., & Veronika, L. (2022). Dialogic Communication Model Application to Measure Dialogic Level on Website. Proceeding 2nd International Conference on Communication Science, 153-160

Schwab, K. (2019, December). Davos Manifesto 2020: The universal purpose of a company in the fourth industrial revolution. In World economic forum (Vol. 2).

Sommerfeldt, E. J., & Yang, A. (2018). Notes on a dialogue: Twenty years of digital dialogic communication research in public relations. Journal of Public Relations Research, 30(3), 59–64.

Sujanto, R.Y. (2019). Pengantar Public Relations di Era 4.0: Teori, Konsep, dan Praktik Kasus Terkini. Yogyakarta: Pustaka Baru Press.

Susanto, et al. (2019). Implementasi Cyber Public Relations Universitas Singaperbangsa Karawang pada Persaingan Era Digital. Jurnal Muara Ilmu Sosial, Humaniora, dan Seni, 3 (1), 200-210.

Tania, S. (2020). Menakar Hubungan Organisasi dan Publik di Media Baru (Analisis Isi Corporate Tweets Industri Perbankan, Otomotif, dan Telekomunikasi). Jurnal Media Dan Komunikasi Indonesia, 1(1), 78.

Vural, T., Bayraktar, B., Karaca, S. Y., Odabas, O., Yilmaz, N., Samlioglu, P., & Ozeren, M. (2022). Comparison of Maternal, Perinatal, and Neonatal Outcomes of Asymptomatic and Symptomatic Pregnant Women with Coronavirus Disease-2019. Medeniyet Medical Journal, 37(1), 44.

Wang, Yuan & Yang, Yiyi. (2019). Dialogic Communication on Social Media: How Organizations Use Twitter to Build Dialogic Relationships with Their Publics. Computers in Human Behavior. 104.

Wood, A.F. & Smith, M.J. (2005). Online Communication. (2nd Edition). London: Lawrence Erlbaum Associates Publisher.