
PUBLIC ADMINISTRATION

RECEIVED:

8 September 2020

ACCEPTED:

8 October 2020

RELEASED:

20 October 2020

UDC 339.138 : 35.075.01

DOI 10.26661/2522-1566/2020-3/13-05

IMPLEMENTATION OF THE PUBLIC RELATIONS PROGRAM OF THE MINISTRY OF ENERGY AND MINERAL RESOURCES (ESDM) IN PUBLISHING INFORMATION THROUGH INSTAGRAM

Aninditya Ferlita

Ruth Uli Sefanya

Dennis Athaya Nandita

Winowatan

*London School of Public Relations
Jakarta, Indonesia*

*London School of Public Relations
Jakarta, Indonesia*

*London School of Public Relations
Jakarta, Indonesia*

ORCID : 0000-0001-8477-9530

ORCID : 0000-0003-0605-0693

ORCID : 0000-0002-2624-0542

**Corresponding author email: ferlitaaninditya@gmail.com*

Abstract. The government as a public institution and citizens should have good relationship, where the government must know the citizens, starting from what the citizens need to what the citizens want. This analysis focuses on the publication activities of the Ministry of Energy and Mineral Resources (KESDM) carried out by the Communication Bureau of Public Information Services and Cooperation in publishing the Public Relations program of the Ministry of Energy and Mineral Resources through Instagram media. It describes how the work and its stages have been carried out, whether communication which is executed was successfully or not. The approach used in this study is qualitative with the usage of New Media theory. The results of this study indicate that communication has an important role in disseminating information, especially in the Ministry of Energy and Mineral Resources (KESDM) and the performance of the Communication Bureau of Public Information Services and Cooperation is carried out on a high professional level. The results of this study can be confirmed by followers of Instagram @KESDM who provided feedback or responses to information uploaded via Instagram @KESDM in the form of comments, likes and increased followers and participation in the @KESDM Instagram account. The findings of this study present and discuss the Public Relations Program of the Ministry of Energy and Mineral Resources.

Keywords: New Media, Instagram, implementation.

JEL Classification: D83, D80, H70.

INTRODUCTION

The government as a public institution must know the needs and desires of its citizens. On the other hand, the citizens must also recognize and know what roles the government has and actually plays. In improving the good relationship with citizens, the government must communicate all its aspects to the citizens, starting from the benefits, uses and also the role of the government institution in communicating the messages. The government as an institution must have the

attractiveness, equality in needs, hopes and feelings for the citizens which can be invited to learn more information about the government.

The communication has good influence on goals, the government duties and includes maintaining community relations. It needs a means and facilities to connect communication in all directions in an activity that is to be achieved or what has been achieved, including the obstacles faced in its implementation. All of them will be conveyed when communicating with the public.

LITERATURE REVIEW

In this era, we are having the facilities available for usage, namely the Internet. One of the factors from the internet improvements in Indonesia is the increasingly developing technology, and the ease in getting Smartphone that makes it easier for people to use the Internet (Fajrianti and Sastika, 2018).

One example of the ease of use of the Internet is social media, which is a tool that can be used to communicate something broadly not only to certain people but also to anyone, from several segmentations of various demographic groups. Social media exists and changes the paradigm of communication of citizens nowadays. Communication is not limited by distance, time, space and can happen anywhere, anytime (Watie, 2016). Each organization can use social media to build the relationship with public, and provide various information related to organization and services provided by organization to different publics, either directly or indirectly (Prastya, 2011). Social media has various forms and several functions as facility of publication. One of the social media used by citizens to get the means of information with the easiest access through interesting features is the Instagram application.

Indonesia is the country which occupies the 3rd position as the country with the largest Instagram users in the world. Instagram has the role in institutions which play role as the means of communication with the public. According to APJI, the internet users in Indonesia currently reaches 54,68% of the total population in Indonesia. According to the result conducted by *Hootsuite We are Social* in Indonesia, the Instagram User in January 2018 have reached 38%, so it can be concluded that Instagram is the one of media that effectively convey the information (Syafitri and Anisa, 2019).

The Ministry of Energy and Mineral Resources takes the opportunity from the social media especially Instagram as the media which is used to get the communication strategy. Socialization using the social media is being popularly used by various government and private agencies (Margaretha and Sunarya, 2017). The approach taken by the Ministry of Energy and Mineral Resources to the community, especially young people, has received a positive response and a lot of interest from the community, with evidence of the large number of people who follow the Ministry of Energy and Mineral Resources account, which is 286 thousand compared with the Ministry of Agriculture followed by only 108 thousand.

The Ministry of Energy and Mineral Resources is a sector arena that is closer to parents or company leaders and policy makers. But with the use of media Instagram aims to improve the awareness of citizen especially teenagers who will implement the role in carrying out government affairs in the energy sector and mineral resources as well as aspects that are involved to assist the President in implementing public administration.

The approach taken by the Ministry of Energy and Mineral Resources to the citizens especially teenagers, has positive responses and a lot of interest from the society, with evidence of the large number of people who followed the Ministry of Energy and Mineral Resources account as many as 286 K compared with the Ministry of Agriculture with 108K followers.

Ferlita, A., Sefanya, R. U. and Winowatan, D. A. N. (2020), "Implementation of the Public Relations Program of the Ministry of Energy and Mineral Resources (ESDM) in publishing information through Instagram", *Management and entrepreneurship: trends of development*, Volume 3, Issue 13, pp. 57-71, available at: <https://doi.org/10.26661/2522-1566/2020-3/13-05>



Figure 1. Ministry of Agriculture Instagram profile

Source: (Kementerian Pertanian, 2019)

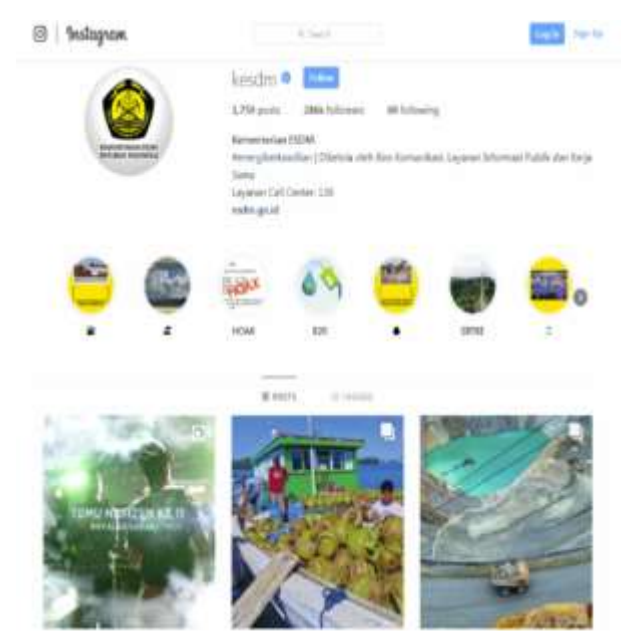


Figure 2. Profile Instagram KESDM

Source: (Kementerian ESDM, 2019)

The active communication Bureau in its approach through Instagram content is balanced by the supporting events conducted by the Ministry of Energy and Mineral Resources to obtain social approach closer to citizens and to become more open for the citizens can interact directly with the government.

However, the data on the number of followers being compared is not the only data to make conclusions. There are many factors which can be related to the communication process implemented by the Ministry of Energy and Mineral Resources. In the communication process, not all of the continuity of communication is well implemented. Thus, it can be ascertained that the communication has the obstacles that arises from various factors.

PAPER OBJECTIVE

Based on the background above the problem of the research can be created: "How to implement the Ministry of Energy and Mineral Resources Public Relations program through Instagram?" Referring to the formulation of existing problems, the purpose of this study is to determine the implementation of the Ministry of Energy and Mineral Resources Public Relations Program in publishing information via Instagram.

METHODOLOGY

In the course of the study the Descriptive Qualitative approach has been used. The Descriptive approach can be defined as the research form that refers to describe the existing phenomena either natural or manmade. The descriptive method was used in the research as the hypotheses and variables were not used. It describes and analyzes the existing events or phenomena and does not treat specifically the objects under study (Sukmadinata, 2006).

While qualitative approach has its explanation which is an approach based on the positivism philosophy, used to examine the natural object condition (as opposed to experiments) where the researcher through data collection by triangulation (combined) and data analysis emphasizes

meaning rather than generalization (Sugiyono, 2009).

Literature study in conducting the research was carrying out using the systematic preparation technique to facilitate the steps taken. The first step was to conduct the literature study on books and journals, which explains communication theory. The research has been implemented in relation to new media theory (or New Media) and also uses the 9 steps strategic concepts of Public Relations. The data obtained from literature study was used as the reference for making the question to informants.

The data used in this research is 2 sources namely; primary data and secondary data. The primary data was obtained directly in the field through observation and interviews. Data was collected to observe human behavior, working processes, and natural phenomena (Sugiyono, 2012).

Interview itself is the conversation by both parties, namely the interviewers who ask questions and the interviewees who provide answers to the questions (Moleong, 2016). The researcher chooses the teenagers – especially the student's aged 18-23 years, men and women – followers of Instagram account @KESDM. The sample in this qualitative research is not called respondents but rather sources, participants or informants (Sugiyono, 2012). Interviewee is the party that has role in giving the information that can assist research process. This research took place from 2019 to 2020 by interviewing resource persons and observing the @KESDM Instagram account.

The second data is secondary data obtained indirectly from the field or research object. The secondary data in this research was obtained from the documentation. The documentation is the method to examine data from the documents which already supports the research data. Documentation is the method used to trace historically (Bungin, 2008).

The data analysis used in this research is data analysis model of Miles and Huberman. The data analysis was carried out during the data collection and after that within a certain period (Sugiyono, 2009). There are four activity steps implemented in the data analysis, the first is data collection, data reduction, then the data presentations and the last is verification or drawing conclusion (Endraswara, 2006).

This research is focused on the public relation program of the Ministry of Energy and Mineral Resources which published the information through Instagram - @KESDM account and proposes the followers to know more about what is embraced by Energy and Mineral Resources Sector, including communication that the communicant handles directly by the Bureau of Communication.

The technique used in checking confidence is the triangulation technique of data sources and references from several sources that are directly involved into the research (Endraswara, 2006). Researchers will collect data with data collection techniques that have been determined. This is intended to compare the theories used with the results of interviews conducted by researchers.

Public Information and Cooperation Services, the communication message created and delivered by @KESDM, communication media used through the Instagram account @ESDM were aimed at target audience (Communicants) of the Ministry of Energy and Mineral Resources and expected communication effects from the audience after posting through Instagram account @ESDM.

The technique used in a trust check is data resource triangulation technique and reference from several resources included directly into the research (Endraswara, 2006).

RESULTS AND DISCUSSION

Basically, internet communication technology has become a necessity for the citizens, especially in accessing open information, that is why the Ministry of Energy and Mineral Resources delivers messages through social media publications on Instagram. The Communication Bureau of the Ministry of Energy and Mineral Resources has a special division in social media content, especially Instagram, in publishing. Acting as a communication facilitator carried out by the Ministry of Energy and Mineral Resources, the communication bureau of the Ministry has the

Ferlita, A., Sefanya, R. U. and Winowatan, D. A. N. (2020), "Implementation of the Public Relations Program of the Ministry of Energy and Mineral Resources (ESDM) in publishing information through Instagram", *Management and entrepreneurship: trends of development*, Volume 3, Issue 13, pp. 57-71, available at: <https://doi.org/10.26661/2522-1566/2020-3/13-05>

authority to provide advice and make decisions on all forms of responsible dissemination of information.

In the concept of Nine steps to Strategic Public Relations by Ronald D. Smith, the author explains the steps as follows:

Phase one: Formative Research.

Formative Research is aimed at conducting the research as the first step that must be taken so that errors do not occur in the implementation of the programs being carried out. With this matter, Ministry of Energy and Mineral Resources chooses the social media Instagram to implement for publication because Indonesia has many active users and has become the number 3rd largest country in the world in this case. In addition to survey data that shows that Indonesia is the 3rd largest Instagram user country in the world, survey data on Indonesian internet users based on which types of content are accessed by the public can be used as a benchmark for this research to see the relationship between internet content and people's needs.



Figure 3. Indonesian Internet User Behavior Data based on Internet content accessed

Source: Asosiasi Penyelenggara Jasa Internet Indonesia (2016)

It was found from a survey conducted by APJII (regarding the types of content accessed by internet users in Indonesia) that there were six of the most frequently accessed content, namely social media ranked first with 129.2 million users, then entertainment content, which was 128.4 million. News with 127.9 million accesses, education as much as 124.4 million, commercial content as much as 93.1% namely 123.5 million, followed by public services as much as 121.5 million.

The survey and data collection conducted by APJII found the sixth content often accessed which is social media in the first ranks with 129,2 million users, then entertainment content as much as 128,4 million, news content with 127,9 million access, education as much as 124,4 million,

commercial content as much as 93,1% which is 123,5 million, then public service with 121, 5 million. If associated with the research result in the form of interviews conducted by researchers with Communication Bureau of the Ministry of Energy and Mineral Resources, data and surveys from APJII are sufficient to answer the reasons for the Ministry to choose social media, especially Instagram for publication. In addition to internet users leaning towards social media access, internet access users have an interest in public services. Researchers see that the publication of Instagram by @kesdm greatly helps the government in improving public services through social media Instagram as a platform that can establish interactions between the government and the public.

Step 1: Analysing the Situation.

This process is an important process as the initial step is analyzing the situation is the important things that cannot be overlooked. Ministry of Energy and Mineral Resources analyzes the situation where the teenagers need good education and are directed to find the valid information from the source, so that is the reasons why the Ministry of Energy and Mineral Resources concentrates its publications through Instagram social media. This can be proven from the data on Instagram users which are dominated by young people, according to data from napoleoncat.com, there are 61,610,000 Instagram users in Indonesia. 37.3% of users aged 18-24 years. Then the second position is followed by the age of 25-34 years with a percentage of 33.9%.

Step 2: Analysing the Organisation.

The steps taken to involve an analysis of the internal and external environment of organisation (public perceptions such as competitors, supporters and opponents). The Ministry of Energy and Mineral Resources has a public perception that it is a Ministry that is far from being attracted by young people because the sectors and units of authority are directed towards old age, which have their own understanding of the stakeholders. However, in conducting an analysis of organisations regarding public views, the Ministry of Energy and Mineral Resources can decide what kind of approach must be taken to simplify it for teenagers to attract them. (Kementerian ESDM, 2019).

Step 3: Analysing the Publics.

This step is a decisive step in which the public as the main target must be precise. In the public analysis, the Ministry of Energy and Mineral Resources determines its public, namely young people who are expected to have more knowledge of government, especially in the energy and mineral resources sector. In the process of analysing the publics the Communication Bureau of the Ministry used trends that are currently needed by publics. The use of social media Instagram by the Ministry of Energy and Mineral Resources is carried out as a medium or it can be said as a means that is considered appropriate to get closer to young people as followers, namely communicants through Instagram social media because Indonesian Instagram users are the third largest in the world (Kementerian ESDM, 2019).

Phase Two: Strategy.

Step 4: Establishing Goals and Objectives.

The fourth step focuses on planning and setting appropriate goals and objectives. In determining its objectives, each agency must have clear knowledge based on the analysis that has been carried out. The Communication Bureau of the Ministry of Energy and Mineral Resources has a goal of planning publications via Instagram to get closer to citizens, especially young people, due to the long perception of the public regarding the Ministry that is far from young people.

Antony Mayfield, (2008) stated that social media can be understood as a group of new kinds of online media (Simarmata, 2014).

Participation: social media encourages the contributions and feedback from everyone who interested. It blurs the line between the media and the audience.

Openness: most social media services are open to feedback and participation. They encourage voting, comments and sharing the information. There are rarely any barriers in accessing and making use of content – password protecting content is frowned on.

Conversation: where the traditional media is about "broadcast" (content transmitted or distributed to the audience) social media is better seen as two-way conversation.

Community: social media allows communities to form the information quickly and communicate effectively. Communities share the common interests, such as a love of photography, a political issue or a favourite TV show.

Connectedness: Most kinds of social media thrive from their connectedness, making use of links to the other sites, resources and people.

Anthony Mayfield explanation related to the characteristic from social media that consist of participation, openness, conversation, and the community. The characteristic of the social media are the basis for goals decision in publishing implemented by the Ministry of ESDM throug Instagram and require two-way communication as the elements that are stated to set goals by carrying out information disclosure, providing space for the public to interact and then there is a community such as content – Attractive Instagram content with humanist photos that give a distinct impression in the public view. Two-way communication which emphasizes the characteristics of social media itself is the key where two-way communication forms the interaction between account users with one another. A content or post that is interesting to see must be balanced with interaction so that the clarity of information can be captured properly by the public.

Step 5: Formulating Action and Response Strategies.

Formulating the actions is strategy planning that must be used before implementing the publication. This is conducted to minimize the segmentation errors in distributing the information. The formulation carried out by using Instagram as a platform does not escape the role of new media with its characteristics, namely openness and freedom.

Table 1

The characteristic differences of conventional media and new media (Sparks, 2010); Pavlik (1996) in Simarmata (2014)

Characteristic	Conventional Media	New Media
Content	There are limitations, sensors, restrictions or the presence of elements of locality	Unlimited in the distribution of information, transparency, non-payment and speed of publication
Orientation function	Elite orientation, ignoring the universality of publication	Universal access, various groups
Institution	Centralized distribution of messages is controlled by the owner, and requires large capital	More flexible, the user is the owner
Public Access	Low and one way	Multi-directional and broad, interactive and aspects of freedom

Source: Own Study

In designing or choosing a strategy for the actions taken, the characteristics of the new media are limited access, flexibility and interaction. The formulation of actions carried out by the Ministry

of Energy and Mineral Resources each week prior to publication, the design is compiled and given to the head of the series approval or plan can be published or not. The characteristics of new media which have the characteristics of freedom, namely flexible and universal themselves, sometimes creates new problems, the ease of access which can be misunderstood by each individual. Indeed, the development of new media itself is a good thing developed from conventional media. However, in the development of new media due to universal access, the users themselves cannot control the extent to which published content can be interpreted and accepted. When the characteristics of conventional media which are one-way and controlled can only be cycled in the delivery of information and understanding, the existence of new media develops this cycle which allows the public to have opinion and to express it because the community has a forum. A content presented by @kesdm after being approved by the leadership is certainly expected to have a positive response.

However, positivity is not an absolute when discussing sensitive issues. The Ministry of Energy and Mineral Resources is a government sector that handles and issues policies regarding energy generated from the earth. In this sector there are a lot of environmental and energy issues that can be depleted which reap the pros and cons of the community and environmental empowerment institutions both at home and abroad. With strategic steps in the delivery of communication through social media as the realm of new media, even though the fact that there are many challenges due to existing developments, the citizens expect the government to be responsive to existing technological advances as well as the government using social media expects for good communication with the community. As a result, two-way communication is established as a form of improving the performance of the government.

Step 6: Designing the effective communication.

The sixth step is the result of a decision on what kind of message will be conveyed after carrying out a series of strategies in planning the series, not only getting approval. It can be ascertained that everything in the design will have something to improve. This design is carried out in order to realize the purpose of communication or publication by the Communication Bureau to act effectively. After carrying out a series of analyzes, the strategy stage is the planning stage where things will be conducted in implementing a program. The plans that are made based on the results of the analysis so that there are no mistakes in planning.

The interview results obtained by the Bureau of Communication of Ministry of ESDM show that the approach implemented to give such information as all the forms of policies carried out by government or issues that are discussed then are packaged in such a way so that the content is based on the existing timeline. For example, in a week 12 graphic posts or info graphics are posted and packaged so that they can attract the attention of young people (such as: the current trend, namely humanist photos that provide an overview of workers in various sectors of energy and mineral resources, quizzes done on certain days as well as posting of knowledge sources and many more that present publications as a mean of interaction).

Ferlita, A., Sefanya, R. U. and Winowatan, D. A. N. (2020), "Implementation of the Public Relations Program of the Ministry of Energy and Mineral Resources (ESDM) in publishing information through Instagram", *Management and entrepreneurship: trends of development*, Volume 3, Issue 13, pp. 57-71, available at: <https://doi.org/10.26661/2522-1566/2020-3/13-05>



Figure 4. @kesdm puzzles

Source: @KESDM

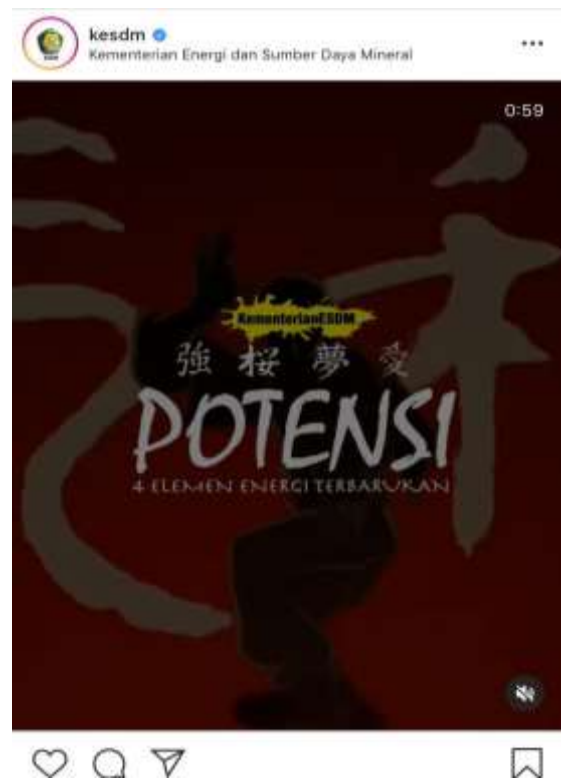


Figure 5. Videos @kesdm

Source: @KESDM

It can be seen from the Instagram content @kesdm, that Figure 4 gives the interesting and interactive content as a quiz published to follow the follower; then the Figure 5 is the creative video that combine packed cartoon animation with information from KESDM. This strategy is carried out so that the aims and objectives targeted in the initial research attract the attention of young people with the publication of things that are familiar in everyday life so that even though the information conveyed is not light talk, it can be digested and also run well so that it gets good feedback too.

Step 7: Selecting communication tactics.

In choosing the communication tactics or the way to deliver the message the right media must be chosen. The Ministry of Energy and Mineral Resources has chosen activity in social media publications on Instagram because it has conducted research based on data that the use of Instagram is the right way to approach young people. The tactics used in communication are arranging issues that are currently being discussed and packaged in such a way so that the message is accepted and can be remembered by the community, especially young people (Kementerian ESDM, 2019).

According to Nasrullah, social media are the form of internet medium that users can interpret itself to interact, cooperate, and share, communicate with other users, that created social bond visually (Nasrullah, 2015). In practice, sometimes in social media, forms such as cooperation and social ties are not carried out so many users post according to what they think and cause debates that often conflict between users. Especially in the attention to public policies carried out by the central government. Society is divided into pro-government and contra with the government. Every post made by a government account certainly reaps a lot of responses. Even though the data has many positive responses, it cannot be denied that there were also many negative responses

regarding certain issues presented. In social media, because it prioritizes the aspect of freedom, it creates a lot of opinion-based forums that create public perceptions. This is a challenge for the central government in overcoming unwanted public perceptions.

The goal of the Ministry of Energy and Mineral Resources in the approach through Instagram can be said to be a self-representation form as the central government to get public attention which is expected to a virtual bond form which can be seen from the various responses from Instagram followers. In the concentration of Instagram publications, the responses of the community, especially young people as the main target, classified as positive responses from Instagram users, the Kesdm Instagram account looks interactive with its followers, the message given by the Ministry of Energy and Mineral Resources gets (effect), namely reception of messages well by Instagram followers. This can be seen through positive responses on the Instagram @kesdm comment column.

Step 8: Implementing Strategic Plans.

The Communication Bureau of the Ministry of Energy and Mineral Resources in carrying out its duties publishes the results of the draft information that has been compiled previously as a means of interaction between the Ministry of Energy and Mineral Resources to the public, namely the Instagram followers.



Figure 6. KESDM policy

Source: @KESDM



Figure 7. KESDM Policy Commentary

Source: @KESDM

One of the KESDM's Instagram feeds is an example of implementing a strategy that has been

planned in the case of handling the Covid-19 virus. The central government from all its sectors has flocked to issue policies that have urgency for the public interest. The ESDM Ministry issued a policy of free electricity and 50% discount for 3 months. This is a symbol of the seriousness of the central government to help people with economic difficulties in this period of the Covid-19 pandemic crisis. The responses at the time of publication by @kesdm were varied and it seems that the public has quite of attention to this. It can be seen that the comments received by the public health centre have various responses from the public who have questions about the policy. However, in the implementation of the strategy carried out, of course it cannot be seen as a whole that the interactions carried out by @kesdm itself are always in good condition. From various kinds of content on Instagram @kesdm, there are many issues that are very much considered by the public, especially the policy of providing free electricity and a 50% discount for 3 months. This post received thousands of comments from the public in the form of questions about the policy.

The public has flocked to ask about the clarity of the policies made by those who question the mechanism of the policy. From the various responses from the public, Instagram should be a forum for interaction between the government and the public, namely the delivery of @kesdm Instagram account. This post is a form of information from government policy and Instagram as a container or means of delivering information. The comment column is intended as a means of interaction between the government and the community. However, from the thousands of comments made by the community, @kesdm Instagram account has minimal interaction in the form of replying to community comments so that the public is made to wonder the policy being informed is working effectively. In implementing a program, of course not everything goes well and gets good responses. Each individual has their own thoughts; especially in this case, the community expects all forms of good performance from the government, so the public has special attention to programs carried out especially during the Covid-19 pandemic crisis.

Phase three: Evaluative research.

From all the step that applied by Ministry of Energy and Mineral Resources, getting the appreciation or good response, it came to conclusion that the messages are delivered through Instagram effectively due to the increased number of followers from October 2018. Not only that, according to data held by the Communication Bureau of the Ministry of Energy and Mineral Resources, followers gave responses or reactions such as likes per post averaging 1,200 and the highest, touching 67,431 likes, then an average of 65 comments, not only that give but there are also followers who do not want to know the cause or background of what happened, only want to know what they really want and then find it difficult to discuss something technical through social media (Effect).

Step 9: Evaluating the strategic plan.

There are the last elements in implementing the program which are the right reference to implement further in the next programs. The advantages and disadvantages in implementation and the feedback obtained can be used as an evaluation and a measure of the success of a program carried out or publication through Instagram. The feedback received by the Ministry of Energy and Mineral Resources is not only in the form of understanding, feedback received on Instagram social media can also be in the form of likes for increasing Instagram followers and the comments given.



Figure 7. Freeport is officially owner of Indonesia

Source: @KESDM



Figure 8. Freeport Post Comments

Source: @KESDM

Moreover, according to the Communication Bureau of the Ministry of Energy and Mineral Resources many positive responses were accepted. Although there are some negative responses from the citizens who do not want to know the facts and remain unconvinced about the sensitive problems, namely issues that have just been discussed in the Freeport case. In the Freeport case many citizens doubted the actions of the government. The citizen wonders whether what is said to be officially belonging to Indonesia is an advantage for the state, especially since there are so many issues circulating about Freeport in the community. Among the doubting citizens there is also positive response with these issues. It can be seen the publication content are the content that is raised from hot issues but packaged with contemporary content, the information conveyed can be easily digested by the public. Positive response is showed in the comments column although there are some negative responses that cannot be caught. Evaluation that is implemented in this phase is the citizen response form such as how many were seen to like and provide comments or opinions.

CONCLUSION

The findings of this study are concentrated mostly on the results of publication of Public Relations Program of the Ministry of Energy and Mineral Resources in Instagram, which aroused interest among followers. The distribution of information in accordance with the portion that the feedback received through Instagram social media is in the likes form and then increases in followers and comments given in every KESDM Instagram post. The feedback received by the Ministry of Energy and Mineral Resources has more positive responses from the public.

Ferlita, A., Sefanya, R. U. and Winowatan, D. A. N. (2020), "Implementation of the Public Relations Program of the Ministry of Energy and Mineral Resources (ESDM) in publishing information through Instagram", *Management and entrepreneurship: trends of development*, Volume 3, Issue 13, pp. 57-71, available at: <https://doi.org/10.26661/2522-1566/2020-3/13-05>

The method of packaging for content creation that was raised by the Ministry of Energy and Mineral Resources on Instagram is hot issue – content that is packaged in a contemporary manner. It is easily digested and understood by the younger generation. By using Instagram social media, more people know information about KESDM, the number of people interested in knowing information more about KESDM can be seen from the number of followers that continues to increase from the previous year to the present. With the new media, Instagram attracts not only the older generation or businessmen who are interested in KESDM info, but now it makes the younger generation users know more about KESDM.

Results of the research can be suggested to the Communication Bureau of the Ministry of Energy and Mineral Resources as a guideline in the case if the public does not want to know the facts and remain unconvinced about the sensitive issues that have just been hotly discussed. In the case of Freeport, the Ministry of Energy and Mineral Resources added a post that showed photo evidence or words came directly from a trusted source, of course by adding a detailed caption explanation so that followers or those who read the post did not misunderstand.

The next suggestion is if there are followers who don't want to know the cause or background happened, just want to know what they really want to anticipate this. The Ministry of Energy and Mineral Resources must make a follow-up post or other post is separate in the form of a photo also followed by a mutually caption. Support and explain more about the causes or background of the issues raised.

Another suggestion for the Ministry of Energy and Mineral Resources can be made in the case of difficulties in discussing technical issues through social media, it is suggested to post a storytelling video or have a storyline to communicate with each other while conveying the desired message, in the way that followers can see the video and imagine what the intent is conveyed by KESDM.

REFERENCES

- Asosiasi Penyelenggara Jasa Internet Indonesia (2016), *Results of the 2018 Indonesian Internet User Penetration and Behavior Survey*, available at: <https://www.apjii.or.id/content/utama/39> (Accessed 20 August 2020), (in Indonesian).
- Bungin, M. B. (2008), *Penelitian Kualitatif*, Jakarta: Kencana Prenada Media Group, (in Indonesian).
- Endraswara. (2006), *Metode, Teori, Teknik, Penelitian Kebudayaan: Ideologi, Epistemologi dan Aplikasi*, Yogyakarta: Pustaka Widyatama, (in Indonesian).
- Fajrianti, P. and Sastika, W. (2018), *Analisis Penerapan Promosi Social Event Melalui Social Media Instagram Hotel Mercure Bandung City Centre Kota Bandung Tahun 2018*, E-Proceeding of Applied Science, Vol 4 No.3, December 2018, available at: <https://libraryeproceeding.telkomuniversity.ac.id/index.php/appliedscience/article/view/7090> , (Accessed 20 August 2020), (in Indonesian).
- Kementerian ESDM (2019), Profil Instagram KESDM, available at: <https://www.instagram.com/kesdm/> (Accessed 20 August 2020)
- Kementerian Pertanian (2019), Profil Instagram, available at: <https://www.instagram.com/kementrianpertanian/> (Accessed 20 August 2020)
- Margaretha, L. and Sunarya, D. M. (2017), "INSTAGRAM SEBAGAI MEDIA SOSIALISASI 9 PROGRAM UNGGULAN PEMERINTAH (Studi Kasus pada Bagian Hubungan Masyarakat Kementrian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia pada Instagram @kemenkopUKM)", *Communication*. DOI: <https://doi.org/10.36080/comm.v8i2.637>
- Mayfield, A. (2008), *What is Social Media? An eBook from iCrossing*, available at: https://www.icrossing.com/uk/sites/default/files_uk/insight_pdf_files/What%20is%20Social%20Media_iCrossing_ebook.pdf (Accessed 15 August 2020)

- Moleong, L. J. (2016), *Metodelogi Penelitian Kualitatif*, Bandung: Rosda Karya, (in Indonesian).
- Nasrullah, R. (2015), *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi*, Bandung: Simbiosis Rekatama Media, (in Indonesian).
- Prastya, N. M. (2011), "KOMUNIKASI KRISIS DI ERA NEW MEDIA DAN SOCIAL MEDIA", *Jurnal Komunikasi*. DOI: <https://doi.org/10.20885/komunikasi.vol6.iss1.art1>
- Simarmata, S. (2014), "Media Baru, Ruang Publik Baru, Dan Transformasi Komunikasi Politik Di Indonesia", *InterAct-Journal on Communication*, Vol. 3, No. 2, pp. 18-36, (in Indonesian).
- Sparks, C. (2010), *The Internet and the Global Public Sphere*, in *Mediated Politics*. DOI: <https://doi.org/10.1017/cbo9780511613852.005>
- Sugiyono (2009), *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung: Alfabeta, (in Indonesian).
- Sugiyono (2012), *Quantitative Research Methods, Qualitative and R & D*, Alfabeta. DOI: <https://doi.org/10.1017/CBO9781107415324.004>
- Sukmadinata (2006), *Metode Penelitian Pendidikan*, Bandung: Remaja Rosdakarya, (in Indonesian).
- Syafitri, F. M. and Anisa, R. (2019), "Instagram @Bkkbnjawabarat Sebagai Media Komunikasi Publik", *Jurnal Lingkar Studi Komunikasi*, 5(2), pp. 84-90. DOI: <https://doi.org/10.25124/liski.v5i2.1626> (in Indonesian).
- Watie, E. D. S. (2016), "Komunikasi dan Media Sosial (Communications and Social Media)", *Jurnal The Messenger*. DOI: <https://doi.org/10.26623/themessenger.v3i2.270> (in Indonesian).

**ВПРОВАДЖЕННЯ ПРОГРАМИ ЗВ'ЯЗКІВ З ГРОМАДСЬКІСТЮ
МІНІСТЕРСТВА ЕНЕРГЕТИКИ ТА МІНЕРАЛЬНИХ РЕСУРСІВ (ESDM)
ПРИ ПУБЛІКАЦІЇ ІНФОРМАЦІЇ ЗА ДОПОМОГОЮ INSTAGRAM**

Aninditya Ferlita

Ruth Uli Sefanya

**Dennis Athaya Nandita
Winowatan**

*London School of Public Relations
Джакарта, Індонезія*

*London School of Public Relations
Джакарта, Індонезія*

*London School of Public Relations
Джакарта, Індонезія*

Уряд як громадська інституція і громадяни повинні мати хороші взаємини, в яких уряд повинен знати громадян, починаючи з того, що їм потрібно, і закінчуючи тим, чого вони хочуть. У цьому аналізі основна увага приділяється практиці публікації діяльності Міністерства енергетики та мінеральних ресурсів (KESDM), що здійснюється Комунікаційним бюро служб громадської інформації і співпраці з публікації програми зі зв'язків з громадськістю Міністерства енергетики та мінеральних ресурсів через засоби масової інформації Instagram. У ньому описується, як виконувалася робота і її етапи, було успішно виконано спілкування чи ні. Підхід, використаний в цьому дослідженні, є якісним з використанням теорії New Media. Результати цього дослідження показують, що комунікація відіграє важливу роль в поширенні інформації, особливо в Міністерстві енергетики та мінеральних ресурсів (KESDM), а робота Комунікаційного бюро громадських інформаційних служб і співробітництва здійснюється на високому професійному рівні. Результати цього дослідження можуть бути підтвержені підписниками Instagram @KESDM, які надали відгуки або відповіді на інформацію, завантажену через Instagram @KESDM, у вигляді коментарів, лайків, збільшення числа підписників і участі в обліковому записі Instagram @KESDM. Результати цього дослідження представляють і обговорюють Програму зі зв'язків з громадськістю Міністерства енергетики та мінеральних ресурсів.

Ключові слова: New Media, Instagram, реалізація.

РЕАЛИЗАЦИЯ ПРОГРАММЫ ПО СВЯЗЯМ С ОБЩЕСТВЕННОСТЬЮ МИНИСТЕРСТВА ЭНЕРГЕТИКИ И МИНЕРАЛЬНЫХ РЕСУРСОВ (ESDM) ПРИ ПУБЛИКАЦИИ ИНФОРМАЦИИ ЧЕРЕЗ INSTAGRAM

Aninditya Ferlita

Ruth Uli Sefanya

**Dennis Athaya Nandita
Winowatan**

*London School of Public Relations
Джакарта, Индонезия*

*London School of Public Relations
Джакарта, Индонезия*

*London School of Public Relations
Джакарта, Индонезия*

Правительство как общественное учреждение и граждане должны иметь хорошие взаимоотношения, в которых правительство должно знать граждан, начиная с того, что им нужно, и заканчивая тем, чего они хотят. В этом анализе основное внимание уделяется публикационной деятельности Министерства энергетики и минеральных ресурсов (KESDM), осуществляемой Коммуникационным бюро служб общественной информации и сотрудничества по публикации программы по связям с общественностью Министерства энергетики и минеральных ресурсов через средства массовой информации Instagram. В нем описывается, как выполнялась работа и ее этапы, было ли успешно выполнено общение или нет. Подход, использованный в этом исследовании, является качественным с использованием теории New Media. Результаты этого исследования показывают, что коммуникация играет важную роль в распространении информации, особенно в Министерстве энергетики и минеральных ресурсов (KESDM), а работа Коммуникационного бюро общественных информационных служб и сотрудничества осуществляется на высоком профессиональном уровне. Результаты этого исследования могут быть подтверждены подписчиками Instagram @KESDM, которые предоставили отзывы или ответы на информацию, загруженную через Instagram @KESDM, в виде комментариев, лайков, увеличения числа подписчиков и участия в учетной записи Instagram @KESDM. Результаты этого исследования представляют и обсуждают Программу по связям с общественностью Министерства энергетики и минеральных ресурсов.

Ключевые слова: New Media, Instagram, реализация.