

The use of @beraucoal.id as a Publication and Information Media of PT. Berau Coal

Febriansyah^{1*}, Rani Dwi Lestari², Yeni Febrianty³
Communication Sciences, Mercu Buana University Yogyakarta

Corresponding Author: Febriansyah Febriansyah04@gmail.com

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ABSTRACT

In utilizing Instagram social media, PT Berau Coal has Instagram (@beraucoal.id) as a publication and information tool for the public. Researchers used descriptive qualitative research methods with observation, interview and documentation data collection techniques. Researchers aim to find out how Instagram is used in company information publication activities. The research results show that PT Berau Coal uses Instagram as an appropriate communication medium with the public and stakeholders. By using 4 important aspects in the theory of The Circular Model of Same (Share, Optimize, Manage, Engage). In the Share aspect, the company actively participates in social activities, builds relationships with the community, and builds trust. The Optimize aspect shows the use of Instagram features such as Feeds, Reels, Stories, Highlights, Captions and Hashtags to disseminate information more efficiently. The Manage aspect emphasizes the importance of managing content consistently and in accordance with Indonesian language norms. Lastly, the Engage aspect highlights collaboration with local influencers to increase interaction and create closer relationships with the community.

INTRODUCTION

Social media has been used and believed in the public which has almost shifted the function of every mainstream media journalist. Social media can be applied to share the purpose of communication is also used against the government to the organization of the population. One of the most influential social media in informing and advertising an interest is Instagram.

Development information through Instagram is currently well developed. Every company that wants to grow needs social media in the form of Instagram to share the performance results of the company and share information related to activities and services contained in the company. Instagram is also a platform that becomes a connecting medium between the company it represents and the public. It is also able to be a benchmark that a company has positive activities so that later it can benefit the community and the company.

Social media is a media platform that is oriented in the existence of users who overshadow them in their activities and combinations. Therefore, social media can be said to be an online medium (facilitator) that strengthens the relationship between fellow users and a community association. Social media is also used in government agencies in disseminating information. Government agencies apply social media to expand data about important government programs, regulations, policies, and events to the public. This increases government transparency and makes information more accessible to the public. Thus, social media makes it easier for government agencies to interact directly with their citizens. They can answer questions, provide customer service, and respond to complaints or comments through social media platforms. So that this makes it easier for government agencies to use social media to educate the public about various issues, including health, safety, and finance.

Social media helps increase public awareness and understanding of important topics. Social media is a new channel in public relations activities Responding to and responding to criticism or comments from the public in the social media environment. This helps build trust and maintain effective communication between the government and the community.

In today's digital era, social media has changed many aspects of people's lives, including public relations activities. The interaction carried out on social media is able to change and reach more audiences so as to strengthen the relationship between the community and public relations. The public, of course, depends on PR as a reference for news information that is not found in newspapers and other mass media. From the internet, PR is able to minimize funds compared to having to provide a Press Release via post or fax. 2Digital PR can build, maintain, and manage relationships with their public through digital platforms and channels. This includes the use of social media, websites, blogs, emails, and a variety of other online tools to communicate with audiences, promote messages, and manage the image and reputation of the organization. The relationship between public relations and social media is very close in the digital era. Social media as a fairly important forum in public relations practices because it allows organizations or individuals to communicate directly with the audience and influence their perception and image.

The ease of the Internet has changed the way we access and obtain information in an unprecedented way. The internet can reach the whole world, as long as there is an Internet connection. This allows people to access information from different locations. With the existing convenience, public relations activities in several institutions and agencies will also provide information to the media in an effort to improve public information services.

Instagram public information service is an effort by a government, agency or government organization to communicate with the public through the Instagram social media platform. Instagram is a very popular social network that is used against millions of people in every part of the world. Therefore, many government agencies and organizations use it as a tool to disseminate public information, communicate with the public, and increase transparency. The public services provided on social media Instagram usually involve sharing news, policy updates, important information, and announcements from the government or organization. This may include information regarding policies, events, regulations, etc. In addition, Instagram can be used for education and awareness campaigns related to various issues, such as health education, the environment, security, or other matters relevant to the community as well as communicating and providing accurate and reliable information so that their messages are accepted by the public and measure the impact of the information they spread.

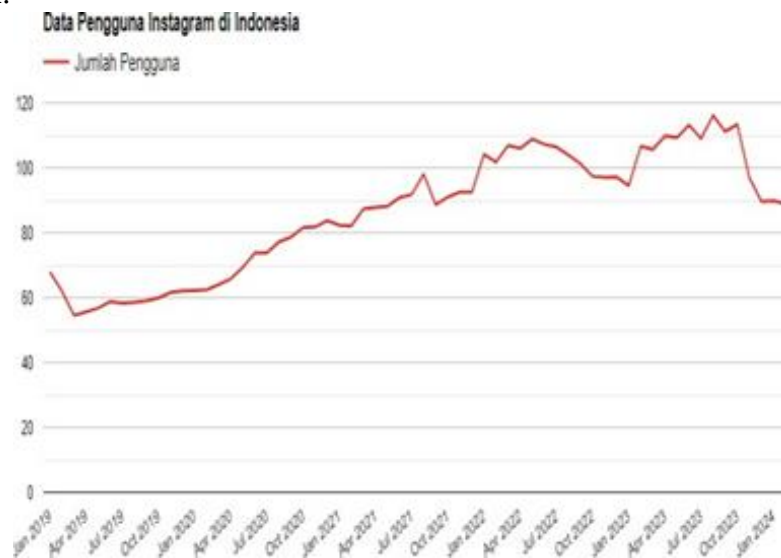


Figure 1. Data on the number of Instagram users in Indonesia

Related to developing world information services in the information and public communication sector. PT. Berau Coal uses social media to provide information and interact with the community such as responding to questions, comments, and input from residents so as to create a sense of involvement and indicate transparency. With the use of social media in the form of Instagram PT. Berau Coal is able to provide a lot of information related to company activities, CSR, job vacancies, and others. For a company that is quite famous among the public, it is indeed a challenge to manage an Instagram account so that the messages distributed by the bus are well received by the community.

PT. Berau Coal is one of the largest coal companies in Indonesia located in Berau Regency, East Kalimantan. 3PT Berau Coal is the fifth largest coal producer in Indonesia which has won various awards in the social and environmental fields from the Government of Indonesia. The use of social media is recognized by the Public Relations of PT. Berau Coal, the management of social media for Public Relations of PT. Berau Coal explained the main public relations tasks to be optimized. Including when there is an information crisis and data confusion, as well as the official account @beraucoal.id and Lembanga Connected that is to be reached for the population. PT. Berau Coal has an Instagram account @beraucoal.id, the Instagram account contains education, publication media and information. The content shared by the Instagram account @beraucoal.id contains ethics in social media such as prevention of hoax news, awareness of social media, information on company activities, CSR, job vacancies and so on. In addition to providing education on ethics in social media, the official Instagram of PT. Berau Coal as a publication media also disseminates information about policies and new information about the Company's activities PT. Berau Coal makes it easier for the public to find information about new policies and information.



Figure 2. Instagram account @beraucoal.id

The author chose PT. Berau Coal as the object of research because PT. Berau Coal is a company that has the responsibility to carry out tasks related to publication and information media. PT. Berau Coal helps the community, especially the people of Berau city, to provide correct information as well as education and socialization on ethical violations on social media. PT. Berau Coal itself has an achievement for their activeness in using social media, namely the Pr Indonesia Awards which received awards in the category of Corporate PR, Youtube Social Media Digital Channel and TikTok Social Media Digital Channel. Digital activities on social media of PT. Berau Coal can help and improve the quality of public services for the people of Berau through publication on the

Instagram account @beraucoal.id. In the use of this media, it can make it easier for the people of Berau city to get information about PT. Berau Coal.



Figure 3. Penghargaan@beraucoal.id
Source : <https://www.isntagram.com>

Regarding the development of communication and information flows to the residents of Berau city, we hope that through this research, we can learn how to maximize Instagram social media to become a publication and information medium for PT Berau Coal.

THEORETICAL REVIEW

Regina Luttrell originated the theory of The Circular Model Of Some based on the fundamental drive of the Clue train Manifesro and the variety of communication Two Way Cimetrical Grunig. The Circular Model of Some is expected to help and facilitate social media users in the formation of communication designs on social media⁴. The Circullar Model Of The Some is a theory used to understand and improve user engagement on social media that focuses on four main indicators: Share, Optimize, Manage, and Engage.

a. Shere

Shere in the context of social media is the process of sharing relevant and interesting information, messages, or content whose goal is to increase the visibility and reach of information, as well as attract participation from a wider audience. In practice, it involves sharing company content, CSR activities, education, and other important information, which are packaged in such a way that they attract the interest and attention of social media users.

b. Optimize

Optimize is an effort to improve efficiency, effectiveness, and quality of results through optimal use of existing resources. The goal is to ensure that the published content reaches the right audience in the most efficient and

effective way. In the context of social media, this can be achieved by using the various features available on platforms like Instagram, including feeds, reels, stories, highlights, captions, and hashtags.

c. Manage

Manage is the process of managing social media that involves planning, creating, and publishing quality content and interacting with audiences. The goal is to ensure the consistency, suitability, and relevance of the published content, as well as maintain positive interactions with the audience. This includes managing comment columns, direct messages, and Q&A sessions to respond appropriately to the audience and minimize the spread of negative opinions.

d. Engage

Engage is an effort to involve figures, communities, or influencers in the dissemination of information to increase reach and interaction. The goal is to expand the reach of information and strengthen relationships with audiences through collaboration with influential parties. For example, working with local influencers, local media, or communities to promote the company's content and values, so that the message conveyed can be received more widely and deeply by the community.

METHODOLOGY

The research method used in this study is qualitative which uses the positivism paradigm used to describe how the use of Instagram @beraucoal.id as a publication and information media of PT Berau Coal. In the process of collecting data, the author first made observations on the Instagram account @beraucoal.id which then conducted a semi-structured interview via google meet with two sources. Subsequently, other supporting data obtained by the author through documentation activities to illustrate more clearly how the company uses Instagram as a medium of publication and information. After data collection, the author analyzes the data and then the data is reduced to obtain the research results and conclusions needed.

RESULTS AND DISCUSSIONS

PT Berau Coal itself has started using Instagram as a company publication media since 2017 as one of the media that existed quite a lot at that time as a communication medium and company information with the public and stakeholders. The development of this increasingly complex technology encourages companies to further improve their company performance which is intended as a step taken as a company strategy to get closer to the community and stakeholders, as well as to strengthen the company's image in this digital era. In the process of utilizing Instagram @beraucoal.id, PT Berau Coal uses 4 important aspects in the theory of The Circular Model of Same (Share, Optimize, Manage, Engage) in the company's publication and information process.

a. Share

Share is the main point in the process of publication and information to the public, where PT Berau Coal actively disseminates information and messages

through Instagram @beraucoal.id to attract participation and form a strong communication space with the audience.

PT Berau Coal utilizes Instagram @beraucoal.id as a media of publication and company information with a focus on the share aspect, which aims to attract participation and build a strong communication space with the public. This strategy is supported by three important aspects:

1. Participate

Active participation is realized through the company's involvement in various social and community activities, such as the Community Development and Empowerment Program (PPM) and collaboration with PMI.

2. Connect

Strong relationships with the local community are built through activities such as the Berau Expo and the Cheap Market Bazaar.

3. Built Trust

Trust is maintained through consistency and transparency in various routine activities such as blood donations and free treatment.

b. Optimize

PT Berau Coal optimizes the use of Instagram @beraucoal.id to improve the efficiency, effectiveness, and quality of the company's information dissemination. By utilizing various Instagram features such as Feeds, Reels, Story, Highlight, Captions, and Hashtags, PT Berau Coal is able to convey information on target.

1. Feeds: used to deliver corporate information, education, and socialization through engaging visual content.

2. Reels: allow the delivery of information in a dynamic and interactive way, while being audio-visual-based.

3. Story: used to increase interaction and engagement with the local community through real-time content.

4. Highlight: used to store and organize important information so that it is easily accessible at any time.

5. Caption and rigid: help convey information in writing and detail, and the use of hashtags expands audience reach and supports company campaigns.

c. Manage

Management in the process of publication and information at PT Berau Coal through Instagram @beraucoal.id is very important to ensure quality content and in accordance with applicable norms. PT Berau Coal manages its social media with careful planning, ensuring that each content goes through a careful review process before being published.

The content shared not only focuses on mining activities, but also includes educational and informative information from various sources such as health, tourism, and culture.

In addition, management also includes interaction with the audience to increase the company's credibility and prevent the spread of negative opinions. This interaction is done through comment columns and community

activities, helping companies connect directly with followers, listen to feedback, and gain insights into audience needs and expectations.

d. Engage

The Engage aspect in PT Berau Coal's publications and information through Instagram @beraucoal.id is very important to disseminate information widely. PT Berau Coal collaborates with key figures, government agencies, local media, and the public community to ensure that the messages conveyed are relevant and easily accessible to the local community. Partnering with local influencers such as Anisa Okta Dianti helps the company strengthen its social media presence and strengthen relationships with local communities.

CONCLUSIONS AND RECOMMENDATIONS

This study analyzes the use of Instagram (@beraucoal.id) by PT Berau Coal for publication and public information through a descriptive qualitative method. The results of the study show that PT Berau Coal effectively applies the theory of The Circular Model of Same (Share, Optimize, Manage, Engage) deep communication strategy. On the aspect Share, the company has managed to increase visibility and active participation, establish connections with local communities, and build trust through transparency and commitment. Deep Optimize, PT Berau Coal utilizes Instagram features such as feeds, reels, stories, and highlights to ensure that the information conveyed is on target. Aspects Manage shows the planning and preparation of content managed by Departemen Corporate Communication to maintain the credibility of the company. Meanwhile, in the aspect of Engage, the company engages local figures and communities, such as a collaboration with influencer Anisa Okta Dianti, to expand its reach and increase interaction with the community. Thus, PT Berau Coal uses social media with a planned strategy to deliver informative content and strengthen relationships with local communities.

FURTHER STUDY

Further research could explore the effectiveness of PT Berau Coal's Instagram strategy by analyzing audience engagement metrics, sentiment analysis, and the long-term impact on corporate reputation. Additionally, a comparative study with other companies in the mining industry could provide insights into best practices and potential improvements. Future studies may also examine how social media strategies influence stakeholder trust and public perception, particularly in industries with significant environmental and social impacts. Moreover, qualitative research through interviews with key stakeholders, including local communities and employees, could offer deeper insights into the real-world impact of PT Berau Coal's digital communication efforts.

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