



ABSTRAK

STRATEGI KOMUNIKASI HUMAS BADAN PUSAT STATISTIK PROVINSI DAERAH ISTIMEWA YOGYAKARTA DALAM PUBLISITAS SENSUS EKONOMI 2026 MELALUI AKUN INSTAGRAM @BSPROVDIY

Sheryl Evania
5211711001

Sensus Ekonomi merupakan salah satu kegiatan besar yang dilakukan oleh Badan Pusat Statistik untuk mencatat seluruh kegiatan perekonomian di Indonesia. Oleh karena itu, perlu dilakukan pubisitas Sensus Ekonomi 2026 melalui media sosial *Instagram @bpsprovdly*. Pelaksanaan publisitas Sensus Ekonomi 2026 melalui *Instagram* membutuhkan peran penting seorang humas dalam merancang strategi komunikasi yang tepat. Penelitian ini bertujuan untuk mengetahui bagaimana strategi humas Badan Pusat Statitsik Provinsi DIY dalam publisitas Sensus Ekonomi 2026 melalui akun *Instagram @bpsprovdly* yang dianalisis menggunakan konsep *The Circular Model of SoMe* yang terdiri dari empat aspek, yaitu *Share*, *Optimize*, *Manage*, dan *Engage*. Penelitian ini menggunakan pendekatan kualitatif, metode deskriptif, dan paradigma *postpositivisme*. Data dikumpullkan melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa humas Badan Pusat Statistik Provinsi DIY belum maksimal dalam menerapkan konsep *The Circular Model of SoMe* dalam proses publisitas Sensus Ekonomi 2026. Pada tahap *share*, humas Badan Pusat Statistik Provinsi DIY menggunakan *instagram* sebagai media publisitas. Konten diunggah mengandung pesan informatif, edukatif, dan persuasif. Konten diunggah setiap hari Selasa. Upaya menjalin hubungan dengan audien dilakukan dengan penggunaan sapaan Sahabat Data, penggunaan bahasa yang ringan, dan konten *storytelling*. Upaya membangun kepercayaan dilakukan dengan memanfaatkan verifikasi akun @bpsprovdly, proses *editing* konten, dan konsistensi pencantuman logo BPS dan SE 2026. Pada tahap *optimize*, humas Badan Pusat Statistik Provinsi DIY mengunggah konten yang disesuaikan dengan kebutuhan audien. Optimalisasi dilakukan dengan memanfaatkan fitur *reels*, *collaboration*, *caption*, dan *hashtag*. Namun, humas Badan Pusat Statistik Provinsi DIY belum membangun komunikasi yang otentik dengan audien. Pada tahap *manage*, humas Badan Pusat Statistik Provinsi DIY melakukan *media monitoring* menggunakan *insight tools Instagram* dan berupaya merespon cepat komentar para audien. Namun, publisitas belum memanfaatkan fitur *live instagram* dan *story* untuk berinteraksi secara *realtime* dengan audien. Pada tahap *Engage*, humas Badan Pusat Statistik belum memanfaatkan *influencer* untuk melibatkan audien, sudah memahami audien, dan membuat konten *quiz* agar audien terlibat, namun hasil belum maksimal.

Kata Kunci: Humas, Instagram, Publisitas, *The Circular Model of SoMe*

ABSTRACT

PUBLIC RELATIONS COMMUNICATION STRATEGY OF THE CENTRAL STATISTICS AGENCY OF THE SPECIAL REGION OF YOGYAKARTA PROVINCE IN THE 2026 ECONOMIC CENSUS PUBLICATION THROUGH INSTAGRAM ACCOUNT @BPSPROVDIY

Sheryl Evania
5211711001

The Economic Census is one of the major activities carried out by the Central Statistics Agency (BPS) to record all economic activities in Indonesia. Therefore, it is necessary to publicize the 2026 Economic Census through the Instagram social media @bpsprovdii. Implementing publicity for the 2026 Economic Census through Instagram requires an important role of a public relations officer in designing the right communication strategy. This study aims to determine the public relations strategy of the DIY Provincial Statistics Agency in publicizing the 2026 Economic Census through the Instagram account @bpsprovdii which is analyzed using the concept of The Circular Model of SoMe which consists of four aspects, namely Share, Optimize, Manage, and Engage. This study uses a qualitative approach, descriptive methods, and a postpositivist paradigm. Data were collected through interviews, observations, and documentation. The results of the study indicate that the public relations of the DIY Provincial Statistics Agency has not optimally implemented the concept of The Circular Model of SoMe in the 2026 Economic Census publicity process. At the share stage, the public relations of the DIY Provincial Statistics Agency used Instagram as a publicity medium. The uploaded content contains informative, educational, and persuasive messages. Content is uploaded every Tuesday. Efforts to build relationships with the audience are carried out by using the greeting Sahabat Data, using light language, and storytelling content. Efforts to build trust are carried out by utilizing the verification of the @bpsprovdii account, the content editing process, and consistent inclusion of the BPS logo and 2026 Circular Letter. At the optimize stage, the public relations of the DIY Provincial Statistics Agency uploaded content that was tailored to the needs of the audience. Optimization was carried out by utilizing the reels, collaboration, caption, and hashtag features. However, the public relations of the DIY Provincial Statistics Agency had not yet built authentic communication with the audience. At the manage stage, the public relations of the DIY Provincial Statistics Agency carried out media monitoring using Instagram insight tools and attempted to respond quickly to audience comments. However, the public relations department had not yet utilized the Instagram live and story features to interact in real time with the audience. At the Engage stage, the public relations of the Central Statistics Agency have not utilized influencers to engage the audience. They have tried to understand the audience and create quiz content to engage the audience, but the results have not been optimal.

Keywords: PR, Instagram, Publicity, The Circular Model of SoMe