



ABSTRAK

STRATEGI HUMAS BADAN PENANGGULANGAN BENCANA DAERAH KABUPATEN PURWOREJO DALAM MENJAGA CITRA POSITIF MELALUI MEDIA SOSIAL INSTAGRAM

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Perkembangan teknologi dan informasi yang pesat mendorong berbagai instansi untuk memanfaatkan platform media sosial sebagai sarana membangun hubungan, menjalin komunikasi, serta menjaga citra di mata publik. Penelitian ini bertujuan untuk menganalisis strategi humas Badan Penanggulangan Bencana Daerah (BPBD) Kabupaten Purworejo dalam mempertahankan citra positif melalui akun Instagram resmi *@bpbdpurworejo*. Penelitian dilakukan dengan metode kualitatif dan pendekatan deskriptif, menggunakan teknik pengumpulan data berupa observasi, wawancara mendalam dengan pengelola akun, serta dokumentasi terhadap arsip konten digital, insight Instagram, dan dokumen resmi dinas. Data dianalisis melalui tahap pengumpulan, reduksi, penyajian, dan penarikan kesimpulan, kemudian diinterpretasikan menggunakan teori *The Circular Model of SOME* dari Regina Luttrell. Hasil penelitian menunjukkan bahwa pada tahap **Share**, pengelola akun Instagram *@bpbdpurworejo* berhasil memaksimalkan platform tersebut sebagai media utama untuk publikasi konten informatif terkait Kebencanaan melalui fitur-fitur Instagram seperti feed, stories, reels, video, hashtag, serta kolaborasi, sehingga mampu memperkuat citra positif dan membangun kedekatan dengan publik. Pada tahap **Optimize**, pengelola memanfaatkan data insight untuk menyesuaikan jenis konten, dan gaya bahasa agar sesuai dengan karakteristik audiens, meskipun optimalisasi masih terbatas oleh waktu operasional dan sumber daya manusia. Tahap **Manage** terlihat dari upaya monitoring rutin, koordinasi tim, respons cepat terhadap komentar dan pesan langsung, serta pengendalian isu untuk menjaga akurasi informasi dan reputasi institusi. Sementara itu, tahap **Engage** menunjukkan keberhasilan pengelola akun dalam menciptakan interaksi dua arah melalui kolaborasi dengan *stakeholder*, yang berkontribusi pada peningkatan loyalitas dan partisipasi publik. Secara keseluruhan, strategi pengelolaan media sosial Instagram *@bpbdpurworejo* telah sesuai dengan prinsip *The Circular Model of SOME*, namun masih membutuhkan penguatan dalam hal konsistensi konten, perluasan tim kreatif, dan pemanfaatan teknologi analitik untuk meningkatkan efektivitas komunikasi publik di era digital.

Kata Kunci: strategi, Instagram, citra, the circular model of SOME

ABSTRACT

PUBLIC RELATIONS STRATEGY OF THE REGIONAL DISASTER MANAGEMENT AGENCY OF PURWOREJO DISTRICT IN MAINTAINING A POSITIVE IMAGE THROUGH INSTAGRAM SOCIAL MEDIA

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The rapid development of technology and information has encouraged various institutions to utilize social media platforms as a means of building relationships, fostering communication, and maintaining a positive public image. This study aims to analyze the public relations strategies of the Regional Disaster Management Agency (BPBD) of Purworejo Regency in sustaining a positive image through its official Instagram account, @bpbdpurworejo. The study was conducted using a qualitative method with a descriptive approach, employing data collection techniques including observation, in-depth interviews with account managers, and documentation of digital content archives, Instagram insights, and official agency documents. The data were analyzed through stages of collection, reduction, presentation, and conclusion drawing, and subsequently interpreted using Regina Luttrell's The Circular Model of SOME. The results indicate that during the Share stage, the Instagram account managers successfully maximized the platform as the primary medium for publishing informative disaster-related content through Instagram features such as feed, stories, reels, videos, hashtags, and collaborations, thereby strengthening a positive image and fostering closeness with the public. In the Optimize stage, managers utilized insight data to tailor content types and language styles to suit audience characteristics, although optimization was still constrained by operational hours and human resources. The Manage stage was evident through routine monitoring, team coordination, prompt responses to comments and direct messages, as well as issue management to maintain information accuracy and institutional reputation. Meanwhile, the Engage stage demonstrated the account managers' success in creating two-way interactions through stakeholder collaborations, contributing to increased public loyalty and participation. Overall, the social media management strategy of Instagram @bpbdpurworejo aligns with the principles of The Circular Model of SOME, yet it still requires reinforcement in terms of content consistency, expansion of the creative team, and utilization of analytical technologies to enhance the effectiveness of public communication in the digital era.

Keywords: *strategy, Instagram, public image, the circular model of SOME*