Lack of Public Relations Role in the Use of Instagram as a Publication Tool to Improve Community Services at the Salimpaung District Health Center (Case Study on Instagram Account puskesmas salimpaung)

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ABSTRACT

Media is a tool for conveying messages to the general public, then the field of public relations does not escape the name of the media because public relations needs the media to publish information about companies or organizations. In the process of performance, the Salimpaung Health Center certainly needs to convey information to its audience about whether it is necessary to receive programs, services, and so on. This does not include media information for such programs and information. This study aims to analyze the role of public relations on Instagram social media as a publication to improve community services at the Salimpaung District Health Center. The research method in this study is qualitative, with descriptive research using case studies. Data collection techniques in this study by conducting interviews with Deep, seeing the results of posts from the Salimpaung Health Center related to the activities and role of the health center as community services. The role of public relations is the role of expert advisor, the role of communication facilitator, the role of facilitator of problem-solving processes, and the role of communication technician. Public Relations are categorized as less active in using Instagram as a means of publication at the Salimpaung Health Center, through the results of research related to the salimpaung health center public relations.

Keywords: *Public Relations, Health Center, Instagram*

INTRODUCTION

The rapid development of technology and communication in the field of information created many changes (Grimm et al., 2019). Technology demands the dissemination of information quickly, easily, and cheaply. Portrait of Health Information Media for Urban People in the Digital Age" said that information that is easily obtained through the internet, television, and radio, spread quickly and people have opportunities to improve their knowledge of the better (Tamene et al., 2020).

In mid-March 2020, Indonesia was attacked by the COVID-19 outbreak (Istiarini, 2019). This has resulted in various activities being stopped, and people are required to work and study from home (Andersen et al., 2019). This condition ultimately gives birth to a great need for information, especially concerning health (Petroianu et al., 2021). Based on Prasanti's research (2017), in urban environments are easy to get health facilities and information, while in suburban areas or remote areas will have difficulty getting information (Gray, 2020). For this reason, to meet people's needs for health information, communication technology, namely the internet, is the answer to every health information needed by the community (Sandi et al., 2020).

In the development of communication technology, the internet is said to be a new medium (Subar et al., 2020). New media is a technology that relies on the internet in connecting communication with the public and the internet provides convenience in increasing communication. The Internet is an opportunity for humans to get information faster (RobatSarpooshi et al., 2020).

The dominant medium in communication is the five human senses such as the ears and eyes which become a human window to help understand the experience (Wolf et al., 2020). The media also helps the human being in conveying information, interacting through the delivery of opinions, being a clue, filtering and sharing experiences, and focusing on others, a mirror that reflects on the self and the barriers that mask the truth (Eaton-González et al., 2021).

Company information is faster if it is conveyed through the mass media, so the role of public relations is inseparable from its relationship with the mass media (Dong et al., 2020). Public relations and mass media have a mutually beneficial symbiotic relationship because a public relations officer is in dire need of information published in the media (Teferi et al., 2022).

Public relations uses information media to introduce its company to the general public, after the company is well known by the wider community how a public relations person can package information in the mass media so that it gains trust, as a place of clarification in case of a crisis in the company (Olson et al., 2022). The existence of mass media, especially through new media during the Covid-19 pandemic, is needed by a public relations person because various news or information related to the company is more quickly if directly conveyed through social media owned and managed by the company (Handtke et al., 2019). During the Covid-19 pandemic, it is clear that the companies or organizations that have received the most attention are the health sector, such as Health Center (Morais et al., 2020).

The Community Health Center (Health Center) is one of the most important public health service facilities in Indonesia. Health Center is a technical implementation unit of the district or city office that is responsible for organizing health development in

the work area (Hebert et al., 2022). Health Center is a unit of functional organizations that organize health efforts that are comprehensive, integrated, equitably acceptable, and affordable to the community with participation in active society and use the results of the development of science and technology appropriately, at a cost that can be shouldered by the government and the wider community in order to achieve a degree optimal health, without neglecting the quality of service to individuals (Holly et al., 2021).

When viewed from the health service system in Indonesia, the role and position of the Health Center are as the spearhead of the health service system in Indonesia. As the leading health service facility in Indonesia, Health Center is responsible for providing public health services, as well as responsible for providing medical services (Reeves et al., 2022). Health Center is expected to act as a motivator, and facilitator and participate in monitoring the implementation of the development process in its work area in order to have a positive impact on public health in the region his work (Aldohaian et al., 2019). The expected results in carrying out this function include the implementation of development outside the health sector that supports the creation of a healthy environment and behavior.

The community health center (Sohrabizadeh et al., 2021) of Salimpaung sub-district, Tanah Datar regency, is one of the health service centers organized by the West Sumatra Provincial Government (Pham et al., 2019). One of them is by using Instagram as an information medium that aims to provide excellent service to the community. In the process of its performance, the Salimpaung Subdistrict Health Center definitely needs to convey information related to health programs and information related to the needs of the community at the Health Center (Kehl, 2019).

Here I as a user of community services, namely the Health Center, strongly disagree with the lack of use of social media as a means of information from activities carried out in the Health center and the lack of uncoordinated health-related information at the Salimpaung Health Center, that to increase the brand of the company or organization is no longer only through conventional media but can be done through social media (MacLachlan et al., 2022).

The Salimpaung Subdistrict Health Center has less active public relations due to the lack of active public relations on Instagram media so there is a lack of information spread on social media, namely using social media as a means of information (Sharma et al., 2019) . I do this because Instagram social media occupies thenumber 4 position in terms of social media usage. In addition, the instastories feature is considered capable of representing the latest conditions in the Salimpaung District Health Center (Zafra-Tanaka et al., 2019).

Based on the background above, the purpose of this study is how the role of public relations in the use of Instagram social media as a publication tool to improve services community in the Health Center Salimpaung District.

1. THE ORETICAL FRAMEWORK

Public Relations

Public relations according to (Jiménez-Rodríguez et al., 2020) is a program created to promote and maintain the image of a company or organization for any

product or information conveyed to the public. The definition of public relations is also explained by Howard Bonham (Silviani, 2020), that public relations are the art of creating a public understanding of society so as to create public trust in the company. Public Relations in the context of branding is a party that functions as a bridge to convey company branding activities to the external public for the purpose to be achieved.

Public relations activities are not only focused on internal and external public spheres, but public relations organizations can support marketing programs. Organizations need the role of public relations to form a brand image so that the products marketed can be known by consumers. In product marketing, public relations can contribute to various activities such as building a company image that can benefit product sales, helping with the launch of the latest products company as well as helping the repositioning of a product (Kotler, 2013).

Social Media

Social media is defined as an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most common forms of social media used by people around the world.

Andreas Kaplan and Michael Haenlein (Putri, 2016), say that social media is a group of internet-based applications that build on the ideological basis and technologies of Web 2.0, and that allow the creation of and the exchange of user-generated content". Nasrullah (2017) defines social media as an online medium that supports social interaction. Social media uses web-based technology that turns communication into interactive dialogue. Some of the social media sites that are popular today include Blog, Twitter, Facebook, Instagram, Path, and Wikipedia.

Lattimore (2010) argues that social media, sometimes identified with Web 2.0, is a term that refers to new media that use technology to create interaction, participation, and open collaboration where everyone has the opportunity to voice their ideas, opinions, and experiences through online media in the form of words or visual materials. Some the use of social media, it can be concluded that the use of social media is a process or activity carried out by a person with a medium that can be used to share information, share ideas, create, think, argue, and find new friends with an online application that can be used via smartphone (mobile phone)

Instagram Social Media

Understanding Instagram (Atmoko, 2012) is a photo-sharing application that allows users to take photos, apply digital filters, and share them with various social networking services, including those of Instagram itself. Instagram is one of the social media that can be used as a promotional medium for a product or service.

According to Salamoon (2013) Instagram, social media was created so that smartphone owners will feel that the camera installed in their gadgets is not in vain. Instagram is an application used to share photos and videos. Instagram itself is still a part of Facebook that allows our Facebook friends to follow our Instagram accounts. Instagram is also able to edit photos before photos are uploaded to the network. The

photos to be uploaded via Instagram have size limitations for photos, and the duration for videos is a maximum of 60 seconds.

According to Albarran (2013), Instagram social media is a social networking site for sharing photos created in October 2010. Instagram social media users can take photos, edit them by using the available effects and share their photos on social networking sites. With a background as a social networking application devoted to sharing photos, Instagram has an interesting feature that there is a photo border with a square shape, similar to Kodak Instamatic and Polaroid images, which are very different from the current 16:9 aspect ratio, which is usually used by mobile phone cameras (Salbino: 2014).

RESEARCH METHODOLOGY

The research method used in this study is qualitative, with a descriptive type of research and a case study approach in the Subdistrict Health Center Salimpaung. Data collection techniques in the study were carried out through in-depth interviews, observations, and documentation studies. The observation method used in the study was carried out by observing the Instagram social media of the Health Center, Salimpaung District. Meanwhile, the documentation is taken from data and photos, and archives of the Salimpaung District Health Center (Sugiyono, 2011).

Data analysis techniques in this study are carried out in several stages so that the relationship between research data in an effort to form a meaning that will be used to answer research questions is achieved. Data analysis in qualitative research is carried out at the time of data collection, after the completion of data collection, the interview data obtained will be reduced and reports or The data obtained in the field will be stated in the form of a complete and detailed description. The next step is the presentation of data by describing the results of the interview which is outlined in the form of a description with narrative text, and supported by documents, as well as photographs as well as similar images so that conclusions can be drawn. The last step is to draw conclusions by verifying continuously throughout the research process, that is, during the data collection process.

RESULT AND DISCUSSION
Results of Descriptive Analysis of Instagram Health Center Cilincing District

Instagram is a popular social application among smartphone users. The name Instagram is taken from the word insta (derived from instant) and gram from the word telegram. From the use of the word, Instagram can be interpreted as an application to send information quickly, namely in the form of photos in the form of managing photos, editing photos, and sharing to other social networks. Regarding the use of Instagram in terms of publication, Instagram can make it easier for actors to publish, market and promote products, and socialize through the internet.

Instagram social media can provide convenience to both parties, both communicants and consumers. With Instagram social media, companies or institutions can publish their interests widely, quickly, and cost-effectively, this makes Instagram a publication for company activities, promotions, events, and other notices. Thus, the

Salimpaung Subdistrict Health Center uses Instagram as a publication medium to improve community services at the Salimpaung District Health Center through the @Puskesmassalimpaung Instagram account, in order to improve the information provided by the relevant Health Center.

Social media is a tool that has become available as a means to improve the image, and to know the reach of all promotional or publication activities carried out. All profitable things can be realized, as long as the perpetrators can use social media in the right way and rules so that they can carry out their role as a place and the right tools for effective publication.

The results showed that the first action taken by the Salimpaung Subdistrict Health Center was to change the way of communication or publication was used. If previously the publication was carried out through pamphlets, brochures, magazines, and the number of Instagram account users, the Salimpaung District Health Center added Instagram as one of its publication media to reach the target. This is in accordance with the statement of the account manager

After Instagram is chosen as a publication medium, then the information to be disseminated is arranged in a sequence, structured, and not convoluted so that the purpose and purpose of the information are easily understood by followers of @Puskesmassalimpaung accounts. And the hope is that the Instagram community from @Puskesmassalimpaung can convey important information related to health. As for the content disseminated in the form of Health Center programs such as PITUNG, (Upay Integrative Services Public Health), consultations for couples who want to get married, as well as other programs, both daily activities of Health Center Salimpaung Subdistrict, meetings, employee briefings, health briefings to the community, health checks, the state of Health Center, social services and competition events between sub-districts, the three content education such as how to get to know the symptoms of a disease and how to prevent it.

In addition, the results of the study also showed that when the Salimpaung Subdistrict Health Center was published via Instagram, the image of the Health Center which was originally considered a place for people who were going to seek treatment or illness changed. The purpose of the community hoping that the Instagram media can be used by the Salimpaung District Health Center to publish through Instagram is to form an image or image of the Health Center because the information is useful for the community and introduction The Salimpaung Subdistrict Health Center on Instagram helped change the image of the Health Center. If previously the community went to the Salimpaung Subdistrict Health Center only for treatment and emergency situations that required medical treatment, with information via Instagram, people who could come to the Subdistrict Health Center Salimpaung with a variety of backgrounds, one of which is to obtain health information, health consultations, health checks, get guidance on public health knowing the service system carried out in accordance with the policies of the West Sumatra Provincial Government. The appearance of Instagram @Puskesmassalimpaung lacks the information in Picture 1.

Figure 1. Uploaded @Puskesmacilincing

Source: @Puskesmascilincing Instagram account
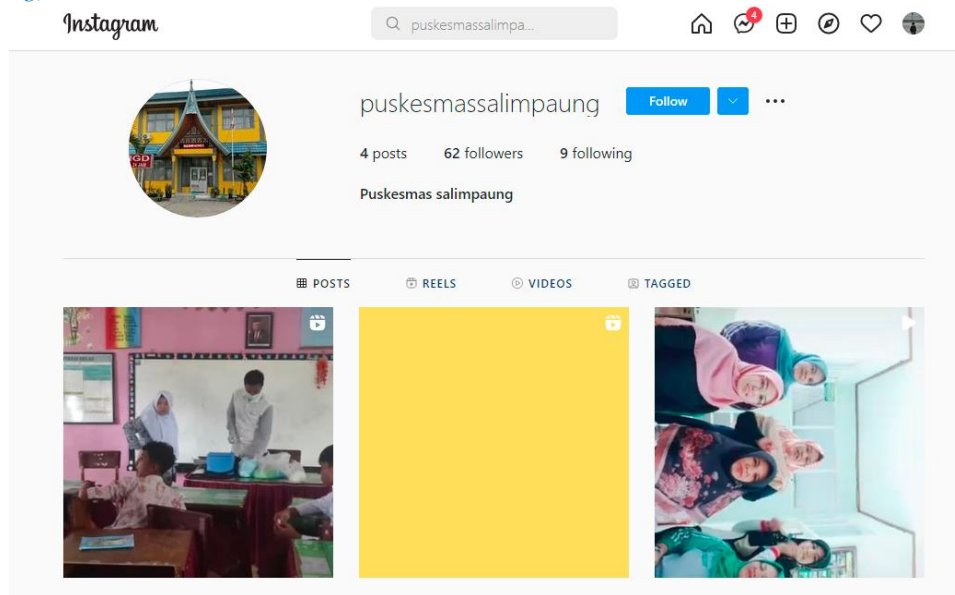
In addition, the publication of the Salimpaung Subdistrict Health Center will receive a good image after he uses Instagram media for information for the community and makes it easier for the community to take care of and follow activities carried out at the Health Center, and when posting photos, videos, Instagram stories, and live on Instagram, it is carried out through several editing processes. The editing process is carried out in two (2) ways, namely directly uploaded when activities and events take place by adding sentences that attract the public, and the second is the editing process according to consideration of the managers and policies of the health services that will be carried out by the Health Center.

Both criteria can be carried out by the public relations department to improve the taste and make it easier for the community to obtain information related to activities carried out at the Health Center.

CONCLUSION

The role of public relations in the use of Instagram as a publication tool at the Salimpaung District Health Center has 4 roles that are lacking in the public relations department, namely an expert advisory role, the role of a communication facilitator, the role of the facilitator of the problem-solving process, and the role of the communication technician. From the analysis of research results through interviews, observations, and documentation, it was found that not all public relations roles are active in utilizing Instagram as a publication tool in Health Center Salimpaung Subdistrict. The results can be seen in carrying out the public relations role of the Salimpaung Subdistrict Health Center only acting as a communication facilitator and communication technician who can be categorized as less active in using Instagram as a publication tool at the Salimpaung District Health Center.

The following results that affect if Instagram is used as a means of information are the use of Instagram as a publication tool to improve community services carried out by the Salimpaung District Health Center to help reduce the costs incurred in shaping the image of the Health Center. The positive image and image of the Health Center formed after the existence of Instagram is more friendly and bright, and feedback helps improve

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health services at the Salimpaung health center. This is evident from the Cilincing District Health Center coming out as the winner of the first-class facility service competition in the city of North Jakarta, obtaining plenary accreditation. The plenary predicate is based on an assessment by the Provincial Government, to describe the services, facilities, and also various programs of the Cilincing District Health Center as the best.

The last conclusion obtained is according to the characteristics of social media, where the lack of use of Instagram as a publication tool to improve community services was carried out by the Salimpaung Health Center.

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