

From Information to Interaction: Government Social Media Strategies for Boosting Engagement on Instagram

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Abstract: Currently, much hoax information, lies, fraud, and bullying are used on social media. For social media to become trusted, a social media management strategy is needed. Instagram @indonesiabaik.id is one of the government's Instagram accounts, managed by the Directorate General of Informatics Applications, Ministry of Communication and Digital, as a public information service media. Based on these problems, this study aims to determine the social media management strategy to increase follower engagement. Using a qualitative method with purposive sampling. Data collection techniques include interviews, observation, and documentation. The results of the study in social media management use three methods: first, searching for information, data using trusted sources and media, second, managing information by creating interesting messages and designing content, choosing colors, creating message templates, images, animations, which are packaged in the form of audio, video, and third, conveying information with various Instagram features.

Keywords: Management Strategy, Media Social, Instagram.

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I. INTRODUCTION

Through social media, public officials share information with the people they serve (Wukich, 2021). In this rapidly evolving digital age, social media has changed the way people interact, communicate and get information (Noviani, 2025). The government and society have a responsibility to address the proliferation of misinformation. This is especially true in the current digital transformation era, where social media is utilized in all areas of life, including economics, politics, health, agriculture, etc. Through social media, individuals can interact and share with others, broadening their knowledge and engaging in other activities by exchanging, sharing, and discussing information and ideas. Additionally, it can be used to communicate resilience measures and receive feedback (Pang, 2022). Social media can also be used as a means of communication (Ambar, 2017).

Social media has the advantage of forming communities quickly and on a large scale, something that conventional media such as television, radio, or print media can't do (Pujiastuti, 2025). The role of social media has become

increasingly vital for the Indonesian government and its governing agencies to reach and accommodate broad and diverse publics (Praratya, 2024). Social media disseminates information more effectively and quickly than traditional media such as TV, newspapers, brochures, and advertisements. According to research by We Are Social, Indonesia has 204.7 million internet users, or 73.7% of the total population of 277.7 million people, as of January 2022 (Novianty, 2019). This data indicates that 73.7% of Indonesia's digital technology users use it, and approximately 26.3% of the population still uses face-to-face communication. This suggests that social media usage continues to increase annually and that people are already using and implementing it (Stephanie, 2021). The shift from conventional public relations to digital public relations can be regarded as one significant impact that social media has had on the practice of global communication (Haryanti, 2018).

In 2021, the Kata Data Insight Center collaborated with the Ministry of Communication and Digital Affairs for a Digital Literacy survey in 34 provinces with an audience of 10,000 people. The survey results showed that social media is

mainly used to search for information 67.4%, for entertainment 59.7%, for browsing 59.7%, and for online games 19.4%. The data shows that in Indonesia, people use social media primarily for information seeking and disseminating information such as news, entertainment, and educational information. Adoption of social media by government agencies is typically associated with the promotion of transparency, participation, and cooperation (Setiawan, 2021). Therefore, followers need social media for information access, while according to Koswara, information is a strategic resource in human life (Nasrullah, 2021).

The development of science and technology requires relevant information, but the reality is that social media sometimes contains hoaxes and misinformation. Fake news is often irrelevant to reality and appears to be a game of exploiting or deceiving the public. Information is usually packaged in humorous or deceptive ways. Fake news is a social problem that can lead to defamation, and falsifying information can lead to disputes or conflicts between individuals or groups. Meanwhile, pornographic information can lead to murder, violence, and bullying.

A 2019 survey of social media users conducted by the Indonesian Telematics Society found that 92.40% of hoaxes were spread through social media, 62.805% through chat applications, and 8.10% through websites. Data from the Ministry of Communication and Digital in 2020 revealed approximately 2,024 instances of false information from January 1 to November 16, 2020. In March 2021, hoaxes increased to 2,360 pieces of content, consisting of 1,857 pieces of content on Facebook, 438 pieces of content on Twitter, 45 pieces of content on YouTube, and 20 pieces of content on Instagram. In Indonesia, 800,000 sites have been exposed to hoaxes. A survey conducted by Siberkreasi, the Ministry of Communication and Digital, and the Katadata Insight Center also revealed that 30% to 60% of people are exposed to hoaxes when searching for information online. Meanwhile, the public can only recognize between 21% and 36% hoaxes. The survey results show Indonesians are unaware of the dangers of posting personal data on social media. Data shows that 67.4% of people include their date of birth, 53.7% provide their phone number, and 53.7% include their location.

The AIS Team's investigation by the Directorate General of Informatics Applications at the Ministry of Communication and Digital showed that hoax information increased throughout 2018-2023. The AIS team uses a crawling engine to combat harmful content on the internet. However, the Ministry of Communication and Digital has also established a content complaint channel for the public who doubt the veracity of electronic information they receive. Based on this explanation, the public desperately needs trusted information, news websites, or applications as a reference for obtaining valid and relevant information. Therefore, the Ministry of Communication and Digital Development launched the Instagram social media platform @indonesiabaik.id to combat hoaxes. The process which underlies citizens' continuous usage of mobile government microblogs has seldom been explored (Yang, 2018).

Content is information designed to increase public attention and interest in reading, receiving, and understanding the message. The term content represents the messages' intended goals and meaning (Hughes, 2022). The message is packaged in an engaging way to engage readers. As is well known, content is the information that forms a website page, consisting of text and compelling graphic design. Good content can attract customers, leading to repeat purchases or customer loyalty, impacting a company's sales (Hery, 2019). High levels of follower interaction characterize good social media management. Engagement can also be used as a benchmark for analyzing messages and can inform the development of new strategies for owners. Engagement on social media means communication between respondents, who can provide feedback through criticism, messages, and suggestions (Falls, 2012).

The success of social media can be seen from the engagement of its followers, so it is necessary to know the engagement rate, which can be used to measure follower engagement. This can be seen from likes and comments on social media accounts. Follower engagement can be used as an evaluation tool to increase the engagement rate. Therefore, in order to gain public trust, a social media management strategy is needed. Strategy can help individuals or organizations to face challenges, make better decisions, and achieve goals more effectively and efficiently (Anthony, 2011).

The Ministry of Communication and Digital, as the government's public relations officer, has implemented a soft campaign program by establishing the Instagram account @indonesiabaik.id as one of the channels provided as a public information service for various government programs in a more attractive format. @indonesiabaik.id's content is structured around four pillars: first, up-to-date information regarding government regulations and policies; second, laws related to public services to educate the public; third, the latest and most current information; and fourth, information on national development related to noble character, natural beauty, and culture, with diverse facts. The Instagram account @indonesiabaik.id is designed for the younger generation aged 20-34, who are digital natives, and can serve as a repository for digital content packaged in short videos and infographics.

Following the background and research problem, this study aims to determine the content management strategy on Instagram @indonesiabaik.id to increase follower engagement. The higher the follower engagement rate, the better the social media management. Good engagement occurs when there is reciprocal communication between social media managers and followers, meaning that social media subscribers can receive information that meets their needs. A higher engagement rate on social media means better social media management.

➤ *Social Media Management Strategy*

Social media management strategy refers to a systematic approach to planning, implementing, monitoring, and evaluating organizational communication activities across social media platforms to achieve strategic objectives. Rather

than merely publishing content, an effective social media management strategy integrates audience analysis, content planning, platform selection, community engagement, performance measurement, and continuous optimization. The strategy enables organizations to build meaningful relationships with stakeholders, strengthen brand reputation, and improve communication effectiveness through data-driven decision-making.

A strategy of posting variations used in the form of videos, images, or text is needed to obtain responses from the public in the form of likes on social media (Widiasih, 2024). A strategy is a framework that helps individuals or organizations address challenges and achieve goals effectively and efficiently. In social media, a management strategy is a structured set of plans and actions for using social media platforms to achieve organizational goals. These goals can range from building brand image and increasing sales to, in the case of governments, disseminating public information and building trust (Anthony, 2011). Social media have ushered in an era of significant changes in the political, social, and commercial spheres of life (Abid, 2023). An effective social media management strategy includes several key stages (Tuten, 2014), to navigate this landscape effectively, organizations need a well-structured social media management strategy. Such a strategy typically begins with a thorough situation analysis, which involves understanding both internal and external conditions, including the characteristics of the target audience and the competitive environment. This is followed by goal setting, where objectives are formulated to be specific, measurable, achievable, relevant, and time-bound.

A crucial step is audience identification, which requires mapping demographic and psychographic profiles as well as users' behavior on social media. Based on this understanding, organizations can proceed with platform selection by choosing the channels that best match their objectives and audience preferences. The next stage involves content development, focusing on creating material that is both relevant and valuable to the intended audience. Once content is prepared, it must be effectively distributed and promoted to expand its reach. Finally, the strategy should include continuous measurement and evaluation, where performance metrics are monitored and assessed to refine and improve future efforts.

Recent developments in digital communication indicate that social media management has evolved from an operational marketing function into a strategic organizational capability. Organizations increasingly employ analytics, artificial intelligence, and audience insights to personalize content, optimize engagement, and measure communication outcomes. Furthermore, successful social media strategies emphasize interactive communication, user-generated content, and community building instead of relying solely on one-way information dissemination. This shift reflects the growing importance of stakeholder participation and co-creation in digital communication environments.

From a strategic communication perspective, effective social media management requires consistency between organizational goals, communication messages, and platform-specific characteristics. Organizations must continuously evaluate key performance indicators such as engagement rate, reach, audience sentiment, and conversion metrics to refine their communication strategies. Consequently, social media management strategy has become an essential component of organizational communication that supports long-term stakeholder relationships, enhances organizational visibility, and creates sustainable competitive advantages in the digital era.

➤ *Follower Engagement on Social Media*

Engagement on social media refers to all forms of audience interaction with uploaded content. Engagement is the process of building communication that generates attention, whether through criticism, messages, or suggestions from the audience (Falls, 2012). On the Instagram platform, engagement is commonly assessed through a range of metrics that reflect how audiences interact with content. These include likes, which signal users' appreciation, and comments, which often reveal deeper reactions or discussions. Shares suggest that users perceive the content as valuable enough to distribute within their own networks, while saves indicate that the content is considered useful for future reference. In addition, direct messages represent a more personal and direct form of interaction between the account and its followers.

The engagement rate, therefore, serves as a crucial benchmark for evaluating the effectiveness of social media management. A high number of followers does not necessarily guarantee success; in fact, accounts with large audiences but low engagement rates may indicate a lack of relevant or high-quality content that resonates with users.

➤ *Government Public Communication in the Digital Era*

Interaction between the public with the organization as well as organizational information management through online communication becomes one of the tasks carried by government public relations (PR) in public organization (Kharisma, 2018). In the digital era, governments are required to be more transparent, accountable, and responsive. Law Number 14 of 2008 concerning Public Information Disclosure and Presidential Instruction Number 9 of 2015 are the foundation for the government to absorb public aspirations and expedite disseminating information regarding its policies and programs. Social media is a highly strategic tool for achieving this goal. Government social media accounts, such as @indonesiabaik.id, as public communication channels function as platforms to disseminate information by spreading government policies and programs quickly and widely. They also play an educational role by helping the public understand important issues. In addition, these channels contribute to building trust by countering hoaxes and misinformation through the presentation of valid and reliable data. Furthermore, they serve as a means to gather public aspirations by providing space for dialogue and receiving feedback from the community.

II. RESEARCH METHOD

The research was conducted at the Directorate General of Public Information and Communication, Ministry of Communication and Digital. The method used was descriptive qualitative with a case study approach. Data were collected through interviews, observation, and document analysis related to the management strategy to increase follower engagement on Instagram @indonesiabaik.id.

Interviews are a direct data collection with a specific purpose through verbal questions and answers between two or more people (Hardani, 2020). Interviews are conducted in-depth, with the researcher meeting with the informant for a question-and-answer session to explore the informant's experiences, views, and understanding of the research topic. Then, observations were conducted, allowing direct observation of the process of creating various content on Instagram @indonesiabaik.id related to the research objectives. Observation is a method for collecting data by systematically observing the research object. Finally, documentation data collection involves collecting information from written documents or other recordings as data sources, such as reports, notes, memos, or organizational documents about social media, such as articles and media production related to social media management. The content of these documents is analyzed to identify patterns, themes, or information relevant to the research. In addition, social media analysis was conducted by collecting content posted on other social media platforms such as X, Facebook, and Instagram. Researchers looked for information or patterns in posts, comments, or hashtags relevant to the research.

Informants were selected using purposive sampling, specifically, sample members selected according to the research objectives. Informants were representatives of the public information management team, namely the social media team of the @indonesiabaik.id publication located at the Indonesia Baik office. Three individuals served as research subjects: Mr. Dimas Aditya Nugraha as Deputy Editor-in-Chief, Mr. Ali Ridho as Social Media Expert, and Mr. Edy Pang as Editor.

III. RESULT AND DISCUSSION

Data analysis found that the @indonesiabaik.id Instagram social media management strategy to increase follower engagement is implemented through three main, systematic, and interconnected stages: Information Search, Information Management, and Information Delivery.

In the first stage, information search, research, and planning are the initial steps in the content management cycle. This is the foundation for ensuring the content is relevant, accurate, and aligned with the audience's needs. This includes determining credible information sources, with the @indonesiabaik.id team emphasizing data validity. The primary strategy employed is collaborating with trusted media outlets and appointing relevant sources, such as ministries, state institutions, or state-owned enterprises, as primary sources of information. Nearly 90% of the content uploaded is official government information. This account builds public

trust by citing clear sources, which is a key factor in increasing engagement and audience willingness to share content. The communication gap between governments and their publics represents one primary reason for the decline of public trust in government (Al-Omouh, 2023).

The team regularly conducts audience research to understand their primary target audience, the younger generation aged 18-34. Additionally, they research the Instagram algorithm to understand content trends, the most effective formats, and the best times to post. This research forms the basis for determining the themes and formats of the content. The results of the research and planning are manifested in four main content formats or pillars:

- Daily Issue discusses the latest news that is trending in society. This type of content has proven to generate the most comments and reactions from followers.
- Government Program Information educates the public about priority government programs, such as pandemic management, social assistance, infrastructure development, and stunting prevention. An internal survey showed that 98% of respondents had accessed this priority content.
- Information Education Program, which provides educational content, such as how to process population documents or digital security tips.
- About Indonesia, which highlights the uniqueness and beauty of Indonesia, from culture and tourism to the archipelago's natural resources.

Once the information is obtained, the next step is to organize it into engaging and easily digestible informational content for the audience. The @indonesiabaik.id team transforms often complex information into simple and visually appealing messages. This process involves determining the design, colors, templates, image selection, and the use of animation. Followers tend to prefer messages that are straightforward and to the point. Two types of visual content that are prioritized are:

- Infographics, internal research shows a 70% increase in likes for infographic content. The message conveyed through clear images and text in infographics is highly effective.



Fig 1. Infographic Content

- Videos, this format also saw a 73% increase in likes due to the ease of understanding the message through dynamic animation and audiovisuals.



Fig 2. Video Content Collection

Captions and hashtags are designed to support the visuals and provide additional context to the uploaded content. The copywriting team adapts the language style and length of the captions to the content format. For informative content, captions are kept short, concise, and clear, while captions can be more extended and narrative for entertainment content. Relevant hashtags are also used to expand the content's reach. However, analysis shows that captions are not the primary factors influencing the increase in likes or shares, but rather the visual quality and relevance of the message itself.

The final stage is conveying the managed information to the public and fostering two-way interaction. The @indonesiabaik.id team utilizes feeds and optimizes various Instagram features to distribute content, such as Instagram Stories, Reels, Highlights, and live broadcasts. This diverse use of features allows the @indonesiabaik.id team to reach audiences with varying content consumption preferences.

Furthermore, the upload schedule is not chosen randomly but based on data analysis to determine the most active follower times, referring to the best time to post. Uploading content at the right time has been proven to increase a post's reach and initial engagement. Furthermore, managing feedback and interactions from the audience, both positive and negative, is seen as a form of two-way communication. The team strives to build rapport by responding to comments and messages received via Direct Message. Even negative comments are valuable feedback, demonstrating the audience has diverse perceptions and interests regarding the issues raised. By enabling users to comment, review, create, and share content across online networks, social media provide direct access to brands and allow co-creation processes (Trunfio, 2021). Continuous performance evaluation is a crucial part of the management strategy. This process is carried out routinely at three levels:

- Weekly Evaluation analyzes the seven highest-engagement and five lowest-engagement content pieces to identify successful patterns, themes, and visuals. The results inform the following week's content planning.
- Monthly Evaluation, which examines overall performance trends for the month.
- Annual Evaluation produces a comprehensive performance report submitted to the Ministry of Communication and Digital. This report is also supported by an audience satisfaction survey conducted at the end of each year.

The average annual survey results show very positive data, with 84% of followers reporting receiving information about government programs from this account, and 83% sharing this information with family or friends, indicating a high level of trust and usefulness of the content.

IV. CONCLUSION

Based on the research results and discussion, it can be concluded that the Instagram social media management strategy for @indonesiabaik.id to increase follower engagement is a structured, data-driven, and adaptive process, implemented through three main stages, Information Search Strategy, based on credible sources, in-depth audience research, and content planning divided into four pillars (current issues, government programs, education, and Indonesian-ness). Information Management Strategy, focuses on transforming complex information into engaging and easily understood visual content (infographics and videos), supported by clear messaging and captions. Information Delivery Strategy, optimizing all Instagram features for content distribution, scheduling posts at optimal times, actively managing interactions, and conducting regular performance evaluations (weekly, monthly, and annually) for continuous improvement. These three stages operate cyclically and reinforce each other, creating an effective content management ecosystem for building trust and increasing public engagement.

While the implemented strategy is excellent, this study provides several recommendations for future development, in line with field findings and the ever-changing dynamics of social media:

- Strengthening Interaction with Negative Comments: The @indonesiabaik.id team is advised to be more proactive in constructively responding to negative comments or criticism. This not only demonstrates responsiveness but can also serve as a means of public education and information clarification.
- Utilizing Analytical Tools and AI: The team can utilize more sophisticated third-party social media analytics tools for more in-depth analysis. Artificial Intelligence (AI) can also be explored for content personalization and automation in answering frequently asked questions.
- Diversifying Collaborative Content: Increasing collaborative content with influencers or experts in their fields, primarily through live broadcasts, can help reach new audiences and increase credibility on specific topics.
- Developing Cross-Platform Content Marketing: Information already well-managed on Instagram can be

adapted and disseminated more widely to other platforms such as TikTok, YouTube Shorts, and Twitter to maximize the reach and impact of messages

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