

Optimizing instagram for strategic communication: A study on engagement, branding, and digital audience connection

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Abstract - This study explores how Instagram can be strategically utilized for effective communication, with a focus on engagement, branding, and digital audience connection. The primary objective is to examine the role of Instagram in enhancing brand visibility and audience interaction, particularly in the context of modern digital marketing strategies. It investigates how visual content, captions, hashtags, and interactive features such as polls and stories contribute to brand identity and foster user engagement. Using a qualitative descriptive method, the research employs content analysis of selected Instagram accounts from different industries, including fashion, food, and education. Data is collected over a 3-month period by observing posting frequency, content themes, follower responses, and interaction rates. Supplementary interviews with social media managers and digital marketers further enrich the findings and provide practical insights. The analysis reveals that consistent visual branding, audience-focused messaging, and the use of Instagram's interactive tools significantly increase user engagement. Moreover, the strategic use of hashtags and storytelling strengthens emotional connections with followers and builds community around the brand. Brands that adapt their content to reflect audience interests and current trends demonstrate higher levels of reach and engagement. The study concludes that Instagram is not merely a promotional tool but a dynamic platform for two-way communication, enabling brands to cultivate loyalty and real-time feedback. Future research may focus on algorithmic impacts or cross-platform integration.

Keywords: instagram strategy, social media communication, brand engagement, digital marketing, audience interaction

1. Introduction

The exponential growth of information and communication technology (ICT) has reshaped how individuals and institutions interact and access information. Social media platforms, once primarily for personal entertainment and social interaction, are now vital tools for public communication. They enable rapid, transparent, and interactive dissemination of information – key components in effective public service communication within government agencies (Jamalullail et al., 2023).

Instagram, with its visually-driven design, interactive capabilities, and widespread adoption, stands out as a particularly potent platform. Globally, Instagram hosts over one billion

monthly users, with Indonesia alone contributing approximately 90 million active users as of 2024 – making it the fourth-largest national user base in the world. Notably, the 25–34 age group is the most represented, highlighting the platform’s importance in reaching digitally active citizens (NapoleonCat, 2024, cited in user’s text).

At the Ngurah Rai Class I Special TPI Immigration Office (@imngurahrai), Instagram is the primary channel for publicizing passport procedures, residence permits, immigration policy updates, and public awareness campaigns. Despite extensive use, communication challenges persist: low public understanding of procedures, limited awareness of administrative requirements, low digital literacy among some citizens, and the need to swiftly adapt messaging amid frequent policy changes.

These gaps underscore the need for a systematic, measurable strategy to ensure that information on Instagram reaches and resonates with intended audiences. This sets the stage for investigating whether the office’s current social media approach yields effective public service communication and what strategies could optimize reach and impact.

Several factors make this research timely and relevant. As Indonesia pushes toward digital government reforms, ministries must deliver public services –like immigration– more transparently and responsively. Social media, particularly with features like Instagram’s Stories, polls, and carousel posts, is central to meeting these demands.

Instagram’s penetration (approximately one-third of the national population) and dominance among key demographic sectors (aged 25–34) makes it indispensable for reaching the digitally engaged public. Immigration policies can change rapidly due to public health, security, or diplomatic developments. Instagram offers a channel for agile communication, but effective use requires strategic planning to keep pace. While qualitative insights exist on government use of social media, research targeting immigration office communications via Instagram –and rooted in a structured theoretical framework– is still scarce.

Addressing these points, this study examines the Ngurah Rai Immigration Office’s Instagram communication through the lens of the **Circular Model of SOME** (Share, Optimize, Manage, Engage) by Luttrell (2015). The analysis aims to identify actionable insights for improving public engagement and optimizing service delivery through digital channels.

This research adopts two key theoretical lenses: **(1) Circular Model of SOME** (Luttrell, 2015). It is designed for integrated social media planning, this model emphasizes four simultaneous components: (a) **Share**: Identifying target audiences, selecting channels, and crafting relevant content. (b) **Optimize**: Leveraging features like hashtags, captions, and visual design to maximize message clarity and reach. (c) **Manage**: Monitoring content performance, audience response, and establishing processes for organizational oversight and evaluation. (d) **Engage**: Fostering two-way interaction –responding to user input, encouraging participation, and building community.

Luttrell argues that these elements are interdependent and cyclical; successful campaigns continuously loop through them to refine and improve communication. **(2) Media Richness & Computer-Mediated Communication (CMC) Theories** (Daft & Lengel, 1984). Media richness theory (Daft & Lengel, 1984) proposes that communication efficacy depends on a medium’s capacity to convey complex messages. Instagram’s multimedia content aligns well with this framework. Additionally, CMC theory highlights the role of digital platforms in facilitating rich, interactive exchanges. Together, these frameworks provide a solid foundation for evaluating @imngurahrai’s Instagram strategy.

A number of empirical studies inform this research. A content analysis of the Ministry of Energy and Mineral Resources' Instagram account (@kesdm) demonstrated that compelling visual packaging can enhance public engagement and foster stronger relationships, drawing on media richness and computer-mediated communication (CMC) theories (Nuffuss & Irwandy, 2022). Through qualitative interviews, another study confirmed that the Directorate General of Immigration's Instagram management aligns with the SOME model, incorporating strategies such as audience analysis, post scheduling, admin mobilization, media monitoring, and real-time interaction, albeit with some delays in responsiveness (Windarto et al., 2022). An examination of Universitas Islam Riau's public relations activities via Instagram highlighted the effective use of monitoring tools, feedback informed by insights, real-time responses, and community-building initiatives, all within the SOME framework (Qurniawati et al., 2024).

A study on Bandung City's Instagram account emphasized that structural elements—such as profile clarity, aesthetic content design, and interactive features—play a critical role in driving public engagement, beyond merely increasing the volume of content (Atnan & Sembada, 2025). Meanwhile, research on the North Sumatra Provincial Government's Instagram strategy revealed that factors like communicator roles, message delivery mechanisms, scheduling, and account diversification contribute positively to institutional image, although implementation effectiveness is often hindered by budget constraints and coordination problems (Ramadhan et al., 2023).

Taken together, these studies demonstrate the broad applicability of the SOME model in both government and educational contexts, underscore Instagram's effectiveness as a medium for rich communication, and identify key technical and organizational challenges in execution.

Despite existing work, substantial gaps persist: (1) How effectively does @imngurahrai implement each component of the SOME model (Share, Optimize, Manage, Engage)? (2) What internal and external challenges arise in managing Instagram-based public communication at the immigration office? (3) How do structural factors (content type, posting frequency, interactive feature use) impact follower engagement, understanding of procedures, and public trust? (4) What strategic adjustments—based on measurable performance metrics—can enhance @imngurahrai's reach, understanding, and interactivity?

By addressing these questions, the study aims to:

- Provide detailed, data-driven analysis of current practices versus theoretical best practices.
- Deliver actionable recommendations for designing, implementing, monitoring, and improving social media strategies in public service contexts.
- Extend the SOME model's validation within Indonesian government agencies handling critical public services.

2. Method

2.1 Method of Providing Data

This study employs a qualitative descriptive approach to gain a deep understanding of the Instagram communication strategy implemented by the Ngurah Rai Class I Special TPI Immigration Office. The research object is the official Instagram account @imngurahrai, with a focus on how immigration-related information is designed, managed, and evaluated for public communication. Data were collected from both **primary** and **secondary** sources.

Primary data were obtained through two key methods: (a) **Non-participant observation** of daily Instagram activities, including post types, visual elements, messaging patterns, use of interactive features (e.g., Stories, polls), and public interactions. (b) **Semi-structured in-depth interviews** with members of the Immigration Office's IT Team responsible for managing @imngurahrai. Interviews addressed indicators from Luttrell's (2015) Circular Model of SOME (Share, Optimize, Manage, Engage), probing content design, visual optimization, platform usage, audience engagement, and performance monitoring.

Secondary data comprised organizational documents and archives, prior performance reports, and literature on government social media strategies. Observation notes, interview transcripts, and document reviews enabled data triangulation and ensured comprehensive coverage of the subject matter.

Ethical considerations included obtaining informed consent from interviewees, ensuring voluntary participation, and preserving anonymity. Interviews were conducted in person, audio recorded, and transcribed verbatim for accurate analysis. Observation logs were maintained daily over a three-month period to capture evolving communication dynamics and policy updates.

2.2 Data Analysis Technique

Data were analysed using **thematic analysis**, a flexible and systematic method for identifying patterns and themes in qualitative data (Braun & Clarke, 2006). This method is appropriate for both inductive and theory-driven inquiries, and is well-suited for examining a structured model like SOME.

The analysis followed Braun and Clarke's (2006) six-phase framework: **(1) Familiarization:** Researchers immersed themselves in the data, repeatedly reading transcripts, observation logs, and documents to identify emerging patterns. **(2) Code Generation:** Data were inductively and deductively coded, with initial codes aligned to SOME's four dimensions – Share, Optimize, Manage, Engage. **(3) Theme Development:** Related codes were grouped into broader themes for each SOME component, capturing key strategic practices. **(4) Theme Review:** Themes were cross-checked against raw data to ensure internal consistency and accurate reflection of participants' experiences. **(5) Defining Themes:** Themes were refined, named, and clearly defined to articulate their contribution to understanding communication strategy. **(6) Reporting:** Final themes were integrated into a coherent narrative, with illustrative quotes, observation excerpts, and document evidence supporting each theme.

This thematic approach provided a structured lens to systematically assess how @imngurahrai operationalizes each SOME phase. It also allowed identification of challenges such as resource constraints, policy complexity, and digital literacy gaps. Our approach ensures credibility through **triangulation** (observations, interviews, documents) and **auditability** via detailed codebooks and theme logs.

By situating data within the **Circular Model of SOME**, the study offers clear insights into the strategic strengths and weaknesses of @imngurahrai's Instagram communication, highlighting opportunities for targeted improvements.

3. Results and Discussion

3.1 Results

1. Share (Sharing Content)

Based on interview results with the Section Head and observations of the @imngurahrai Instagram account, the content shared is highly varied and intentionally designed to align with the preferences of modern social media users – especially younger, visually-oriented audiences. The account shares a mix of informative, educative, persuasive, and interactive content types. These include step-by-step immigration service guides, passport payment instructions, infographics, public service announcements, regulatory updates, user testimonials, and interactive posts such as Q&A sessions, Instagram Stories, and carousel posts. The design of visual content is clean, modern, and often incorporates institutional branding to maintain consistency and professionalism. Posts are also accompanied by concise, engaging captions and relevant hashtags to optimize visibility and encourage interaction. According to the IT team, the content is structured based on planned themes and schedules, ensuring continuity and responsiveness to public needs. This strategic sharing approach aligns with the "Share" component in Regina Luttrell's SOME model.



Figure 1. Instagram Post Featuring Immigration Service Information

Figure 1 illustrates a typical example of the content frequently shared on the official Instagram account of the Ngurah Rai Immigration Office. This type of post is specifically designed to disseminate clear and accessible information related to immigration services, including passport application procedures, payment methods, visa requirements, and policy updates. The visual format, combined with concise text and engaging design, aims to simplify complex procedures and make essential information easier for the general public to comprehend. These posts often feature infographics, step-by-step guides, or FAQ-style content, which are particularly effective for reaching audiences with varying levels of digital and administrative literacy. The goal is not only to inform but also to encourage civic awareness and compliance with immigration processes. By utilizing Instagram as a communication medium, the office can ensure that timely and accurate information reaches a wider audience in a user-friendly and visually engaging format.

"When it comes to the type of content on Ngurah Rai Immigration's Instagram, we are quite varied. Generally, we use videos and infographics because today's audience prefers visual content that is quick to understand and informative. For example, to explain service procedures or important announcements. Additionally, we often capitalize on specific moments such as national holidays, international events in Bali, or trending topics that are still relevant to immigration duties. This is part of our strategy to stay relevant and reach more people, while still considering the urgency of the information, its educational value, and its impact" (Interview with the Section Head, May 2025).

The selection of themes and content for the official Instagram account of the Ngurah Rai Immigration Office is conducted through a collaborative mechanism rather than through individual discretion. This task is carried out by the Immigration Information Technology (IT) Team, which was formally established by an official decree (Surat Keputusan or SK). The existence of this official mandate ensures that the team operates within a clear organizational structure, with responsibilities distributed among members possessing expertise in relevant fields such as communication, public relations, digital media, and immigration services. The team holds regular discussions to plan, review, and approve content that aligns with institutional goals and public information needs. By adopting a collective decision-making process, the Immigration Office ensures that its digital communication is accurate, consistent, and reflective of current regulations and service updates. This approach enhances transparency and accountability in public communication, thereby strengthening public trust and engagement through digital platforms.

"So, for determining the theme and content, there is a specific team involved, not just one person. We have an IT Team that has been officially appointed through an SK, so there is a formal basis for it. This team is responsible for everything from brainstorming ideas, developing concepts, to preparing content for posting. We usually start with a group discussion, exchanging ideas, then move on to designing or creating captions. After that, the team curates it again. If the content involves important or sensitive matters, we always coordinate with our superiors first, at least with the Head of the TIKKIM Section, so that all content that is released is safe, in accordance with policy, and does not cause misinterpretation in the community" (Employee Interview 1. 2025).

Optimize: Enhancing Strategic Content Delivery on Instagram

The second stage in *The Circular Model of Some*, as proposed by Regina (2019), is "Optimize," which emphasizes not only the production of content but also the strategic management of message delivery, institutional branding, and value communication. At this stage, social media platforms are utilized not merely as information distribution tools, but as deliberate channels for building influence, fostering engagement, and reinforcing organizational identity.

In the context of the Ngurah Rai Immigration Office, the "Optimize" stage is applied through the careful selection and refinement of content types and platform features. The office's official Instagram account, @imngurahrai, demonstrates a strategic orientation in publishing content that is both informative and engaging. Among the various features available on Instagram, the *Reels* format emerges as the most frequently utilized. The decision to prioritize Reels reflects an understanding of digital audience behavior, wherein short, visually appealing videos are more likely to gain traction due to their interactive nature and algorithmic preference on Instagram's platform. Reels offer a dynamic way to capture public attention, particularly when the content is designed with a balance of clarity, creativity, and relevance to the public's needs.

In addition to Reels, the Instagram *feed* continues to serve a vital function in the institution's communication strategy. Feed posts are often reserved for more structured and permanent content, such as official announcements, immigration service infographics, and documentation of institutional events. This approach contributes to the professional and informative appearance of the account, while also acting as a digital archive that allows followers to access essential information at any time. The visual consistency and layout of the feed reinforce the credibility and legitimacy of the institution's digital presence.

Moreover, the use of Instagram *Stories* complements the Reels and feed strategy by offering immediacy and informality. Stories are particularly effective for delivering time-sensitive messages, service reminders, interactive content such as polls and Q&A sessions, and reposts of user-generated content. By engaging in this two-way interaction, the Immigration Office strengthens its relationship with the public, fostering a sense of closeness and responsiveness. This feature supports the institution's goal of being seen not only as a bureaucratic body but also as a service-oriented and approachable public entity. On the other hand, the *Live* streaming feature, though available, is not yet maximally utilized. However, it remains under consideration for specific purposes, such as public service outreach, procedural socialization, or special events that require real-time engagement. According to the Head of the relevant section, the selective use of Live features is based on the availability of resources, content preparedness, and the perceived needs of the public.

The Ngurah Rai Immigration Office's approach to content optimization on Instagram reflects a nuanced understanding of digital communication strategies. By leveraging a mix of platform features tailored to audience preferences and institutional goals, the Office successfully aligns its digital presence with broader efforts in public service transparency, accessibility, and engagement.

“When asked about the Instagram feature we use most frequently, Reels is currently the most dominant. Because short video formats like that are easier to attract attention and have a wide reach. But of course, we don’t rely solely on Reels. We still use the Feed, especially for informative and documentary content like official announcements or office activities. We use Stories for brief information, reminders, or quick interactions like polls and Q&A. We also occasionally repost mentions from the public as a way to build a connection. As for Live, it is still rarely used, but we still consider it for certain moments such as service socialization” (Section Head Interview, May 2025).

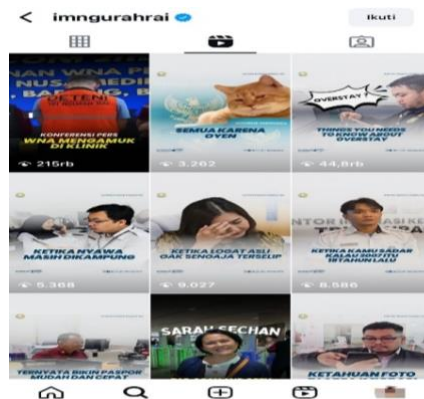


Figure 2. Instagram Reels post by Ngurah Rai Immigration

The informant's statement is supported by the data shown in Figure 2, which illustrates the impact of a Reels post uploaded by the official Instagram account of the Ngurah Rai Immigration Office. The post garnered notable public attention, achieving over 215,000 views—a remarkable figure for a single post by a government agency. This demonstrates that short video content, especially when designed with relevant, timely, and visually engaging messaging, significantly enhances public outreach and audience engagement on social media platforms such as Instagram.

To further optimize their digital communication strategy, the Ngurah Rai Immigration Office conducts regular monthly evaluations of content performance through Instagram Insights. This analytic process allows the Immigration Information Technology (IT) Team to assess key performance indicators such as view counts, audience reach, likes, comments, shares, and saves. Through these insights, the team is able to identify which types of content perform best, the most effective posting times, and patterns in audience interaction and preferences. As stated by the Section Head, these evaluations play a critical role in guiding future content creation and scheduling. This data-driven approach not only supports transparency and service quality but also helps ensure that important immigration information reaches and resonates with the public effectively.

“In our efforts to improve the effectiveness of information dissemination via Instagram, we do conduct monthly reviews of content insights. From there, we can see which content performs well, the most effective posting times, and how the audience responds to each post. The results of these reviews serve as evaluation material for future strategies. For example, if Reels are proven to reach more users, we will use the short video format more often. Similarly, regarding posting times, we adjust them based on when followers are most active according to the available data” (Section Head Interview, May 2025).



Figure 3. Insight Reach of Posts

As illustrated in Figure 3, which presents the Instagram reach insights for the Ngurah Rai Immigration Office, there has been a measurable improvement in social media performance between January 1 and September 30, 2024. The data indicates a total reach of 399,975, reflecting a 7.1% increase compared to the same nine-month period in 2023. This upward trend suggests a more effective dissemination of information and a growing level of audience engagement with the institution's digital content.

The most notable spike in reach occurred on August 15, 2024, with one post achieving a total reach of 44,477. This post, which aligned closely with timely events and public interest, supports the conclusion that content relevance and timeliness are critical factors in maximizing engagement and expanding the audience base. The use of Reels for this high-performing content further emphasizes the effectiveness of short, dynamic videos in capturing public attention, especially when paired with strategic messaging.

In response to these findings, the Ngurah Rai Immigration Office has taken deliberate steps to adjust and enhance its social media strategies. According to the Section Head, the evaluation results were utilized as the foundation for refining content planning and scheduling. Specifically, there was an increased emphasis on using the Reels feature to present essential information in an engaging format. Additionally, posting schedules were adjusted to align with the peak activity hours of their Instagram followers, thereby maximizing visibility and interaction.

This data-driven strategy highlights the institution's commitment to continuous improvement and responsiveness to audience behavior. By integrating performance analytics into content planning, the Ngurah Rai Immigration Office effectively strengthens its digital public service communication, ensuring that immigration-related information reaches a broader and more engaged public audience.

Manage (Content Management)

At the "Manage" stage of the Circular SOME Model, the administration of the official Instagram account @imngurahrai is entrusted to the Information Technology (TIK) Team of the Ngurah Rai Immigration Office. Based on an official decree (Surat Keputusan or SK), this team comprises 13 members with clearly defined roles and responsibilities. According to the Head of the Immigration Information and Communication Technology (TIKKIM) Section, the team is divided into two core functions: five members serve as administrators responsible for managing direct messages (DMs), addressing public inquiries, and directing users to appropriate services, while the remaining eight members function as content creators. These creators are tasked with developing content ideas, designing visual materials, composing captions, and publishing posts. Regular coordination meetings are held to ensure content consistency, effective public engagement, and responsive service delivery through social media platforms.

An excerpt from the interview with the Head of Section highlights the management approach:

"In managing the official Instagram account of the Ngurah Rai Immigration Office, a specialized team has been formed under an office decree (SK). This team consists of 13 personnel with specific duties. Five handle public interactions via DMs, while the rest focus on content creation. Coordination is routinely carried out to maintain consistent content and responsive services" (Interview with Employee 1, May 2025).

Although a formal Standard Operating Procedure (SOP) specific to social media management has not yet been established at the Ngurah Rai Immigration Office, the TIK (Information Technology) Team operates under a clear and structured framework. The team refers to government public relations guidelines, directives from the Directorate General of Immigration, internal management instructions, and the results of regular coordination meetings. These informal references provide a strong foundation for managing digital communication activities effectively. The absence of a formal SOP does not hinder the team's ability to maintain consistency, professionalism, and compliance with institutional communication standards. Instead, the flexibility allows for adaptive responses to real-time developments and public inquiries while ensuring alignment with broader government communication strategies. The team prioritizes accuracy, responsiveness, and the institutional image in all social media activities, demonstrating that structured management can be achieved even in the absence of codified procedures, provided that there is clear leadership and coordination.

"At present, in managing the official Instagram account of the Ngurah Rai Immigration Office, we do not yet have a specific and written SOP (Standard Operating Procedure) solely for social media. However, in practice, we still refer to general government public relations guidelines, including directives from the Directorate General of Immigration, particularly regarding communication style, types of content that can be published, and social media ethics as a government agency. We also follow the leadership's instructions and the results of team discussions, especially when it comes to strategic or sensitive content. So even though there is no specific written SOP (Standard Operating Procedure), we still manage it in a structured and careful manner to ensure compliance with regulations and maintain the institution's image" (Interview with the Section Head, May 2025).

Engage (Building Engagement and Interaction)

To foster two-way communication with the public through social media, the Ngurah Rai Immigration Office Class I Special has actively implemented various interactive initiatives via its official Instagram account. Among the most consistent and effective engagement strategies are light-hearted quizzes designed around immigration services or general knowledge of immigration duties and functions. These quizzes, typically presented in Instagram Stories, have been well-received by followers and have proven effective in boosting public interaction, enhancing both the visibility and relevance of the content shared.

Beyond quizzes, however, the implementation of more dynamic interactive features—such as live Q&A sessions through Instagram Stories or real-time interactions via Instagram Live—has yet to be optimized. While the live streaming feature has been used periodically, it has primarily served to broadcast official institutional events, updates, or specific service activities. These broadcasts generally adopt a one-way communication model, providing information to the public without enabling direct and real-time dialogue. As such, they fall short of creating opportunities for active engagement between the institution and its audience.

Recognizing the importance of community participation and user-generated content, the Ngurah Rai Immigration Office also integrates appreciation strategies to further strengthen engagement. One such effort includes reposting positive testimonials received via mentions or direct messages (DMs). These expressions of public satisfaction are curated and showcased through Instagram Stories and archived in the Highlights section. This not only acknowledges the audience's contributions but also functions as a valuable instrument in reinforcing institutional credibility and a positive public image.

The Head of Section emphasized that while these practices have yielded encouraging results in terms of reach and interaction, there remains untapped potential in further diversifying interactive formats. Future plans include exploring regular live Q&A sessions and enhancing the real-time responsiveness of the account. These initiatives are viewed as key to developing a more participatory and communicative digital public service space—aligned with the broader vision of transparent, responsive, and community-oriented governance in the digital era. Thus, engagement is not merely seen as a metric but as a strategic tool in fostering trust, inclusivity, and digital closeness between immigration authorities and the public.

“For interactive activities on the Ngurah Rai Immigration Instagram social media, the current format is limited to quizzes. So we usually create light quizzes related to services or knowledge about immigration, and this is quite effective in attracting public engagement. However, we have not yet implemented interactive live Q&A sessions. As for live streaming, it is not yet used for two-way interaction but more for reporting purposes. For example, during important events or specific occasions, we utilize live streaming to provide real-time updates to the public. Additionally, positive testimonials from the public, especially those shared via mentions or direct messages, are often reposted on stories or saved in the highlights section as a form of appreciation” (Interview with the Head of Section, May 2025).

To foster stronger engagement with followers, the Ngurah Rai Immigration Office actively utilizes its official Instagram account to host interactive activities, particularly immigration-themed quizzes. These quizzes are regularly featured in Instagram Stories and are designed to both entertain and educate the public. Despite offering relatively simple prizes, such as official merchandise or small tokens of appreciation, the initiative has proven highly effective in encouraging public participation. The quizzes not only increase the visibility of the account but also function as an informal educational tool, raising public awareness about immigration services, regulations, and institutional functions.

According to the Head of Section, the quizzes play a dual role—enhancing digital interaction and disseminating useful information in a light, accessible format. This strategy aligns with the broader goal of creating a more informed and engaged public while building a positive institutional image. The quizzes are crafted to be easy to understand and inclusive, making them accessible to a wide demographic of followers. Over time, this initiative has contributed to a gradual increase in follower count and engagement metrics such as story views, replies, and shares. It also reflects the office's ongoing commitment to leveraging social media as a channel for community education and participatory communication.

“In building engagement with followers of the Ngurah Rai Immigration Office Instagram account, we typically use a light-hearted and enjoyable approach. One of these is by holding prize-winning quizzes, which are quite effective in attracting interaction from the public. These quizzes are usually tailored to immigration-related

themes, such as passport application requirements, immigration functions, or trivia related to our services. The prizes are simple, but they are enough to attract followers to participate. Through such methods, the public becomes more interested in opening and following our account, and at the same time, we can educate them about immigration services” (Interview with the Head of Section, May 2025).



Figure 4. Ngurah Rai Immigration prize quiz post

Figure 4 illustrates a significant moment in the digital engagement efforts of the Ngurah Rai Immigration Office: the celebration of reaching 20,000 followers on its official Instagram account. To mark this milestone, the office organized a quiz competition with prizes, which received an enthusiastic response from the public. The level of participation reflected not only public interest in the event itself but also a broader awareness and concern for immigration services. This initiative successfully transformed a celebratory occasion into a strategic communication effort that deepened two-way interaction between the institution and its online audience.

The quiz, while light-hearted in nature, carried the dual purpose of public education and community building. Participants were encouraged to engage with content related to immigration procedures, duties, and institutional values in an enjoyable and accessible format. As a result, the activity boosted visibility, increased interactions, and strengthened the perception of the institution as approachable and transparent.

Importantly, this engagement strategy fostered a more interactive and inclusive digital atmosphere, which in turn reinforced public trust. By actively involving the community in a celebratory initiative, the office demonstrated responsiveness and openness—key traits of modern public service communication. The event highlighted the potential of social media not merely as a platform for information dissemination, but as a powerful tool for fostering public participation and civic engagement.

This initiative stands as clear evidence that government presence in the digital space can be more than just functional—it can be dynamic, educational, and enjoyable. It also underscores the importance of recognizing and rewarding community involvement, no matter how simple the gesture. Ultimately, the momentum generated by this event reflects the institution's ongoing commitment to digital innovation and public connection, setting an example of how government agencies can use social media effectively to strengthen ties with society.

3.2 Discussion

In the Share stage of the strategic use of Instagram, all three informants emphasized that the types of content shared were highly diverse and carefully tailored to suit the characteristics of today's digital audience. This aligns with current best practices in digital communication, where variety and relevance play a central role in maintaining audience engagement. The content disseminated included service-oriented infographics that aimed to simplify complex immigration procedures, short educational videos that promoted awareness of immigration rules and policies, documentation of activities that showcased transparency and accountability, and content aligned

with trending topics or social media challenges – commonly referred to as "riding the wave." This approach to content creation reflects an understanding of the importance of cultural and temporal relevance in digital outreach.

The development of themes and content was a collaborative effort undertaken by the ICT (Information and Communication Technology) Team. This process typically involved brainstorming sessions and careful consideration of both the educational value and the urgency of the information. Such a collective approach not only promotes creativity but also ensures that various perspectives are integrated into the final output, which is essential for engaging a broad and diverse audience. As a result, the institution was able to communicate relevant, timely, and visually appealing messages to the public. This demonstrates that the Share stage has been implemented effectively.

However, to further optimize this stage, it is recommended that the institution develop a comprehensive content calendar. A content calendar can serve as a strategic planning tool that helps balance internal agendas – such as national holidays, immigration office programs, and service updates – with anticipated external trends, such as viral challenges or significant national events. This proactive approach allows for greater responsiveness to emerging social issues, thereby increasing the institution's relevance and visibility in the digital space.

The subsequent stage, Optimize, focuses on how the institution strategically leverages available social media features to increase engagement and reach. Based on the accounts of the informants, the most frequently utilized feature is Instagram Reels. Reels are short-form videos designed to be entertaining, informative, and highly shareable, making them an ideal medium for reaching a wider audience – especially younger users who prefer video-based content. The institution effectively uses Reels to distill key messages into engaging formats, often combining motion graphics, narration, and real-time footage to appeal to viewers.

Meanwhile, the Instagram feed is primarily reserved for more formal and structured content. This includes official announcements, institutional milestones, and photo documentation of immigration-related activities. The use of the feed for such purposes aligns with the platform's traditional role as a curated gallery, helping maintain the professionalism and credibility of the institution's public image.

The Story feature is utilized for quick, temporary updates such as reminders, event teasers, and informal interactions with followers. Stories are especially useful for time-sensitive content and for maintaining a consistent presence on followers' timelines. They also offer interactive features like polls, quizzes, and Q&A stickers, which can foster two-way communication.

Although the institution regularly evaluates the performance of its content using Instagram Insights – a built-in analytics tool that provides data on reach, impressions, and engagement – there are still notable areas for improvement. One key shortfall lies in the inconsistent use of hashtags and location tags. Currently, these are applied selectively, rather than as part of a deliberate, strategic effort. This limits the visibility of posts and reduces the chances of content discovery by users outside the existing follower base.

To address this, it is recommended that the institution develop a standardized hashtag strategy. This should include a set of branded hashtags for consistent identification, topical hashtags to capture trending issues, and location-based tags to enhance discoverability within specific geographic areas. By doing so, the institution can better align its content with Instagram's algorithm, thereby improving the likelihood that its posts will appear in user recommendations and search results.

Additionally, the institution has yet to fully exploit Instagram's Live streaming feature. This feature holds considerable potential for fostering real-time interaction and building a stronger connection with the public. For instance, regular live Q&A sessions could be held to address public queries, clarify immigration policies, or explain new regulations. Such sessions

would not only provide valuable information but also reinforce the institution's commitment to transparency and responsiveness.

While the Ngurah Rai Immigration Office has shown commendable efforts in both the Share and Optimize stages, further improvements can be made through strategic content planning, enhanced use of platform algorithms, and the adoption of more interactive features. These enhancements would significantly contribute to building a more engaging, responsive, and impactful digital presence.

In the Manage phase, the responsibility for managing the Immigration Office's Instagram account lies with the Information Technology (IT) Team, formally known as the Immigration Information Technology Team. This team was officially established through a formal decision letter (Surat Keputusan/SK) issued by the head of the office, underscoring its legitimacy and structured operational framework. Comprising 13 members, the team is systematically organized with clear task division between administrators (admins) and content creators. Regular coordination meetings are held to ensure that the content aligns with the institution's values, visual identity, and communication goals.

The process of uploading content follows a multi-layered approval structure. Initially, the proposed content is reviewed internally by the IT Team. Once approved at that level, it is forwarded to the Section Head for content validation and relevance. The final approval lies with the Head of Division before it is published on Instagram. This stepwise approach ensures not only the accuracy and appropriateness of the content but also compliance with institutional regulations and communication standards.

Despite this seemingly robust workflow, all informants interviewed during the study acknowledged a significant structural gap: the absence of a written Standard Operating Procedure (SOP) specifically for social media management. This lack of formalized guidelines poses a risk of inconsistency, especially during staff rotations or changes in leadership. Informants expressed concern that without a concrete SOP, there may be variations in communication tone, content style, or approval procedures when personnel changes occur.

To address this issue, it is strongly recommended that the Immigration Office develop a comprehensive SOP dedicated to social media management. This SOP should clearly outline the workflow for content creation, approval, and posting. Additionally, it should define standards for communication style, visual consistency, content classification (e.g., public service announcements, educational infographics, promotional campaigns), digital crisis management procedures, and public interaction protocols. Having such a document in place would not only ensure consistency but also enhance institutional accountability and efficiency.

Another challenge noted by all informants is the frequent, urgent demand for content from leadership. These unplanned content requests often disrupt the pre-established content calendar and strain team resources. As a practical solution, the IT Team is advised to develop a content buffer or repository of evergreen content that can be published as needed without affecting the overall schedule. This backup content may include generic service tips, motivational messages, or highlight reels of past activities, which can be strategically deployed during periods of high demand or last-minute changes.

The Engage phase focuses on how the Immigration Office builds interaction and maintains meaningful two-way communication with the public via social media. According to all three informants, the IT Team demonstrates a commendable level of responsiveness, particularly in responding to public inquiries submitted through Instagram Direct Messages (DMs). During working hours, the team prioritizes queries related to public services—such as passport application procedures, required documentation, and office operating hours. This timely and helpful response mechanism reflects the agency's commitment to transparency and public service.

However, the handling of engagement is still selective. Comments that are negative, off-topic, or provocative are generally not addressed, a strategy employed to avoid unnecessary

confrontation or digital escalation. While this approach maintains a neutral tone, it also indicates a missed opportunity to address misinformation or concerns constructively. Developing a policy for handling criticism and feedback – especially when expressed respectfully – would contribute positively to public trust and institutional credibility.

In terms of interactive content, the agency has taken initiatives such as holding quizzes and digital contests to boost audience participation. These activities are particularly effective in enhancing visibility and shaping a positive image of the institution among netizens. Nevertheless, the informants admitted that other interactive features – especially live streaming and scheduled Q&A sessions – are not yet fully leveraged. These features hold the potential to humanize the institution, enable real-time interaction, and strengthen public confidence.

To optimize this engagement strategy, it is recommended that the Immigration Office implement monthly live sessions where followers can participate in real-time discussions or consultations. These sessions can feature interviews with officers, service tutorials, or even thematic discussions aligned with public interest topics. Furthermore, the institution can adopt the practice of reposting positive public testimonials or user-generated content, such as tagged stories showing successful service experiences. This will foster a sense of community, reinforce the credibility of the services offered, and present the office as an open and approachable public entity.

While the current efforts in managing and engaging through Instagram are relatively effective, there remains ample room for improvement. Strengthening internal structures through SOP development and expanding public interaction through dynamic features like live sessions and testimonial reposting will significantly enhance the Immigration Office's digital presence and public engagement outcomes.

4. Conclusion

Based on the results of research on the Instagram social media communication strategy implemented by the Ngurah Rai Special Class I Immigration Office, it can be concluded that the use of social media, particularly Instagram, has become an effective means of public communication in conveying immigration information to the public. The strategy employed is based on the Circular Model of SOME (Share, Optimize, Manage, Engage) and has been implemented effectively by the Immigration Information Technology Team (TIK). During the Share phase, the team actively shares informative and visual content, such as videos, infographics, and event-based content tailored to the characteristics of the audience. During the Optimize phase, Instagram features like Reels, Stories, and Feed have been strategically optimized based on regular evaluations using Instagram Insights. The Manage phase shows that account management is done collectively and structurally, though there are no specific written SOPs for social media yet. Meanwhile, in the Engage phase, interaction with the public is built through features such as DM, comments, polls, Q&A, and educational and engaging immigration quizzes. However, challenges remain, such as uneven digital literacy among the public and dynamic changes in immigration policies. Therefore, it is important for the agency to continue innovating in designing adaptive, responsive, and participatory communication strategies to strengthen the role of social media as a channel for public service and education.

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