

The Role of Instagram @humas_poldalampung in Disseminating Public Service Announcements

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Abstract

Purpose: This study analyzes the role of the Instagram account @humas_poldalampung in Publishing Public Service Announcements (PSAs) and delivering institutional information. It addresses the limited empirical evidence on regional police public relations accounts, particularly whether PSA dissemination is conducted as one-way communication or dialogic engagement.

Methodology: A descriptive qualitative approach was used. Data were collected through in-depth interviews with administrators, direct observations, and analyses of archival materials (2022-2024), supported by a literature review. Analysis involved data reduction, coding, thematic categorization, and source triangulation.

Results: The content was predominantly informative and educational, covering police activities and PSAs on security, public order, traffic safety, drug prevention, hoax prevention, and public services. Messages were delivered visually through photos, infographics, and short videos. Communication remained largely one-way, with limited sustained interaction.

Conclusions: The account functions as a digital public communication channel combining institutional dissemination and persuasive PSAs, but has not fully optimized Instagram for dialogue and participation. This reflects the tension between broadcast-oriented messaging and social media's dialogic expectations.

Limitations: This study focused on one account (2022–2024) without assessing audience perceptions, engagement quality, behavioral impact, or comparing other platforms.

Contributions: This study highlights a regional police account and examines PSA dissemination through one-way versus dialogic communication patterns. It offers practical recommendations to improve interaction management, response standards, and structured engagement to enhance trust and PSA effectiveness.

Keywords: *Digital Public Communication, Instagram, Police Public Communication, Public Service Announcements (PSAs)*

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1. Introduction

In the current digital era, advances in information technology have substantially transformed the media landscape and public communication. Information of public interest no longer depends solely on print media or traditional broadcasting but is also disseminated through the internet and social media. Public Service Announcements (PSAs), as a form of public communication, have adapted to this shift. PSAs constitute non-commercial messaging intended to educate, persuade, and raise public awareness of social issues. They are not oriented toward economic profit but toward social benefit. PSAs are expected to increase knowledge, shape attitudes, and reinforce positive behaviors related to the issues addressed.

The expansion of digital media has created new opportunities for wider and more interactive PSA dissemination, given that contemporary society is highly active in digital spaces and integrates social media into everyday life ([Suryani, Saputra, & Sutrisman, 2019](#)). In this context, social media functions as a channel that strengthens public institutions' capacity to disseminate PSA messages rapidly and to reach broader audiences.

In the context of digital PSA development, public institutions, including governmental bodies and law enforcement agencies, have increasingly adopted social media as a strategic communication instrument. *Kepolisian Republik Indonesia (Polri)* actively utilize multiple social media platforms to disseminate PSAs and other public information. At the national level, the Polri Public Relations Division manages official accounts as national information channels, whereas at *Kepolisian Daerah (Polda)* operates its own official accounts. In Lampung, digital communication is administered through the official Instagram account [@humas_poldalampung](#), which regularly publishes PSAs and police-related information to expand the reach of key messages.

This practice reflects efforts to leverage technological advances to deliver educational messages, public appeals, and warnings more effectively. Moreover, Polri's social media utilization aligns with its priority agenda to strengthen public communication, in which official police accounts serve as timely and authoritative channels for police activities and educational PSAs. Social media thus operates as a bridge for two-way communication that enables direct interaction, enhances transparency, and shapes an institutional image that is more open and responsive to public needs ([Kusuma, Yendra, Bakhtiar, Takdir, & Handrina, 2024](#)). Among social media platforms, Instagram has a prominent position in Indonesia because of its visual orientation and interactive features. ([Madubun & Irwan, 2024](#)) reported that, as of October 2023, Indonesia had approximately 104.8 million Instagram users, placing it fourth globally by user numbers.

Despite this massive reach, the effectiveness of Instagram as a medium for Public Service Announcements (PSAs) is not determined solely by audience size. A central issue lies in how institutional accounts use Instagram's interactive features to build meaningful public communication; whether communication remains largely one-way dissemination or develops into two-way engagement that allows the public to respond, question, and provide feedback through comments and direct messaging. This distinction is critical because PSA communication requires not only visibility but also responsiveness and public participation to ensure that messages are understood, trusted, and acted upon.

In the regional context, *the Kepolisian Daerah Lampung* routinely disseminates PSAs and police-related information to the Lampung public through its official Instagram account, [@humas_poldalampung](#). Between 2022 and 2024, the account actively circulated content on safety education, public order and security appeals, public service campaigns, and other locally relevant issues. However, empirical studies that specifically examine how [@humas_poldalampung](#) performs this PSA dissemination role remain limited, particularly regarding the communication pattern it constructs and the extent to which it facilitates public interaction.

As a result, there is insufficient scholarly explanation of whether the account functions primarily as an information broadcaster or as an interactive public communication channel within the Lampung context. Accordingly, this study examines the role of Instagram [@humas_poldalampung](#) in PSA dissemination, guided by the following research questions: (1) How does Instagram [@humas_poldalampung](#) contribute to disseminating PSAs to the Lampung public? (2) What communication pattern is built through its PSA dissemination; does it tend to be one-way or two-way communication?

2. Literature Review

2.1 Public Communication Theory

Public communication refers to the process of delivering information related to public interests to broad audiences through communication channels that reach diverse segments of society. Public communication treats society as a heterogeneous audience. Institutions therefore need to design

messages that remain clear, accurate, and understandable for groups with different backgrounds. Public communication can occur through face-to-face interactions, mass media, and digital media, which enables faster information distribution. Public communication plays a key role in conveying policy information and public education. In the context of e-government, public communication increasingly functions as a digital public service that requires clear standards, consistency, and accountability in information delivery. Institutions must carefully structure messages to prevent misinterpretation at the community level ([Hanafi & Kholil, 2024](#); [Mucharam, 2022](#); [Tasyah, Septiya, Putri, Fernanda, & Azani, 2021](#)).

Conceptually, public communication is closely linked to efforts to influence public attitudes and behaviors for specific social goals. It requires planned and persuasive approaches, alongside principles of two-way communication. Public communication must also be effective so that persuasive messages can change the recipient's attitudes or behaviors ([Agustina, Widana, & Marnani, 2024](#)). Public communication management strategies often include creative message design and appropriate media selection so that social messages can mobilize audiences in line with institutional objectives. Effective public communication prioritizes transparency, consistency, and interactivity. These elements support public trust and support for delivered messages. Accordingly, strong public communication is not only assessed through the regularity of information delivery but also through an institution's capacity to manage questions, corrections, and clarifications that emerge in digital public spaces.

2.2 Social Media Theory

Social media refers to network-based digital platforms that enable the rapid production, distribution, and exchange of information among users. Social media provides space for organizations and individuals to communicate information, build connections, and maintain relationships with broad audiences. ([Damayanti, Delima, & Suseno, 2023](#)) explain that social media creates communication patterns characterized by rapid feedback, shifting interaction patterns, and the ability to extend information reach beyond geographic boundaries. Social media also enables information to circulate through sharing and interconnected user networks, which allows dissemination to occur in a chain-like process.

From an institutional communication perspective, social media functions as a channel that supports continuous public information delivery. Organizations use social media to establish an institutional presence that the public can access at any time ([Simbolon & Sagita, 2025](#)). Social media can also strengthen public relations functions through information publication, the articulation of institutional positions, and the delivery of educational messages that relate to public interest. [Suhendra and Pratiwi \(2024\)](#) showed that digital communication on social media plays an important role in shaping public perceptions, particularly because information spreads quickly and triggers diverse responses. This context highlights the need for institutions to publish accountable, clear, and consistent information so that the public does not experience information confusion.

Social media provides a participatory space that allows audiences to respond, provide input, or raise questions about issues communicated by institutions. Social media can function as a public discussion space where citizens can discuss and exchange opinions more openly ([Fatimah, 2025](#)). Social media enables audiences to express suggestions, criticism, and direct participation in public issues, rather than receiving one-way information. In this context, social media fosters more inclusive and interactive communication patterns. Audiences are no longer passive. They become active contributors who shape and redistribute messages through social networks.

These features position social media as a crucial element in contemporary communication theory, especially for understanding how information circulates and how public opinion is formed in the digital era. Instagram, as a social media platform, relies on visual content and supports concise messaging that broad audiences can easily understand. Instagram also has a large user base in Indonesia. This condition makes Instagram relevant for public communication and for publishing social messages, including public service announcements, at the regional level through institutional accounts such as @humas_poldalampung.

2.3 Public Service Announcements

Public Service Announcements (PSAs) represent non-commercial advertising designed to deliver social messages that influence public knowledge, attitudes, and behaviors for the common good. PSAs do not prioritize economic profit ([Suryajaya, Febianti, & Rinayanthi, 2025](#)). Instead, they prioritize changes in awareness and social behavior. Within the framework of social marketing, PSAs involve the use of media and persuasive techniques to promote specific ideas, values, or social practices to the public. PSAs commonly include appeals related to public issues such as health, education, safety, and social order. PSA effectiveness depends on the message's ability to attract attention and present information that is clear, relevant, and easy to understand. These qualities support attitude formation and behavioral change aligned with campaign objectives ([Wulansari & Prima, 2022](#)).

The primary goal of PSAs is to influence public knowledge, attitudes, and behaviors so that communities support a social campaign or a public policy message. PSA communication typically applies creative strategies that emphasize persuasive messages that are clear, relevant, and aligned with the characteristics of the target audience. [Nisa \(2015\)](#) argues that PSAs, as part of social marketing, must be effective so that persuasive messages can change the behavior of the target adopters. This requirement calls for creative strategies in message content and media placement so that the advertisement functions optimally. In practice, PSA campaigns often combine strategic media selection with simple, communicative language that audiences can easily understand. This approach supports message acceptance and internalization. Through these strategies, PSAs are expected to generate positive social impacts, including higher public awareness and behavioral change that aligns with social values and the goals of the campaign.

3. Methodology

This study applies a descriptive qualitative approach and uses both primary and secondary data. Primary data were collected through in-depth interviews and direct field observations. Secondary data were obtained from documentation and relevant literature. Interviews were conducted with the account manager to obtain information on content policy and communication objectives. Observations were used to record actual practices in managing the Instagram account @humas_poldalampung. The researcher also compiled documentation, such as Instagram post archives, activity reports, and supporting literature on social media management and public relations. The integration of primary and secondary sources aims to provide a comprehensive account of how @humas_poldalampung is managed.

Data collection techniques included interviews, observations, and documentation. The object of the study was the Instagram account @humas_poldalampung, and the subject was the social media manager or administrator. Structured interviews were conducted with the account manager to examine content production processes, posting frequency, and the communication strategy applied. Observations were conducted by monitoring posts and interactions on the account, including the type of content, follower responses, and day-to-day management practices. Documentation involved collecting secondary materials such as archived photos and videos, internal social media policy documents of the *Kepolisian Daerah Lampung*, and relevant literature that supported the analysis.

Data analysis commenced following the completion of data collection. First, the researcher conducted data reduction by summarizing the core information from interviews and observations. Next, the researcher coded and categorized the data based on key themes, including communication strategy, content types, and public interactions. Subsequently, the data from the three collection techniques were cross-checked through source triangulation to assess the consistency of the findings. Finally, a descriptive qualitative analysis was conducted to generate comprehensive findings on the management practices of the Instagram account @humas_poldalampung.

4. Results and Discussion

4.1 Types of PSA Content on Instagram @humas_poldalampung

Based on the analysis, this study finds that the official Instagram account @humas_poldalampung predominantly publishes informative and educational posts. This dominance indicates a deliberate positioning of the account as a formal public communication channel rather than an entertainment-oriented platform. Instead, it functions as a medium that prioritizes information services, social education, and the dissemination of security and public order policies. The account routinely uploads announcements on police activities, including patrols, police operations, social service programs, and public service activities. The account also publishes public safety appeals related to traffic safety, crime prevention, drug abuse prevention, and compliance with legal provisions ([Gultom, Salsabila, Lodan, Dompok, & Hairi, 2023](#)).

Additionally, the account disseminates Public Service Announcements (PSAs) that address current issues at both the local and national levels. Taken together, these findings demonstrate that the account operates through two complementary orientations, such as publishing institutional activities and delivering social messages through PSAs. This pattern aligns with [Putri, Hamsinah, and Arsyilla \(2024\)](#), who report that @divisihumaspolri serves as an information hub for Polri activities and as a platform for PSAs, with a strong emphasis on information dissemination and public education through Instagram. Within the framework of public communication theory, the dominance of informative and educational content reflects an institution's mandate to provide public information, address citizens' information needs, and strengthen accountability through digital channels ([Anggraini & Maulida, 2023](#)). Public communication theory emphasizes that public institutions design messages to explain policies, guide citizen behavior, and build trust through consistent and verifiable information. Police activity posts and PSAs on @humas_poldalampung translate institutional actions into public messages.

The account explains what the institution does, why it conducts specific activities, and what vigilance or behavior it expects from the public. Instagram also accelerates message circulation in situations that require rapid responses, such as situational advisories, prevention education, or information clarification, when an issue gains attention in digital spaces. These conditions indicate that the account functions as a public communication instrument that keeps institutional messages timely in the fast-moving information environment of social media. This demonstrates that government use of social media platforms enhances transparency and facilitates information dissemination, although interactive engagement often remains limited. Their study reinforces the argument that institutional social media accounts frequently prioritize information broadcasting over dialogic exchange, a pattern that is also evident in @humas_poldalampung.

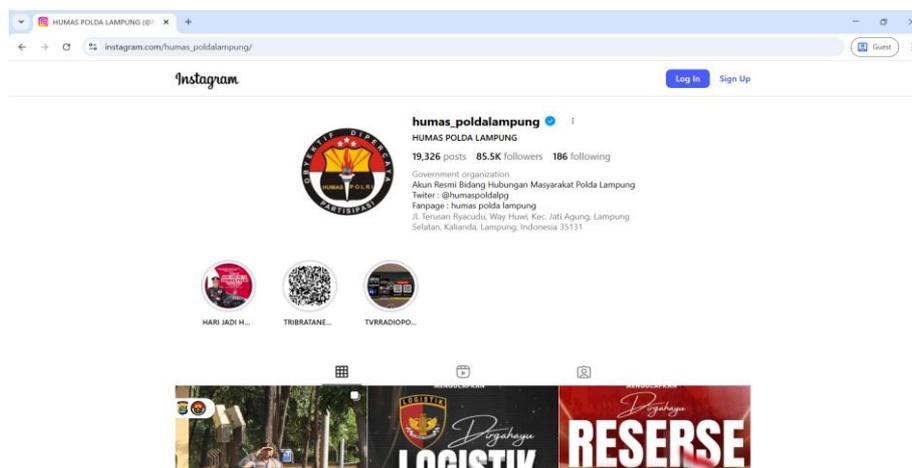


Figure 1. Instagram website @humas_poldalampung

Building on this visual context, the @humas_poldalampung account (Figure 1) serves as a digital public communication channel that integrates information delivery, public education, and the dissemination of policing policies. It presents a relatively structured institutional narrative about the duties, programs,

and policies of the *Kepolisian Daerah Lampung*, enabling the public to gain a more comprehensive understanding of the police role in the public sphere. The account's presence as an official channel is also indicated by its integration into institutional communication references within broader organizational information channels.

This institutional embeddedness indicates that the account does not operate as a personal posting space but functions within the formal public relations role of the organization. This finding aligns with ([Dewi, Suseno, & Sylvia, 2024](#)), who found that the Instagram account of the Garut Police Public Relations unit was used as a public communication tool to enhance the institutional image through publication practices that were planned and implemented consistently. This parallel further supports the view that police public relations accounts at the regional level tend to perform both public communication and institutional representation through routine and directed publications.

4.2 Visual Strategies and Persuasive Messaging

In terms of presentation, @humas_poldalampung shows a strong reliance on visual elements. Most posts appear as photographs of field activities, digital posters, infographics, and short videos. This pattern is consistent with Instagram's visual-based characteristics, which prioritize message delivery through images and videos ([Lidarni & Sari, 2025](#)). This finding aligns with [Tibo and Mustafa \(2024\)](#) on the Public Relations unit of the Sikka Police, who showed that Instagram enables police public relations to publish institutional activities visually in ways that are more engaging and memorable for the public. Visual documentation of field activities also functions as a marker of institutional presence in social space, while infographics and digital posters tend to direct public attention to the core message being conveyed.

Within the public communication framework, visual dominance is relevant because it helps institutions translate procedural information and normative appeals into messages that are concise, scannable, and quickly understood by audiences who consume information rapidly through screen-scrolling practices. Activity photographs function as evidence of institutional work and as reinforcement of performance legitimacy; infographics function as message summaries that facilitate comprehension; and short videos strengthen the narrative by combining visuals, text, and message flow in a concise format. This combination of formats underscores Instagram's role not only in broadcasting information but also in shaping public meaning-making regarding police activities and messages through a more accessible presentation.

The use of infographics and short texts on the digital posters of @humas_poldalampung strengthens PSA messages, such as calls to obey traffic signs, appeals not to spread hoaxes, and recommendations to maintain neighbourhood security. This pattern corresponds with the characteristics of PSAs as non-commercial messages designed to encourage changes in knowledge, attitudes, and social behavior. [Dioh, Fanggal, and Poeh \(2023\)](#) show that infographic-based PSAs can stimulate public interest and promote behavioral change, as reflected in their study of anti-carbon-footprint infographics among youth in Kupang City. This finding supports the argument that selecting a visual format that is dense, clear, and relevant, as observed in @humas_poldalampung content, can increase audience attention and understanding of the safety and public order messages being delivered.

The connection to PSA theory becomes evident when the message format, content, and objectives are understood as a persuasive sequence directed toward social change. [Kotler and Zaltman \(1971\)](#) introduced social marketing as a planned-change approach that applies communication principles to encourage the adoption of social ideas, such as safe driving or healthy behavior. Within this logic, PSAs do not stop at information delivery. They function as social intervention instruments that require message formulation, media selection, and presentation design aligned with audience characteristics. Infographics on @humas_poldalampung can be understood as a strategy of complexity reduction, which condenses lengthy legal or safety messages into specific behavioral points, enabling the public to grasp the main meaning without bureaucratic language barriers. Creative strategies in PSAs become important so that social messages do not disappear amid information noise on social media. This

requirement is reflected in the use of visuals, short slogans, and action-oriented prompts as elements closely tied to PSA persuasive objectives.

The variety of PSAs published through @humas_poldalampung also shows persuasive patterns intended to influence public knowledge, attitudes, and behaviors. Messages often appear as calls for positive behavior, such as obeying traffic rules, avoiding drugs, and maintaining public order and security. These messages are also frequently strengthened through the use of specific campaign hashtags that help frame issues and consolidate messages around recurring themes ([Sihombing & Febriansyah, 2025](#)). This approach aligns with the social marketing framework, which positions PSAs as persuasive communication strategies intended to drive behavior change for social benefit.

[Kustiawan et al. \(2023\)](#) emphasize that PSA strategies require creative persuasive message formulation and appropriate media selection so that social campaigns reach targets effectively. In the Instagram context, message creativity involves not only word choice but also the integration between visuals, text, hashtags, and consistent publication that builds reinforcement over time. Accordingly, Instagram's role for @humas_poldalampung can be understood as a channel that enables PSAs to appear repeatedly, consistently, and closely aligned with the public's routine media consumption. This finding also aligns with [Putri et al. \(2024\)](#) who emphasize that Instagram facilitates direct and rapid delivery of institutional information to the public.

4.3 Communication Patterns and Public Interaction

Although the content character of @humas_poldalampung is strong in informative and persuasive dimensions, the two-way communication dimension has not been utilized optimally. This limitation may also reflect internal organizational communication patterns, in which coordination and information flow influence how quickly and consistently an institution responds to public feedback on digital channels ([Yudiyanto & Kholil, 2024](#)). Observations indicate that most posts remain one-way in nature, focusing on official information and PSAs, while dialogic spaces in the comment section are not widely facilitated through active responses, follow-up clarifications, or structured question-and-answer sessions. Referring to [Kietzmann, Hermkens, McCarthy, and Silvestre \(2011\)](#), this condition indicates that conversations and relationships have not become consistently implemented priorities, even though these aspects influence dialog quality and institutional closeness with the public.

From the public communication theory perspective, limited dialogue warrants attention because public communication ideally goes beyond message delivery. [Waters, Burnett, Lamm, and Lucas \(2009\)](#) argue that social networking platforms provide dialogic affordances that enable organizations to build stronger stakeholder relationships when interactive features are intentionally utilized. Their findings indicate that without deliberate engagement strategies, such as active responses, feedback facilitation, and conversational content, organizational accounts risk underutilizing the relational capacity of social media. This insight further clarifies the dialogic gap observed in @humas_poldalampung. It should also include managing citizen questions, responding to public concerns, and providing clarifications that can prevent speculation and disinformation.

[Ernungtyas, Irwansyah, Boer, and Qadrifa \(2024\)](#) emphasize the importance of feedback and two-way communication on government social media to build motivation for citizen participation. The one-way pattern identified on @humas_poldalampung therefore indicates a strategic room for improvement, allowing digital public communication to transition from publication toward managed interaction. This pattern is consistent with [Mergel \(2013\)](#), who explains that public sector institutions often begin their social media adoption by emphasizing information dissemination rather than interactive engagement. Her framework suggests that many government agencies treat social media as an extension of traditional broadcasting practices before gradually developing structured mechanisms for dialogue and citizen participation. This perspective helps situate @humas_poldalampung within a broader trajectory of institutional digital communication development.

4.4 Limitations of Dialogue and Implications for Public Communication

From the perspective of digital public relations strategy, the use of Instagram by @humas_poldalampung reflects efforts to transform public communication toward practices that are faster, more open, and more responsive. The *Kepolisian Daerah Lampung* Public Relations unit uses Instagram not only as an announcement channel but also as part of a digital public relations strategy that integrates educational, informational, and institutional image-building objectives. Information technology, including social media, can strengthen openness and accountability in public institutions because the public can monitor, document, and evaluate institutional message consistency over time. In this context, the posting archive of @humas_poldalampung can function as a traceable public communication record, thereby reinforcing transparency in institutional communication.

Conceptually, the findings confirm that the use of Instagram by @humas_poldalampung is at the intersection of public communication theory, social media theory, PSA theory, and the role of public relations in digital communication. The novelty of this study is explicitly articulated through three main contributions. First, it focuses on a regional-level police public relations account, which has received less scholarly attention than national-level police communication accounts. Second, it examines PSA dissemination by analyzing communication patterns, particularly whether dissemination practices remain predominantly one-way or show evidence of dialogue engagement. Third, it integrates public communication theory and PSA theory within the context of digital policing practices, explaining how institutional information mandates and persuasive social messaging are simultaneously operationalized on a single social media platform.

Building on these contributions, from the public communication perspective, the account functions as an official channel that delivers policy information, public appeals, and educational messages to audiences in a planned manner, supporting the institutional responsibility to provide information to citizens. From the social media perspective, Instagram provides a network-based communication infrastructure that enables rapid message production and distribution, although empirical findings indicate that its interactive affordances have not been fully utilized. Within the PSA theoretical framework, the uploaded content includes non-commercial persuasive messages aimed at shaping public knowledge, attitudes, and social behaviors aligned with public safety and order objectives ([Sujudi & Roostika, 2025](#)).

From the perspective of public relations roles in digital communication, the account management pattern positions public relations as an image manager and a linking agent between the police institution and society, using social media to combine factual information, persuasive messages, and elements of openness in online communication. Taken together, these findings position Instagram not only as a medium for publication and education but also as a site where the tension between broadcast-oriented communication and dialogic public engagement becomes evident in regional police digital practice. This synthesis is consistent with the study's focus on the role of the account in PSA dissemination ([Derivanti, 2022](#)).

In terms of practical implications, the findings have consequences for the management of public communication by the *Kepolisian Daerah Lampung* Public Relations unit and police institutions at the regional level. Instagram use remains relevant for expanding PSA reach and strengthening institutional images. Account management therefore requires systematic publication planning, message consistency, and the adjustment of information delivery to digital audience characteristics. The identified gap in two-way communication highlights the need to strengthen public relations capacity for facilitating public dialogue, for example, through the planned use of interactive features and the establishment of response standards for comments and direct messages. These implications suggest that Instagram should not be treated merely as a digital notice board. Rather, it should be integrated into a broader public communication strategy that combines educational, persuasive, and participatory objectives, thereby strengthening public trust and institutional closeness with the community ([Nurhakim & Fuad, 2024](#)).

5. Conclusions

5.1. Conclusion

Instagram (@humas_poldalampung) functions as a digital public communication channel for disseminating Public Service Announcements (PSAs) and institutional information. The account's content is predominantly informative and educational, supported by visual materials that enhance public accessibility and comprehension. Publications include police activities, safety advisories, and PSA messages aligned with public security and public order agendas. These findings contribute to the study of digital public communication by demonstrating how a regional-level institutional account operationalizes its public communication mandate through visually mediated PSA practices.

Theoretically, this study underscores the ongoing tension between broadcast-oriented institutional messaging and the dialogic expectations inherent in social media environments. Although PSA dissemination through the account appears effective in terms of reach and clarity, feedback integration and participatory communication remain limited. Instagram utilization still emphasizes one-way information flows, and its potential as a platform for dialogue, clarification, and public participation has not been consistently optimized. This limitation is significant because dialogic interaction plays a central role in strengthening institutional trust, reducing misinterpretation, and supporting citizen-oriented public service communication in digital contexts.

5.2. Research Limitations

This study was limited to a single regional police Instagram account for the period of 2022–2024. It did not assess audience perceptions, engagement quality, or behavioral outcomes, nor did it compare communication patterns across other regional accounts or social media platforms. Consequently, the findings reflect institutional communication practices rather than audience reception or comparative digital strategies.

5.3. Suggestions and Directions for Future Research

Future research should expand the scope of analysis by incorporating audience-based approaches, including perception studies, engagement quality assessments, and behavioral impact evaluations of PSA dissemination. Comparative studies across different regional police accounts or across multiple social media platforms are also recommended to identify variations in communication strategies and dialogic practices. Practically, the *Kepolisian Daerah Lampung* Public Relations unit should strengthen two-way communication on @humas_poldalampung through structured planning of interactive content, such as question-and-answer sessions, polls, thematic quizzes, and guided discussions aligned with public education and public information functions. A shift from a publication-centered to an interaction-managed approach is recommended, in which public responses are integrated into communication performance. Establishing response guidelines and digital communication service standards, such as response time targets, clarification formats, and comment moderation mechanisms, would further enhance message credibility, minimize misinformation risks, and reinforce institutional accountability in digital public communication.

Author Contributions

RA conceptualized the study, designed the study, collected the data, drafted the manuscript, and revised it. SS contributed to the study design, data analysis, manuscript drafting, and revision. MI was responsible for data collection, analysis, manuscript drafting, and final approval. MR provided supervision, final approval, and manuscript revision. This statement ensures transparency and clarifies individual accountability for the work.

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