

PUBLIC RELATIONS COMMUNICATION STRATEGY OF BAWASLU MANDAILING NATAL IN MANAGING INSTAGRAM MEDIA IN THE 2024 ELECTION

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Abstract

This study aims to determine the communication strategy of Bawaslu Mandailing Natal's public relations in managing Instagram media in the 2024 election and the obstacles to Bawaslu's public relations communication strategy in managing Instagram media in the 2024 election. This research was conducted at the Bawaslu Mandailing Natal Office. The research method used is a qualitative research method with the type of Field Research. The data analysis technique used is by conducting observations, interviews and documentation to obtain the desired data. The results of this study explain that the communication strategy carried out by Bawaslu Mandailing Natal is to encourage the distribution of information on Bawaslu Mandailing Natal's social media and encourage the official Bawaslu Instagram social media account. In addition, the next Bawaslu Mandailing Natal public relations communication strategy is to increase content in the form of Bawaslu activities and posts regarding election regulations which will later be distributed by Bawaslu Mandailing Natal Public Relations by managing or using the official Bawaslu Mandailing Natal social media account, namely: @bawaslu_madina. Social media management, especially Instagram, is very important for the success of an agency that will later be easier to achieve the desired goals. The management of Bawaslu Mandailing Natal's Instagram media is still experiencing obstacles due to limited Human Resources (HR) where it can be seen that the ability of the Staff to create creative content is still lacking and there are obstacles in the infrastructure experienced by the Public Relations of Bawaslu Mandailing Natal so that it is very difficult to create creative content.

Keywords: *Public Relations of Bawaslu Mandailing Natal; Communication Strategy; Public Relations Barriers of Bawaslu, Instagram Media Management.*

Abstrak

Penelitian ini bertujuan untuk mengetahui strategi komunikasi humas Bawaslu Mandailing Natal dalam mengelola media Instagram pada pemilu 2024 dan kendala strategi komunikasi humas Bawaslu dalam mengelola media Instagram pada pemilu 2024. Penelitian ini dilakukan di Kantor Bawaslu Mandailing Natal. Metode penelitian yang digunakan adalah metode penelitian kualitatif dengan jenis Field Research. Teknik analisis data yang digunakan adalah dengan melakukan observasi, wawancara dan dokumentasi untuk memperoleh data yang diinginkan. Hasil penelitian ini menjelaskan bahwa strategi komunikasi yang dilakukan oleh Bawaslu Mandailing Natal adalah dengan menghimbau penyebaran informasi pada media sosial Bawaslu Mandailing Natal dan menghimbau akun media sosial Instagram resmi Bawaslu. Selain itu, strategi komunikasi humas Bawaslu Mandailing Natal selanjutnya adalah memperbanyak konten berupa kegiatan Bawaslu dan postingan mengenai peraturan pemilu yang nantinya akan disebarluaskan oleh Humas Bawaslu Mandailing Natal dengan mengelola atau menggunakan akun media sosial resmi Bawaslu

Mandailing Natal yaitu: @bawaslu_madina. Pengelolaan media sosial khususnya Instagram sangat penting bagi keberhasilan suatu instansi yang nantinya akan lebih mudah dalam mencapai tujuan yang diinginkan. Pengelolaan media Instagram Bawaslu Mandailing Natal masih mengalami kendala dikarenakan keterbatasan Sumber Daya Manusia (SDM) dimana terlihat bahwa kemampuan Staff dalam membuat konten kreatif masih kurang dan terdapat kendala pada sarana prasarana yang dialami oleh Humas Bawaslu Mandailing Natal sehingga sangat sulit dalam membuat konten kreatif.

Kata Kunci: Humas Bawaslu Mandailing Natal; Strategi Komunikasi; Hambatan Humas Bawaslu, Pengelolaan Media Instagram

1. Introduction

The presence of Public Relations is certainly very necessary for the authorities, especially Bawaslu Mandailing Natal Regency. This is because public relations professionals not only care about relations between institutions, but also the reliability of information in the eyes of the public. The presence of public relations in a company institution is certainly very useful for strengthening the company's image shown to the public. The presence of Public Relations in organization And company very much important with objective For increase cooperation, support And trust in frame support activity management And build reputation Which Good in society. (Amrullah Nur, 2019). Public Relations is summary all over communication *internal* And *external* Which planned between a organization And all over group the target use reach objective certain based on mutual understanding each other (Azhar, 2022).

The presence of a public relations division in an organization or agency is a must that must be owned by the company with the aim of disseminating or publishing a company's activities both internally and to the general public. (Wardah et al., 2022). It can be concluded that public relations is Wrong One branch knowledge communication Which aiming For create understanding that Public Relations play a role as bridge communication between institution with public general so that objective organization expected easy achieved. Public relations is a field that functions as a channel for disseminating information or exchange through mass media (*press*).

The role of communication is very important both in institutional or corporate public relations. The success of public relations cannot be separated from the communication process, through this process the desired goals of public relations will be easy to achieve. Through communication, the process of delivering messages will run smoothly assisted by the media as a tool to convey information so that what is desired is easy to achieve. (Amalia, 2022).

The media used by the community makes it easier for agencies to learn more about the lives of the community they are targeting. In addition, it can save costs that must be incurred by the company to be able to convey relevant information. Media is a faster channel for conveying information, including Facebook, Instagram, Websites and so on.

Role Public Relations in an organization government own not quite enough answer Which big Because become bridge between institution government, organization and non-governmental, institution government And media, as well as between institution government And organizational structure as well as public wide. His role as bridge liaison, public relations division functions gather information regarding programs/policies, election, activity And achievement organization, as well as response institution to reaction, aspiration And opinion Which develop in public around organization. With Diversity media communication Which There is moment This, Public Relations must choose media Which appropriate And good at conveying information.

The General Election Supervisory Body (Bawaslu) is an independent supervisory body that has the task and function of supervising the general elections held in Indonesia in terms of supervising a series of elections. Public relations communication strategies play a very important role in handling election violations through the management of Instagram media in the 2024 elections. (Nasution et al., 2024). The reason the researcher raised this research was because through the results of observations, several problems were found experienced by Bawaslu Mandailing Natal. Problems in election violations in 2024 still experience several obstacles, including the occurrence of election violations in Mandailing Natal. One of the causes of this

problem is the public's ignorance of the regulations at Bawaslu Mandailing Natal. These regulations are uploaded or posted on Bawaslu's Instagram media. These problems can be monitored properly and correctly by Bawaslu as the authorized party. One of the main ways is to educate the public through Instagram media which is managed optimally.

It turns out that the researcher's findings on Instagram have not been managed optimally, where it is still rare to *upload* information about the election. The information conveyed by Bawaslu Mandailing Natal can be accessed by the general public, especially conveyed to the entire Mandailing Natal community, both teenagers and adults who are still actively using Instagram media as a source of information. The reason the researcher chose an Instagram media account as a medium for conveying information in the 2024 election is because Instagram accounts are the most popular social media at the moment which are quite widely managed by the general public, especially young people. The majority of new voters in the 2024 election are young people as smart and wise voters to make the 2024 election a success. New voters are voters whose ages range from 17-37 years consisting of students, schoolchildren and voters aged 17 and over. In addition, the reason the researcher chose an Instagram account was because he saw that the management of the Instagram media account carried out by Bawaslu Mandailing Natal was still less active even though it had a blue tick and had quite a lot of followers, but its management was still lacking. (Bawaslu, 2023).

Public Relations of Bawaslu Mandailing Natal experienced obstacles in managing Instagram media, one of which was limited Human Resources (HR) where it can be seen that the staff's ability to create creative content is still lacking. Constraints on infrastructure experienced by Public Relations of Bawaslu Mandailing Natal made it very difficult to create creative content. From the description above, the researcher is interested in conducting research at the General Election Supervisory Agency (BAWASLU), North Sumatra Province, Mandailing Natal Regency with the research title: "Communication Strategy of Public Relations of Bawaslu Mandailing Natal in Managing Instagram Media in the 2024 Election".

2. Method

The method used in this study is to use a qualitative method. Qualitative research is a study designed to obtain descriptive data in the form of writing, language, and behavior from the community that can be observed, studied and then interpreted correctly. The data that has been obtained will then be processed using qualitative methods and qualitative data analysis will be carried out. (Fiantika, 2022) . In this qualitative study, researchers used three data collection techniques, namely: observation, interviews and documentation.

1. Observation is a method of data collection carried out by observing and includes recording the conditions and behavior. In this study, the researcher observed how the Public Relations strategy of Bawaslu Mandailing Natal in managing information media.
2. Interview is a method of collecting data by asking questions to respondents directly (direct communication). In this study, researchers interviewed informants and designed a list of questions as a guideline or guide. The interview was adjusted to the situation and conditions at that time.
3. Documentation is searching for data on things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, lenger, agendas, and so on (Arikunto, 2013) . This research will be documented in the form of research photos taken during data collection. The photos include the activities of researchers and informants who are the subjects of this research.

There are 3 data sources in the study, namely: primary data sources, secondary data sources and supporting data sources. Primary data sources are data obtained directly and then the data is given to researchers. The primary data in this study are the results of interviews with Mr. Aliaga Hasibuan, MH as the General Chairperson of Bawaslu Mandailing Natal and Mr. Bambang Saswanda, SIKom as the Coordinator of Prevention, Participation and Public Relations.

Data secondary is data study Which originate from source second Which load information or data (the data comes from from source original No from person First). Data secondary in study This is all over Bawaslu

Staff Mandailing Christmas specifically field public relations. The data sources supporting this research are documentation of Bawaslu Mandailing Natal, magazines, journals, official social media accounts of Bawaslu Mandailing Natal (Website, Facebook, Instagram, Twitter), books and the general public.

3. Result And Discussion

The General Election Supervisory Body (BAWASLU) which is an election supervisory body formed to monitor the stages of election implementation, receive complaints, handle cases of administrative election violations and criminal election violations based on levels according to Bawaslu laws and regulations are regulated in Law No. 7 of 2017 concerning general elections (Bawaslu, 2017).

BAWASLU Mandailing Natal is the Regional Election Supervisory Body of Mandailing Natal. Bawaslu Mandailing Natal is located in Jl. Prof. Dr. Andi Hakim Nst, Dalan Lidang, Kec. Panyabungan, Mandailing Natal Regency, North Sumatra 22977. Bawaslu Mandailing Natal itself has 13 Employees/Staff and 5 Leaders from those who have just served to those who have served for a long time in the world of work and occupy their respective fields. Duties, Authorities and Obligations are things that must be possessed by the General Election Supervisory Body (BAWASLU) to facilitate or succeed in organizing election activities. Bawaslu has full duties, authorities and obligations to handle election violations that occur in Mandailing Natal regulated by Law No. 7 of 2017 concerning general elections.

The function of public relations as a conveyor of information is very important, one of which is informing the organization to the public or audience. It is hoped that by providing this information, the public can understand the organization's position on certain issues and problems. Public relations as a search for information regarding public opinion towards an organization (ideas, criticism, complaints, opinions, praise, satisfaction, etc.). Having a strong knowledge of public opinion allows an organization's public relations to provide input based on that opinion so that the organization is expected not to make the wrong decisions that will harm the organization itself. The function of Bawaslu Mandailing Natal's public relations is to support agency activities that aim to achieve the organization's desires. The way Bawaslu achieves this goal is by creating activities that involve the general public, then these activities are published on Bawaslu Mandailing Natal's social media accounts so that they can be accessed by the general public.

Related to the communication strategy used by the Public Relations of Bawaslu Mandailing Natal is an easy thing to do by any organization. The variety of communication strategies can be done directly or through the media easily found, done or used anytime and anywhere, so the organization or agency must determine the right communication strategy to produce effective communication.

Bawaslu (Election Supervisory Agency) Mandailing Natal has strengthened its communication strategy to achieve the goals desired by Bawaslu itself. The success of the communication strategy carried out by Bawaslu Mandailing Natal cannot be separated from the communication components. The communication components are *Who* (Who is the communicator, namely the Public Relations of Bawaslu Mandailing Natal), *Says What* (The message conveyed by Bawaslu Mandailing Natal is a message about the election), *In Which Channel* (what media is used is all social media, but here the media focused on Instagram), *To Whom* (who is the communicant, namely the general public, both the community and so on) *With What Effect* (the expected effect is that by conveying information through the media it is easier so that the public understands more about Bawaslu, especially regarding information on the 2024 election regulations).

As the results of interviews and observations conducted by the author according to the Coordinator of Prevention, Participation and Public Relations of Bawaslu Mandailing Natal, namely Mr. Bambang Saswanda SIKom according to the results of the researcher's interview on Monday, July 30, 2024, there are four communication strategies conveyed by the Bawaslu Mandailing Natal public relations, namely:

" The communication strategy used by Bawaslu Mandailing Natal is to encourage the distribution of information on Bawaslu Mandailing Natal's social media, encouraging the official Bawaslu Instagram social media account. In addition, the next Bawaslu Mandailing Natal public relations communication strategy is to increase content in the form of Bawaslu activities and posts regarding election regulations " (Source: Bambang, 2024).

From the explanation above, it can be concluded that the communication strategy of Bawaslu Mandailing Natal's public relations in managing Instagram media in the 2024 election is to always convey information by providing true information to the public by encouraging the distribution of information on Bawaslu Mandailing Natal's social media and increasing content in the form of Bawaslu activities and posts regarding election regulations. Bawaslu Mandailing Natal's Public Relations uses social media as a communication strategy in conveying information about the election. Bawaslu Mandailing Natal uses all social media as a practical tool to convey messages. One of the social media used by Bawaslu Mandailing Natal is Instagram. The delivery of information about the election carried out by Bawaslu Mandailing Natal through the Bawaslu Instagram account was carried out from October 2023 to now in 2024.

The success of the Bawaslu Mandailing Natal public relations communication strategy cannot be separated from the obstacles experienced in conveying information. In its duties as a public relations officer, Bawaslu must establish close relationships with other agencies. The success of Bawaslu Mandailing Natal is not necessarily fully achieved where there are still many obstacles found. As according to the Coordinator of Prevention, Participation and Public Relations of Bawaslu Mandailing Natal, Mr. Bambang Saswanda SIKom according to the results of the researcher's interview on Monday, July 30, 2024:

1. Limited Human Resources (HR) where it can be seen that the staff's ability to create creative content is still lacking.
2. The next obstacle is the constraints on infrastructure experienced by Bawaslu, making it very difficult to create creative content.

From the two points above, the Bawaslu Mandailing Natal public relations still experiences several obstacles in managing its Instagram media. The Bawaslu Mandailing Natal public relations has its own way to overcome the obstacles experienced, namely by utilizing the facilities and infrastructure owned by the Bawaslu Mandailing Natal public relations, although the facilities and infrastructure are still lacking, the public relations staff continues to strive to create or create creative content using simple tools.

4. Conclusion

Based on the results of the research and discussion above, the communication strategy conveyed by the Bawaslu Mandailing Natal public relations is to always convey information by providing true information to the public through interesting content created and published by the Bawaslu Mandailing Natal public relations on its social media accounts. Through posts on the Instagram social media account @bawaslu_madina, information about the election has been conveyed from October 2023 to the present. There are several obstacles experienced by the Bawaslu Mandailing Natal public relations in managing Instagram media, one of which is the limited facilities and infrastructure and Human Resources (HR) where it can be seen that the staff's ability to create creative content is still lacking. However, this obstacle did not make the public relations staff give up on creating their creative content. Even with these obstacles, the public relations staff are more enthusiastic about creating interesting content so that the information conveyed by the public relations is easily accessible to the public.

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