

The Strategic Planning of Cyber Public Relations at Faith-Based Organization

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ABSTRACT

This paper examines the critical interpretation of strategic planning of cyber public relations in a faith-based organization. Specifically, this paper aims to elaborate on how the administrators of the Central Board of Muhammadiyah conduct their relationship with the public through their official social media, Lensamu, which consists of Instagram, Facebook, YouTube, and Twitter accounts. This study uses the descriptive qualitative analysis method with Luttrell's theory as the framework of analysis. Data collection was operationalized through interview, observation, and documentation. Luttrell's strategic planning of social media consists of sharing, optimizing, managing, and engaging. The result shows that all steps of strategic planning were carried out by Lensamu. Sharing and optimizing are optimally executed. Meanwhile, managing and engaging still need to be developed. Theoretically, this study contributes to a cyber public relations scheme of faith-based organizations. Besides, this study provides a significant lesson learned for social media administrators, especially those working in the faith-based area.

Keyword: Strategic Planning, Cyber Public Relations, Luttrell's Theory, Social Media

ABSTRAK

Penelitian ini diproyeksikan untuk mengkaji penerapan teori Luttrell pada akun Instagram resmi PP Muhammadiyah yaitu Lensamu sebagai salah satu media yang digunakan untuk memperluas kegiatan dakwahnya. Fokus dalam penelitian ini membahas tentang strategi pengelolaan media sosial melalui tahap menyebarkan (share), optimalisasi (optimize), mengelola (manage), dan melibatkan (engage). Menambah fenomena dari kajian Luttrell, bagaimana jika strategi tersebut diimplementasikan pada akun Instagram milik organisasi Islam terbesar di Indonesia. Metode yang digunakan untuk menjawab masalah yang sudah dirumuskan adalah metode deskriptif kualitatif dengan teknik pengumpulan data wawancara mendalam, observasi, dan dokumentasi. Setelah itu, penelitian ini akan membandingkan apakah strategi Luttrell cocok digunakan pada akun Instagram Lensamu. Sehingga penelitian akan mengidentifikasi strategi mana saja yang mempengaruhi proses komunikasi antara PP Muhammadiyah dan audiensnya melalui media sosial sebagai cyber public relations.

Kata Kunci: Strategi Perencanaan, Cyber Publik Relasi, Teori Luttrell, Media Sosial

INTRODUCTION

Internet technology has been used in various fields, including politics, religion, economics, education, and society. The internet is very closely related to the development of information and communication technology which is utilized to improve the services of government institutions and social organizations. Muhammadiyah as an Islamic da'wah movement needs media to disseminate thoughts, ideas, work, and social services. On the other hand, the public can access freely when they need information and social and religious services from Muhammadiyah.

Muhammadiyah has the spirit of Progressive Islam which is important to be socialized continuously with the public. Progressive Islam is a kind of brand that reflects

moderate, innovative, and up-to-date Islamic thoughts and practices. Progressive Islam socialization activities are carried out through organizational public relations or public relations (PR). Muhammadiyah has been active for more than a century. Muhammadiyah's charitable efforts and work in various fields have been recognized and benefited the wider community. It is time for Muhammadiyah in the information revolution era to increase its broadcast in all its achievements through the practice of cyber public relations (CPR) using social media.

Social media is a significant PR tool for organizations as it provides multiple platforms for communicating with the public and can enhance their online presence. Social media provides the perfect environment to achieve PR goals, such as disseminating information, interacting with the public using a two-way communication

approach, being able to be present online, and building relationships with various publics (Bashir & Aldaihani, 2017). Social media should be at the heart of PR activities because social media can enhance an organization's relationship with the public (Allagui & Breslow, 2016).

This is done because public relations activities in publishing information using conventional mass media such as television, radio, and print newspapers to communicate with the public are considered ineffective. After all, the pattern of communication that occurs tends to be one way, namely from the company to the public, and not vice versa. PR practitioners are required to keep abreast of technological developments and take advantage of new media. PR practitioners who use new media are called E-PR, PR Online, or Cyber Public Relations. Cyber PR is a work strategy of academics and Public Relations practitioners in using Internet media as a means of publication.

It is important to note, that in some literature it is also shown that social media and PR are in a mutually beneficial condition of reciprocity. This refers to the deeply held belief that social media and PR work in two ways. First, to build relationships, as well as to promote interaction between members of the target audience and companies or organizations. Second, being able to connect among audience members as a PR target (Allagui & Breslow, 2016)

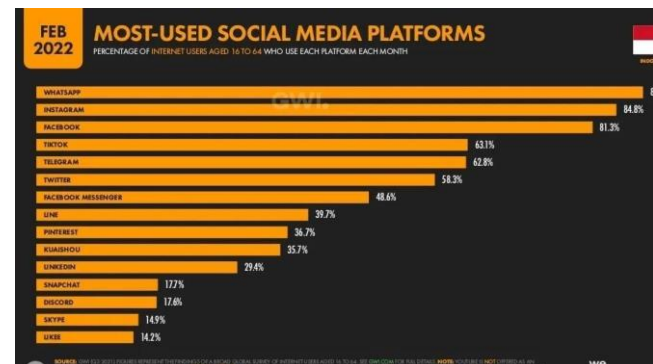
education, using information technology seems to be a necessity. Education in a broad dimension, in this case concerning the dimension of religious propagation or da'wah, must have the courage to provide answers when it encounters the development of information technology. One answer that can be given is to take advantage of digital-based information technology.

It is hoped that PR through social media can build a positive image of an organization because of its ability to reach a broad public, store data for reuse, and carry out multi-directional symmetrical communication. Muhammadiyah as the largest Islamic movement has done a lot for the progress and welfare of society. Muhammadiyah fosters minds through charitable educational endeavors, promotes health by establishing a PKU (General Misery Helper) Hospital, aids the poor and orphans, handles disasters, and so on. The image of Muhammadiyah is a moderate Islamic movement, contributing greatly to civilization, and offering Progressive Islam, both in terms of religious thought and practice. Therefore, PR Muhammadiyah needs to be more aware of the big role of social media in the PR process so that this image can improve.

Muhammadiyah has long used social media to reach a wider public. This section will focus on the four official social media accounts managed by PP Muhammadiyah. The four accounts are Twitter, Instagram, YouTube, and Facebook.

Instagram has the maximum impact on defining social

influence compared to other Twitter and Facebook factors. The total engagement garnered by Instagram posts is more impactful compared to Twitter. this can be seen from the data published by the following Hootsuite:



Picture 1. Most Used Social Media Platforms

This research will focus on the use of Instagram social media by Muhammadiyah, namely Lensamu. Of the various social media owned by Muhammadiyah, currently, one of the social media that is being actively managed is Instagram social media.

Researchers focused on research using the concept of Regina Luttrell in her book, social media how to engage, share, and connect. This study aims to find out whether the Muhammadiyah Instagram account Lensamu has functioned as CPR in building Muhammadiyah's image. Apart from that, the researcher is also interested in discussing the strategic planning used by PP Muhammadiyah's official Instagram account in building its image with the public.

LITERATURE REVIEW

In an article, it is necessary to support the result of previous articles relating to this writing, including the writing (Hajati et al., 2018) entitled "Social Media Activity Management of Instagram Account @Indonesiabaik.Id". The result of the paper shows that in the management of Instagram @ indonesiabaik.id account at the share stage ran to Inpres no. 9 of 2015 Ministry of Communications in absorbing public aspirations. But @ indonesiabaik.id not yet optimal in building public trust. At the optimization stage of monitoring conducted to find out what is in the public by talking about @ indonesiabaik.id done a manual that mentions checks and hashtags. In the management phase, indonesiabaik.id has done some things such as monitoring media, responding to quick comments, and interacting in real-time. But in this stage @ indonesiabaik.id not using social media tools mention the last stage is engage, in this stage @ indonesiabaik.id not have an influencer, then indonesiabaik.id also reach its audiences using quiz. Grabbed his audience to the admin Instagram account and actively replied to his comments to make his comments active.

Furthermore, in the article (Pakpahan & Djuwita, 2019)

entitled “The Use Circular Model Of Some By Instagram @Trademark_Bdg (Qualitative Description Study Usage Of Social Media Instagram @trademark_bdg)”. The results showed that in the share stage, Trademark will share information about the event to be held, with predetermined content. content that has been predetermined. In the optimization stage, Trademark took part in finding out and listening to public opinion through social media using the #supportlocal hashtag. In the management stage, the Trademark provides a quick response to opinions from the public as one of the Trademark's efforts to get a response from the public. Trademark's efforts to get a positive response from the public. In the engage stage, Trademark invites the public by approaching through social media, Trademark uses a polite and not pushy invitation. invitation that is polite and not pushy. In this study, it is concluded that at the sharing stage, Trademark has understood that it is important to determine the content that will be shared. has understood that it is important to determine the content that will be posted every day and Trademark also understands that it is important to build trust from the public. also understands that it is important to build trust from the public. At the optimization stage, Trademark has tried to listen and learn what the public is talking about well, as well as well, as well as efforts to participate in a conversation. The manage stage carried out by Trademark has done quite well, at the engage stage, Trademark has understood that it is important to find out the ins and outs of the target audience and how to reach the target audience.

In writing (Qadri, 2023) entitled “Analysis of Instagram Management in Information Dissemination Using The Circular Model SOME Theory”. The result of this article is Instagram management carried out by UTS Instagram has not been maximized, because; Share has been fulfilled, by choosing the Instagram platform to communicate with its communication targets; Optimize cannot be fulfilled, judging from the perception of followers who said that accessing the information on UTS Instagram did not get a clear answer, the absence of important things done by UTS Instagram in the form of taking a part in communication in line with documentation data; Documentation data has proven that 3 important things in the Manage stage have been done; Engage has been done. Engage has been fulfilled by UTS Instagram in managing its social media and this is in line with the perceptions of followers and the documentation data that researchers have obtained.

Cyber public relations are a Public Relations activity that uses online digital media to manage and enhance the reputation and understanding of an organization. In the Public Relations 4.0 era, the online platforms used are quite diverse, ranging from websites, YouTube channels, and social media (eg Facebook, Twitter, Instagram) to podcasts. Content on online platforms is also considered to be more interactive and diverse, featuring audio, visuals, or both (Imam Sumarlan, 2022).

Luttrell defines social media as activities or practices and behaviors among communities of people who come together online to share information, knowledge, and opinions using conversational media. Conversational media here is a web-based media that makes it possible to create and easily send content in the form of words, images, video, and audio (Regina Luttrell, 2015).

There are 6 PR principles namely, (1) social media must serve the interests of all stakeholders/public, not just the interests of the organization. (2) Genuine social media communication should be based on dialogic engagement rather than false engagement or message acceptance. (3) Social media communities consist of self-selected networks. CPR with social media should function more broadly, not just to send messages to anyone. (4) The social media space is as much a cultural place as a community. Most organizations cannot group large public on social media. (5) The architecture of social media is not the same as other media. PR and communications experts need to learn about the unique features of social media and the internet rather than assuming the various platforms are all the same (Kent & Saffer, 2014). (6) Social media can be a relationship-building tool rather than a market (profit). (Regina Luttrell, 2015)

The Circular Model of Some is a model created by Regina Luttrell to make it easier for social media practitioners to plan communications on social media. I would like to introduce such a model for social media planning: the Circular Model for Social Communication—Share, Optimize, Manage, Engage where Luttrell introduces a model for social media planning, namely the SoMe circular model for social communication which consists of sharing, optimizing, managing, and engaging (Regina Luttrell, 2015).

There are four aspects to this model, all four of which have strengths, but together they allow for a solid strategy. When a company/agency shares something, it can also manage (engage) and even optimize (optimize) its message simultaneously. The following is an explanation of the Circular model of Some according to Regina Luttrell in her book social media: Share: Where Are My Viewers? What type of network do they use? Where should we share content? Social media practitioners need to understand how and where their consumers are.

METHOD

In this study, researchers used a qualitative descriptive method. Qualitative descriptive research is generally carried out to systematically describe the facts and characteristics of the subjects and objects studied. The object of this research is the PP Muhammadiyah Instagram account Lensamu, while the research subject is the coordinator and social media admin of PP Muhammadiyah.

The sampling technique used by researchers is a purposive sampling technique, which is a sampling technique for data sources with certain considerations, for example, the person is considered to know best about what we expect, or maybe he is the object/social situation being studied. Based on the purposive sampling technique, the researcher determines the research subjects based on special considerations adapted to the research context and research focus being studied. The research subject is the coordinator and admin of Lensamu

Data collection techniques used by researchers are interviews with predetermined sources, direct observation at the Lensamu office, and documentation where researchers collect documents from books, theses, journals, and articles related to public relations and social media.

Data analysis is done by organizing the data, breaking it down into units, synthesizing it, compiling it into patterns, choosing which ones are important and which ones will be studied, and making conclusions that can be told to others. Data analysis carried out by researchers was data reduction, data presentation, and data verification.

One of the most important and easy ways to test the validity of research results is to do triangulation (Sugiyono, 2021). The technical implementation of this legitimacy testing step can utilize researchers, sources, methods, and theories. In this study, researchers will use a type of triangulation method, namely interviews, observation, and documentation.

To measure whether the official social media managed by PP Muhammadiyah has functioned as CPR in building its image, the researcher uses the theory put forward by Kent & Li. Meanwhile, to observe the strategic planning used by PP Muhammadiyah's official Instagram account, researchers used a theory known as The Circular Model of Some, a model created by Regina Luttrell to make it easier for social media practitioners to plan communications on social media. I would like to introduce such a model for social media planning: the Circular Model for Social Communication—Share, Optimize, Manage, Engage. The communication model is not yet widely accepted but the above communication model is based on Grunig's symmetrical two-way communication model.

RESULT AND DISCUSSION

Principles of Public Relations (Features of social media in public relations). To answer the formulation of the problem regarding PP Muhammadiyah's official social media that has functioned as CPR in building its image, there are at least six principles that become PR references, this was stated by Kent & Li, 2020. PR activities carried out by the Instagram account Lensamu follow six principles these are as follows; (1) social media must serve the interests of all stakeholders/public, not just the

interests of the organization. If you look at the content contained in Muhammadiyah's social media accounts, this principle is not difficult for Muhammadiyah to fulfill. Muhammadiyah has gone beyond its interests with real charitable efforts and social humanitarian actions. The assemblies and institutions in Muhammadiyah, starting from the central level to the branches, really touch the needs of the public at large. There is a Community Empowerment Council that does real work to advocate and empower vulnerable groups, such as women, non-formal workers (rickshaw drivers, farmers, fishermen, laborers), and people with disabilities. The Amil Zakat Infaq and Sadaqah Institute (Lazismu) and the Disaster Management Agency (LPB) are other examples that serve the public as a social responsibility. One of the PR strategies is social responsibility. Muhammadiyah, in this case, no doubt. From the results of interviews with the manager of the Instagram account Lensamu, one of the interesting sides of media is the content of the media. The tendency for audiences or audiences to provide themselves with exposure or even actively search for the content they want is if the content is interesting. Muhammadiyah's official account Lensamu contains various activities of Persyarikatan Muhammadiyah, including actual issues, as a manifestation of a critical attitude but has a strong doctrinal basis. In this case, the doctrinal source referred to is the decision of the Tarjih Council. (2) Genuine social media communication should be based on dialogic engagement rather than false engagement or message acceptance. Engagement is the process of maintaining relationships, trust, togetherness, and others. Social media must be reduced to unidirectional communication practice. PR Muhammadiyah with social media can be used to send messages during a crisis or used to build brand recognition such as strengthening the brand "Progressive Islam". Even though Lensamu is a social media, Lensamu tries to present correct information, following the facts on the ground, especially in matters relating to fiqh laws. This is done to build trust and maintain community loyalty to Muhammadiyah. (3) Social media communities consist of self-selected networks. CPR on social media should function more broadly, not just to send messages to anyone. This third principle emphasizes the importance of sending messages to account owners with certain stakeholders. We know that social media users consist of various ages, professions, educational levels, social statuses, and economies. The message content for millennials is of course different from baby boomers (born 1960-1980). Likewise, there are da'wah segments from officials, celebrities, and the rich. From the results of the interview, Lensamu wanted to present a fun and light image even though the content was about religious studies. For example, when you want to raise the topic of prohibiting gambling, the Lensamu account will package the content through an infographic design that adjusts the concept you like. The representation of the content on Lensamu comes from the trustworthy PP Muhammadiyah, or you could say the audience will immediately believe it when

they see the content. If the design uses too many concepts that show the millennial side such as the use of elements in the form of animation, it is feared that many will question whether this Lensamu account is the official account of PP Muhammadiyah or not. Therefore, Lensamu created a fresh design that still contains wise elements to make it look simple and elegant so that it can be accepted by all circles. (4) The social media space is as much a cultural place as a community. Most organizations cannot group large public on social media. Muhammadiyah can only do so much adaptation with the audience when communication can reach all stakeholders at once: across genders, ages, supporters, detractors, and others. Given this. The Lensamu account management team understands this, because based on interviews conducted with the Lensamu admin, they said, "One of the interesting sides of media is the content of the media. The tendency for audiences or audiences to provide themselves with exposure or even actively search for the content they want is if the content is interesting. The main target of the Lensamu account is the Muhammadiyah community, but it is hoped that it can reach a wider community. The scope of content on the Lensamu account includes religion, education, Islamic organizations, figures, institutional assemblies, Al-Quran hadith quotes, figure quotes, history, and Muhammadiyah ideologies. As a da'wah account, the logic taken by the manager is the orientation of the dissemination of messages that educate or broaden knowledge. In the context of this Lensamu account, of course, it is related and continuous with the Islamic-Kemuhammadiyah perspective. (5) The architecture of social media is not the same as other media (Kent & Saffer, 2014). PR and communications experts need to learn about the unique features of social media and the internet rather than assuming the various platforms are all the same. The CPR Muhammadiyah team needs to use social media according to the character of each of these social media, be it Twitter, Instagram, YouTube, or Facebook. In accordance with what was stated by the PP Muhammadiyah social media account manager when interviewed, the management of each social media is the same, one of which is that there must be content posted every day from each of these social media even though the content is different according to the characteristics of the social media users. used by PP Muhammadiyah both Twitter, Instagram, YouTube, and Facebook. If YouTube posts full video content, Instagram will post a teaser video. Likewise, for Twitter and Facebook, the uploaded content is a mirroring of Instagram and the Muhammadiyah website. (6) Social media can be a relationship-building tool rather than a market (profit). Social media can help organizations build relationships with their target public (Wang et al., 2021). Through social media, one of which is Instagram, Muhammadiyah builds relationships with Muhammadiyah organizations/institutions (charities), for example, Lazismu, MDMC, Muallimin, and so on. The long-term goal of establishing this Lensamu account is because of the desire for people to have a sense of loyalty to Muhammadiyah through Lensamu, even though not all

tarjih products are posted and explained on the Lensamu account. The hope is that besides Muhammadiyah members, they can also benefit from these posts.

The strategy for managing the PP Muhammadiyah Instagram account Lensamu uses the circular model of some theory.

From the statement made by Luttrell, it can be concluded that the use of social media with the SoMe model for social media communication has a fundamental basis, in supporting the two-way symmetrical model of communication proposed by Grunig. The two-way communication model or the two-way symmetrical model illustrates that two-way communication has a balanced reciprocity. This model makes it easier to form public understanding because this model is considered more ethical in conveying information or messages through persuasive and non-coercive communication techniques to form support and benefit both parties.

There are four aspects to this model, all four of which have strengths, but together these aspects allow for a solid strategy to be formed. When a company/agency shares something, it can also manage (engage) and even optimize (optimize) its message simultaneously.

Share

In the "share" stage, Lensamu uses several social media channels, namely YouTube, Twitter, Facebook, and Instagram. On Instagram, the followers of this account have reached 250 thousand followers and 6002 posts. The use of social media in carrying out its activities is considered to carry out two-way communication with the public. Social media also plays a very important role as public relations or a liaison between PP Muhammadiyah, the Muhammadiyah community, agencies, and business charities within the Muhammadiyah environment. In managing its social media, Instagram has more value, namely being able to send visual content. At this stage, it can be concluded that Lensamu understands that there is two-way communication which is the basis for using social media.

Lensamu also has a background in using social media, namely, to keep up with the times and as an extension of information and dissemination of da'wah with a wider reach, besides social media Lensamu also plays a public relations role. This is the same as the opinion of Luttrell (2015: 41) who says that social media can help someone to share information and socialize with each other. The target audience for Lensamu is the Muhammadiyah community and the public, especially young people who currently use social media almost entirely. Luttrell (2015: 41-42) also said that in the sharing stage, the subject must participate in using social media, therefore, Lensamu must maximize the use of social media because the target audience is mostly social media users. The form of sharing carried out by Lensamu is by presenting valid information to the public. Lensamu provides direct

information by collecting data from Muhammadiyah websites, such as Suara Muhammadiyah, muhammadiyah.co.id, and tarjih. In addition, Lensamu also includes sources in each post as a form of effort to build public trust.

Optimize

The next stage in the Lensamu account management strategy is optimization. On Instagram Lensamu can post 3-4 posts in one day which contain infographics and videographics containing information related to Muhammadiyah activities. Lensamu also chooses the effective hours (prime time) for disseminating content. In the optimization process, 2 points must be considered, namely how Lensamu sees the conversations carried out by the public and how Lensamu is involved in the online audience's conversations. Based on the results of interviews conducted by researchers, the answer to the first point is how Lensamu finds out what the public is talking about by using the features on Instagram, namely through messages that go to direct messages (usually in the form of questions about religious laws). In addition, the manager also checks tags and mentions manually. Lensamu manually checks Instagram's features, views developments from the public every day regarding the social media it manages and checks the appropriate hashtags in each post. This is quite in accordance with Luttrell's statement (2015: 42) that in optimizing an organization must see and hear what is shared by the public using social mentions that can measure and assess the conversation addressed to the organization, but Muhammadiyah adjusts because it is an institution, so not all the problems that are currently being discussed can be posted on the official account. Luttrell (2015: 42-43) added that at the optimization stage, at the point of listening and learning what the public is talking about, a subject should use certain tools. Luttrell gave examples of good social mention tools to use, including Melthwater, Sysomos, Radian6, Linkfluence, Spiral, Klout, and Collective Intellect. The second point in the optimization stage is how Lensamu engages itself in a conversation with a topic on Instagram. At this point, Lensamu has a way of responding to something that is currently viral on social media. Lensamu was not directly involved in the conversation, but responded broadly, namely by not mentioning the object that is currently being discussed). This is due to fear of clashing opinions. Usually, content will be posted a week after it subsides. For example, when people are busy talking about food or drinks that are not yet recognized as halal and mention a brand or company, then not with Lensamu, the manager will participate in the public conversation by uploading content about the characteristics of good and halal food and drinks, without offending any object or institution. Luttrell (2015: 55) explains that when an organization has decided to get involved in social media, it should no longer be an organization but must be a human being. Because social media users also expect pure and authentic communication relationships with two-way communication so that good communication with the

public is established. At this point, Trademark has used a good method, as Luttrell explained above, with communication when the public asks questions or provides criticism and suggestions, and Trademark responds well, which is already a good way. The next step taken by Lensamu in carrying out the strategy for managing its Instagram account is to schedule activities regarding its posts in the discussion of regular meetings. This has also implemented communication planning as said by Luttrell (2015: 102) with the Yearly Schedule. The yearly schedule carried out by Lensamu is then broken down into a monthly schedule which will later be broken down into a daily schedule. The daily schedule consists of four pillars of content, namely Public Education and Information, government programs, and daily issues.

Manage

The management process in the social media activity management strategy for the Instagram account Lensamu has three important points, namely media monitoring, quick response, and real-time interaction. Based on the interview results obtained, Lensamu conducts media monitoring with weekly reports regarding insights including the development of the number of followers and Instagram posts. In the managed stage it is felt that it is not optimal because the Lensamu account manager has not used social media tools in its management. However, in carrying out media monitoring, we have not used special tools, it is still done manually, which is obtained from the Instagram Insight report. The quick response that is meant by the statement above is to reply to comments according to the time of the comment and use language that is understandable and not rigid and approaches the public. This is not in accordance with Luttrell's statement (2015: 43) which explains that a quick response will work well if at this stage a subject uses the social media dashboard. In addition, Luttrell added that companies/agencies must determine the type of conversation to engage with their audience. Regarding real-time interactions, Lensamu conducts live insta story activities on features on Instagram, and usually, these activities are carried out when there are Muhammadiyah events. Besides that, Lensamu replies to questions with fast responses and replies with neutral replies to avoid debate in the comments and direct messages. This is in accordance with Luttrell's statement (2015: 43) which states that a company must carry out interaction activities in real-time.

Engage

In the engagement process, three important points must be considered, including how Lensamu determines the Influencer brand and how to relate to the influencer brand, how Lensamu determines the target audience, and how Lensamu reaches its audience. Based on the results of interviews conducted by researchers regarding the engagement process in managing the social media activity of the Lensamu Instagram account, the following are the steps involved in the engagement process: Lensamu does not engage in relationships with

influencers in carrying out social media management activities. Because Lensamu is the official Instagram account owned by PP Muhammadiyah, the target audience for Lensamu is specifically the Muhammadiyah community, and broadly the public.

CONCLUSION

Lensamu, as the official Instagram account managed by PP Muhammadiyah, has functioned as CPR (Cyber Public Relations) in building its image. Based on the PR principles put forward by Kent & Li, Lensamu has fulfilled these principles.

And finally, in terms of building public trust, Lensamu always presents content that is factual and has clear sources. Apart from that, in terms of visual or content design, Lensamu uses colors and elements that are simple and seem wise. Lensamu also establishes good communication so that the public believes in Lensamu itself. (2) The optimization stage for Instagram Lensamu is good. Lensamu has a way of finding out what the public is talking about through direct messages. Then Lensamu' way of getting involved in a conversation is when someone asks a question or makes criticisms and suggestions that enter your Instagram account. (3) The managing stage on Instagram Lensamu is also quite good because in doing media monitoring, Lensamu uses features from Instagram in a business account as well as possible, besides that, Lensamu also does media monitoring manually. Lensamu also interacts with the public via live Instagram when Muhammadiyah is holding an event. Finally, Lensamu always tries to provide a quick response to its followers by monitoring Instagram accounts every day, as well as replying to incoming messages in the order they were entered. (4) The results obtained from the engage stage include carrying out social media activities without having an Influencer brand because Lensamu is the official account of PP Muhammadiyah, thus utilizing Muhammadiyah figures and not working with influencers. Lensamu already has a target audience, namely the Muhammadiyah community from various backgrounds, after knowing who the target audience is, Lensamu uses attractive visuals and always invites you to add captions containing persuasive sentences.

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