

THE ROLE OF THE PUBLIC RELATIONS DIVISION OF UNIVERSITAS INDONESIA MAJU IN OPTIMIZING INSTAGRAM AS A BRAND ENGAGEMENT MEDIA

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ARTICLE INFO	ABSTRACT
Diterima: 05 September 2025 Direvisi: 10 September 2025 Disetujui: 18 September 2025 Tersedia Daring: 03 September 2026 Keywords: Roles, Public Relations, Instagram, Brand Engagement	<i>Technological developments have made social media a strategic platform for educational institutions to build their image and interact with the public. Universitas Indonesia Maju, as a relatively new private university, faces the challenge of intense competition in the field of higher education, making the role of Public Relations crucial in strengthening the influence and engagement of audiences through Instagram. This study aims to analyze the role of the Public Relations Division of Universitas Indonesia Maju in optimizing Instagram as a means of brand engagement in the digital era. A literature review method was used to collect and analyze information from various sources. The method used in this study is a qualitative method. The results show that the Public Relations Division of Universitas Indonesia Maju has utilized Instagram as a broad platform for conveying the latest information and as a place for interaction between the campus and its audience. The role of public relations in operationalizing Instagram as a campus brand engagement medium has been carried out well. The relationship between the public relations division and the marketing division requires the public relations division to be able to multitask in learning fast, open, and interactive communication. In conclusion, the role of the public relations division at Universitas Indonesia has improved the campus' brand engagement media through Instagram by increasing reach to stakeholders and audiences, increasing interaction, and supporting the credibility of the campus institution.</i>
	ABSTRAK

Kata Kunci:

Peran; Public Relations; Instagram; Brand Engagement

Perkembangan teknologi yang menjadikan media sosial sebagai platform strategis bagi institusi pendidikan untuk membangun citra dan interaksi dengan publik. Universitas Indonesia Maju, sebagai perguruan tinggi swasta yang relatif baru, menghadapi tantangan persaingan ketat di bidang pendidikan tinggi, sehingga peran Public Relations menjadi krusial dalam memperkuat reputasi dan keterlibatan audiens melalui Instagram. Penelitian ini bertujuan untuk menganalisis peran Divisi Public Relations Universitas Indonesia Maju dalam mengoptimalkan media sosial Instagram sebagai sarana brand engagement di era digital. Metode kajian literatur digunakan untuk mengumpulkan dan menganalisis informasi dari berbagai sumber. Metode yang digunakan dalam penelitian adalah metode kualitatif. Hasil penelitian menunjukkan bahwa divisi public relations Universitas Indonesia Maju telah menjadikan media Instagram sebagai wadah luas dalam menyampaikan informasi ter-update serta menjadi tempat interaksi antara kampus dan audiens. Peran public relations dalam mengoperasikan Instagram sebagai media brand engagement kampus sudah terlaksana dengan baik. Keterkaitan divisi public

relations dengan divisi marketing menuntut divisi public relations untuk dapat multi-tasking dalam mempelajari komunikasi cepat, terbuka, dan interaktif. Kesimpulannya, peran divisi public relations di Universitas Indonesia telah meningkatkan media brand engagement kampus dengan media sosial Instagram dengan meningkatnya jangkauan kepada stakeholder ataupun audiens, meningkatnya interaksi, serta ke mendukung penguatan reputasi institusi kampus

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1. INTRODUCTION

Today's digital era, social media especially Instagram application has become the main platform for institutions education For build image and interaction with society Change phenomenon This caused by use digital technology society in life everyday life As a result, technology become part important but difficult separated in life society, even for A institutions education Level education such as universities that have institution college highest often using platforms like Instagram to expand range audience and increase engagement According to report from The Global Statistics website in March 2025, there were 103 million Instagram social media users in Indonesia, covering 36.3% of the total population national This data show change fundamental in method communication and interaction happened For the institution education, social media can functioning as channel communication two possible direction school For convey information, display activities, up to promote values university institutions in general more open and interesting According to (Hutter et al., 2013) the use of social media become an important strategy in build effective connectivity between universities and the community Then Instagram optimization will become the main strategy For improve engagement and strengthening university identity

The most important part from A institution or agency that is the existence of Public Relations. Public Relations is one of them function communication strategic role important in build connection between institutions and their audiences According to (Harden & Heyman, 2022) In its development, Public Relations has experience various transformation, especially since entry digital technology to in room communication public In the digital era, Public Relations does not Again only on duty convey information in a way One direction, but rather has evolve become manager relation dynamic, interactive, and data - based public technology

In implementation a brand image of course needed The role of Public Relations is to facilitate the process carried out so that reach desired goals This role of Public Relations is also used For create positive image for institutions and maintain connection Good with all over public both internal and external external (Argyris et al., 2020). Technology naturally can help institution or agency communicate with public especially at the stage digital transformation that will give birth to the role and function of Public Relations is increasingly maximum with use technology new (Harden & Heyman, 2019)

Technology new and increasingly widespread and rapid in the digital era like today will cause various product previous technology No known extensively by humans In the past before digital developed rapidly like Nowadays, Public Relations practitioners rely on newspapers, radio, and television However, since presence internet technology, field Public Relations work is transforming become digital Public Relations. The development of Public Relations, both as knowledge and profession No Can let go from development technology communication Influence technology communication towards Public Relations can only shaped as a Public Relations media or make A Public Relations activities have perspective new, so that bring up term Cyber Public Relations Activities use of internet media such as websites, social media, and others for the purpose of For reach public more wide and make the internet a delivery medium information For increase image called as Cyber Public Relations (Fissi et al., 2022). Development communication in the digital era demands Public Relations practitioners to be able to adapt with utilizing new media For weave communication as well as reach all over the audience with a simple, fast, and effective way This also opens up opportunity new for Public Relations practitioners for gather information, convey messages, and monitor opinion public to related issues with utilization of new media

Public Relations itself own a vital role in create involvement with audience Through various role his like advisor expert, liaison communication and support in solution Public Relations issues play a very important role in create and maintain good relationship with audience Public Relations is also responsible answer on communication strategy such as media relations, digital marketing, and Corporate Social Responsibility (CSR). There are a number of role the importance of Public Relations in this digital era For build strong engagement with public that is including : (1) Herding Opinion, (2) Managing Account Social, (3) Managing Consumers, (4) Creating Publication Strategies, and (5) Maintaining Online Reputation (Fang et al., 2023).

current era of digitalization of Public Relations become the most important icon that plays a role as a communication mediator or connecting media message Revolution Communication digital- based makes the role of public relations becomes very important moment this New media or digital media that is often used by the community that is one of them is Instagram. Instagram is a social media platform that has Power pull tall Because focuses on visual strengths such as easy photos and videos interesting attention public In the context of communication marketing and connection society, Instagram has develop become means important for organizations and institutions education For build image as well as strengthen involvement audience According to research by Lestari & Kurniawan (Putra & Kurniasari, 2022) in Journal Communication and Digital Media, visual content on Instagram has influence big to perception public Good That brand or institutions Because the elements aesthetics and consistency visual identity capable create proximity emotional with audience In addition, research by Putri & Hartono (2023) shows that use Instagram features such as stories, reels, and live streaming can increase interaction two direction between organizations and the public, which become indicator important from brand engagement level

The concept of brand engagement itself refers to the extent to which the audience involved in a way active and emotional with something brand, good through interaction, participation, and perception positive formed to brand. In the research Pratiwi & Setiawan (Gupta et al., 2021) entitled "Instagram Social Media Strategy in Enhance Brand Engagement in the Education Industry" explained that brand engagement includes three dimensions main, namely cognitive (understanding public to identity brand), affective (attachment emotional public), and behavior (participation active like like, comment, and share content). Third dimensions This can optimized through an interesting, interactive and consistent communication strategy on social media.

In the context of the institution's brand image education like the University of Indonesia Maju, the use of Instagram is not only functioning as a publication medium information academic, but also becoming means For introduce values, achievements, and atmosphere campus to public in a way more close. Research by Rahmawati & Nugroho (Hosseini et al., 2022) in Journal Management Digital Communications says that promotion through social media based visual interaction is capable increase trust public (brand trust) and expand range candidate student potential. Through the right content marketing strategy, university Public Relations can build connection term long with its audience, where consistent engagement will strengthen loyalty public to university image.

Based on the latest data released by the Higher Education Database (PDDikti) in 2025, there were a total of 2,813 Private Higher Education Institutions (PTS) in Indonesia which covered 63.7% of the total population national. Total amount of data in the year this and the year previously also considered significant. This is make every Private College more Lots compete For show existence himself with do promotional and marketing strategy analysis than State Universities (PTN). So with That the role of public relations is very much needed For building a brand image that will for sale to audience. According to the Central Statistics Agency website DKI Jakarta Province total college tall Under the Ministry of Research, Technology and Private Higher Education (Kemenristekdikti) on February 19, 2025, there were a total of 77 higher education universities private sector in the South Jakarta area, one of which is that is including the University of Indonesia Maju. Reported from the official website PDDikti there is decline student new in 2023, totaling 3,126 students to 3,094 students in 2024. The decline number of student data This naturally own various factors. External factors,

like increasing competition between Private Universities and changes in interest candidate student towards the study program certain, or internal factors such as promotional strategies less campus interesting on social media (Parhusip & Fauzi, 2025).

In its history, the University of Indonesia Maju is institution education tall private institutions. First established with Name Advanced Indonesian Health Sciences College (STIKIM). Then in the year next foundation Then establish College of Science Advanced Indonesian Communications (STIKOM). Then in 2022, STIKIM and STIKOM officially became as a university, namely the University of Advanced Indonesia. Three year previously the University of Indonesia Maju did not has a complete and structured public relations division. In 2025, the public relations division of Universitas Indonesia Maju will

begin formed For create, maintain, and improve image good of course For maintain and introduce existence from the university (Rodriguez, 2017). This is strengthen writer in took the University of Indonesia Maju in the field of public relations division as object research This research become important Because the existence of the public relations division in the digital era holds role central in optimizing social media, especially Instagram. In addition, not yet Lots research that discusses How the role of public relations in new universities such as the University of Indonesia Advanced in utilizing digital media to maintain existence campus

According to Nurlisah and Fauzi (Saktisyahputra, 2019) the digital era has change paradigm public relations communication drastically, where public relations practitioners are now sued For capable utilizing digital media as means main in weave communication with public This is means public relations in the environment campus such as the University of Advanced Indonesia needs adapt its role to be more active managing digital platforms, including Instagram, not just as an information medium, but also a relationship medium Utilization of Instagram by institutions education own potential big in strengthen image and engagement public Lestari and Kurniawan (2024) in Journal Communication and Digital Media stated that visual content on Instagram is influential significant to perception public to brand something institutions, because visual power capable create proximity emotional with audience (Alyaa Nazala Awwalia & Aning Sofyan, 2023).

Instagram is a popular social media platform used as cyber public relations tools With its attractive appearance, user friendly, and popularity among public make application This become choice right public relations for do activity university promotion However, based on observation, the Instagram activity of Universitas Indonesia Maju is still limited to uploads informative One direction like announcement activity academic, too focus on promotion registration, quality design that is still monotonous, and lack of content interaction with audience Putri and Hartono (2023) explain that on the Instagram application the use feature interactive such as stories, reels, and live streaming can increase interaction two direction between organizations and audiences which has implications for increasing proximity emotional as well as loyalty to brand (Ubaidah et al., 2021).

Brand is A given name For show something identity that has function For differentiate them with competitors Brand engagement according to (Andhika Putra Riyadi & Genep Sukendro, 2024) is a process of formation connection emotional and rational between a audience with the brand. In increasing brand engagement it is important For understand behavior and preferences audience In case study This is the University of Indonesia which is more advanced optimize brand engagement media formation through Instagram. With reason Instagram application has level more interaction tall and popular among public especially group students and prospective students students in Indonesia. Instagram is a medium for relevant branding Because give impression more credible and formal, in line with the image formed by education at the University of Advanced Indonesia Alone

University of Indonesia Maju as a university that is currently building brand image for known as an excellent private university through Instagram application as a strategic communication media For build image and relationship with public We also see that Lots students and society look for information about campus through social media compared to brochure or the official website In addition (Kharisma & Kurniawan, 2018), Instagram has high visual power of course capable convey message informative with a better way interesting, interactive, and easy accessible to generations young This research also provides contribution real in understand the role of the public relations division can optimized For support college branding high, especially in face competition between private universities which are increasingly tight With reason This writer want to know How the role of the public relations division at the University of Indonesia Maju in optimize Instagram to be able to creating strong brand engagement between the university and its audience

2. METHOD

Types of research This use approach qualitative approach qualitative viewed relevant Because allows researchers examine in a way more deep about the role of public relations in Optimizing Instagram for brand engagement. According to research (Kusumasari et al., 2025) qualitative is a research process For understand phenomenon man or social with create comprehensive and complex picture that can be served with words and reporting view detailed information obtained from source informant

Use qualitative in study this is very appropriate For done in a way deep For know the role of the public relations division, especially at the University of Indonesia Maju in optimize Instagrams as a brand media engagement. Approach This allows researchers For understand in a way comprehensive aspects that underlie the Instagram social media process as form increasing campus brand engagement media

Research location is place Where he did something study For obtain the required data either primary data or secondary data As for the research This was conducted at the research location of the University of Indonesia Maju, located at JL. Harapan No. 50, Lenteng Agung, South Jakarta, DKI Jakarta and the location of UMKM-UIMA. This research conducted on January 14 to January 22, 2026 (Paniagua et al., 2015).

Subject study defined as whoever is involved in study based on interaction with researchers about connection individual the with topic research (Darmansyah & Asril, 2024). Subject study determined in accordance with desired goals achieved, so that participants study is a group individual can give information best For answer question study so that researchers can increase understanding about current phenomenon studied Subject in study This is the University of Indonesia Advanced in Public Relations Division. Where the informants were studied is a staff member of the public relations division at the University of Indonesia Maju.

Data collection is a systematic process For collect and record appropriate information with objective research In the context of research, data collection works For get valid and reliable information reliable, which will later will analyzed use answer questions asked (Cismaru et al., 2018). In the study This technique data collection with

use guidelines interviews and documentation conducted in a way face advance in a way directly at the University of Indonesia Maju.

Observation or observation is something data collection carried out with method observe and record in a way systematic every symptoms that will investigated Observation done For get description real from something incident For answer every question research In the context of study this, researcher do observation to activity activity through digital platforms, especially on websites and social media The aim is to get detailed understanding of structure, processes, roles and strategies of the public relations division in increase media brand engagement. And submit question in a way direct to members who are in the public relations division of the University of Indonesia Maju regarding description from the strategic side that has been done, then observing audience engagement especially on social media Instagram (Aryee & Hansen, 2022).

Interview is method or techniques used in gather A information with submit a series or a number of questions and answers in a way Oral In research, informants and researchers do the session answer in a way deep For know task the role of the University of Advanced Indonesia in increase brand engagement on Instagram. After getting informant Type the interview that will be done researchers is semi- structured interviews with use questions that have been arranged previously by researchers as instrument research, then question will Keep going develop along with situations and conditions moment interview Interview session This done by three source person that is from public relations head, staff digital communications and content, as well as internal communications and events. Results of the conversation during interview recorded use tool recorder and written digitally by researchers as material study (Putra & Kurniasari, 2022).

Documentation is part from method qualitative data collection with see or analyze documents created by the subject In research this, documentation obtained through various source written like books, articles scientific in journals, as well as previous research that has relevance with topic study (Rachmawati & Afifi, 2022).

Primary data is type of data obtained in a way direct from source First without through intermediary In research In this case, primary data was obtained through interview in-depth, observation, and observation direct to Public Relations Division activities on the Universitas Indonesia Maju Instagram account. Interview process done with stages interview in a way face advance For dig information more in - depth interview done using the list of questions that have been prepared compiled by researchers, adapted with role informant in campus Instagram social media management Informant main in study This is Head of Public Relations of the University

Indonesia Maju as a key informant who understands in a way direct optimization strategy social media for building campus brand engagement As well as informants addition others who added key informant perspective regarding Instagram social media as a campus brand engagement medium (Tong & Chan, 2020).

Observation direct done to the official Instagram account of the University of Indonesia Maju for evaluate practice management content, use Instagram features (Stories, Reels, Carousel), frequency uploads, interactions with audience, as well as

engagement that is formed Observation This provide empirical data that strengthens results interview (Page & Parnell, 2017). Data analysis techniques in study This using analysis models Miles and Huberman's interactive model emphasizes that the analysis process done in a way Keep going continuously since beginning study until all data collected This process covering three stages main, namely data reduction, data presentation, and data extraction conclusion.

4. RESULTS AND DISCUSSION

Advanced University of Indonesia is college tall private sector which is official attain university status in 2022. College private This committed For give quality, empowering education competitive, and Ready contribute for society and the world of work Universitas Indonesia Maju is also supported by skilled workers professional educators, relevant curriculum, and continuous facilities developed For support activity learning, research, and community service to public

Since official stand to become an Advanced Indonesian University through letter decision Ministry of Education and Culture In 2022, the University of Indonesia Maju (UI) underwent a development process as campus new with committed For ensure education academic as well as quality facilities and have vision For capable compete globally through development community The University of Indonesia which was previously only present two faculty, now has develop become six faculty Improvement faculty major This is step strategic For expand field science as well as fulfillment standard accreditation education tall

Over time, the University of Indonesia Maju has do observation observation For do technique introduction campus For more upgraded and updated one of them with method optimizing social media, especially Instagram And with build structure organization management especially in the internal part of the public relations division and distribution job description nya This is done with realize that the public relations division has a very important role in build reputation institutions campus With formation structure organization management in the internal part of the public relations division required structured and strategic public relations management to create image positive, strengthening communication with public both internal and external external, as well as increase trust public towards the university.

Research result

The Role of the Public Relations Division of the University of Indonesia Maju in Optimizing Instagram as a Brand Engagement Medium

Background Establishment of the Public Relations Division of the University of Indonesia Maju

Public Relations is management from various connection between something institutions institution with public Public Relations is illustration about activity practice in managing and working with strengthening and repairing connection said Product or results from this public relations activity often called as a brand image. Image in general

simple is description from society and institutions to something institutions something organization That alone In case This development rapid technology make the development of internet media continues experience progress follow development technology The existence of social media give method communicate the new, with all activity can done only with using social media In this case this, usually college tall need form (Nugraha & Virginiya, 2023).

public relations plays a role important in manage and build reputation college tall through various practice or public relations strategy that will done

The establishment of a public relations division at the University of Indonesia Maju was formed For create and introduce difference between the public relations division and the marketing division. This is caused by Because Still Lots people who know that role the duties of the public relations division and the marketing division the same Meanwhile, the University of Indonesia Maju itself want to creating a campus image with creating good value for the public relations division of the University of Indonesia Maju For internal campus interests such as the marketing division can own mark high reputation Namely the role of public relations has ability in support market education with make public know product and name institutions from campus This is of course it is very important success effort the role of public relations in introduce Name institutions campus Based on interviews conducted researchers with key informant Ahmed Kurniawan and the information obtained (January 14, 2026)

" With the establishment of the campus public relations division can support the marketing division. And build good public relations reputation, then later side external his can own good results and the internal side can also perform well Good "

The establishment of the public relations division of the University of Indonesia Maju since beginning own objective create harmonious relationship with party external both internal and external. Role strategy This show commitment and ambition of the public relations division in build good brand image reputation for campus Tegar Saputra, as Informant I added statement the based on information obtained (January 14, 2026)

" atar behind the establishment of this public relations division For communicating and bridging activities on campus to public Then tighten connection between the academic community on campus "

Interview results with key informants and informants supporters show that background behind The establishment of the public relations division at the University of Indonesia Maju was driven by factors motivation For create good reputation for campus Tegar Saputra as staff digital communications and content, believes with the existence of this public relations division besides Can create reputation campus through role optimization use social media can form harmonious relationship with party external and academic community Statement This supported by Ahmed Kurnia as Head of the Public Relations Division of the University of Indonesia Maju, that effort form perfect success in a division supported by a good image from public and also internal.

The Role of the Public Relations Division of the University of Indonesia Maju

Public Relations in motion in two field namely internal and external as well as as means in connect institutions with society In management his, public relations works For support activity management in create image positive through mutual communication profitable between second parties, namely institutions and society Through a number of strategic planning and evaluation, public relations at Universitas Indonesia Maju can play a role in build trust as well as guard harmonious relationship with public use support achievement vision mission institution One of the implementation model concept the role used in the public relations division of the University of Indonesia Maju, namely SOME theory (Share, Optimize, Manage, Engage). Statement This said by Tegar Saputra as staff Digital Communication and Content of the University of Indonesia Maju (January 14, 2026)

“Our division is currently operate role said, marked with us trying build in a way slowly expansion to existing stakeholders outside, and establish good relationship with internal” (Larisu et al., 2023).

In theory implementation of 4 roles The main public relations according to Ruslan and Roosita, the public relations division at the University of Indonesia Maju makes 4 theories the as objective main For can creating a positive brand image on social media The public relations division gradually with carry out expansion strategies to external stakeholders For expanding positive brand image campus to audience Statement This confirmed by Tegar Saputra as staff Digital Communication and Content of the University of Indonesia Maju (January 14, 2026)

“ The theory currently become objective We For operate as well as build in a way slowly in forming the campus brand image ”

Whereas in implementation draft theory on social media Instagram for forming brand engagement media for the public relations division of the University of Indonesia Maju operate draft theory called SOME (Share, Optimize, Manage, Engage). This is in accordance with statement Tegar Saputra as Digital Communication and Content Staff at the University of Indonesia Maju (January 14, 2026)

"The SOME (Share, Optimize, Manage, Engage) theory in public relations is Already run For points first, share it Already implemented, when We post something our PR team immediately shared the post That to relevant stakeholders so that range his more wide For points second, optimize, we try optimize content with adapt attractive visual design and captions For points third, manage, we do management account with monitor comments, messages enter, and arrange channel publication so that the information conveyed still directed. Temporary that, at the point fourth, engage, we try build interaction two direction with audience through revenge comments and DMs, as well as utilization feature interactive like live instagram for the audience feel involved ”

Temporary from corner another view states the role of public relations at the University of Indonesia Maju in implementing this SOME theory Still No balanced implementation nya Because there is a number of obstacles and barriers

especially internal ones which are still Not yet Can repaired optimally Statement this is available direct from informant II Finda Marisca as staff Internal Communications and Events (January 22, 2026) (Humaira, 2021).

"Because the human resources side is still... constrained and concurrent task so we still Not yet can be optimal in operate social media Optimizing sharing Already Enough good and routine to share information on campus Maybe that's what's needed improved That from in terms of optimization and management Because sometimes We Still need make visualization of branding identity That For can interesting attention audience wide Because it is still Lots a number of factors that must be studied by the campus public relations division Alone For create content updated and attractive visualizations especially For generation young Because this public relations as a content gatekeeper So coordination cross- unit between the University of Indonesia Maju and the public relations division Still Not yet in line So Possible Later There is a number of content or information that was missed on the Universitas Indonesia Maju Instagram. For engagement his Alone Already walk Enough Good interaction with audience "

The role of the public relations division of the University of Indonesia Maju is still own structure chart concurrent assignments task become a marketing division. so that implementation the role of public relations has not fully walk optimally and tends to focus on activities promotion institutions as well as formation image and reputation term university length Researchers get information from Ahmed Kurnia as key informant (January 14, 2026)

"Public relations is expected can support marketing activities with beautify reputation campus Good external both internally and externally. Divisional structures were also formed based on the required human resources For can multitask"

Based on statements that have been delivered Can can It is explained that the public relations division of the University of Indonesia Maju carries out the role of public relations both internally and externally external as connector between institutions and society, in particular (Budi Syahputra Siregar et al., 2023).

through effort build connection with stakeholders and guard internal communication However Thus, the implementation the role of public relations is still fully not optimal because existence constraint in trapping task with the marketing division in each HR Condition This cause focus public relations activities become divided, while function strategic other like strengthening reputation term long institutions not yet optimally implemented in a way maximum The division structure that has multitasking HR also becomes factor affecting effectiveness implementation the role of public relations at the University of Indonesia Maju

Challenges to the Role of the Public Relations Division of the University of Indonesia Maju

Based on results interview with Ahmed Kurnia as Head of Public Relations Division of the University of Indonesia Maju, there is a number of challenges faced in effort Optimizing Instagram as a brand engagement medium Challenges the related with internal conditions of the organization, structure work, and dynamics development of digital media. Conditions This create a communication strategy planning and strengthening process, including social media management, still Keep going developed in a way gradually (Budi et al., 2023).

Challenge next related with structure organization and division assignment Ahmed delivered that even though Public Relations and marketing are draft Already separated, in in practice Still there is a number of personnel who hold concurrent positions task This is impact on effectiveness Work team, including in management Instagram content that requires focus, consistency, and careful planning In addition, challenges also arise from side internal communication Statement This with strengthened with information from Ahmed Kurnia as key informant (January 14, 2026)

"So far, marketing and public relations have been used as one Public relations focuses on image and reputation, while marketing is more to marketing strategy nya Public relations is expected slowly can multitask, because PR and marketing tasks are still concurrent all duties and roles "

Ahmed Kurnia emphasized that For produce optimal content on social media is required channel strong internal communication between units in the environment campus However, in implementation, internal communication Still need improved so that the information activities, documentation, and materials publication can received by the Public Relations Division appropriate time and complete

Development technology and change behavior the audience also becomes challenge alone Ahmed said that moment This is Public Relations not can released from digital media, so that Public Relations is required For always adaptive to platform and characteristic changes audience, in particular generation young such as Gen Z and Gen Alpha. Conditions This demand the Public Relations Division to Keep going adapt style communication, content format, and platform selection so that the message is conveyed still relevant and effective (Widiawati & Syafii, 2017).

On the other hand, challenges are also visible in effort guard consistency image campus in the middle use more from one social media However, the management of multi-platform requires a targeted strategy so that the message conveyed still in line with objective main public relations, namely build image and reputation institutions Although face various challenge said, Ahmed Kurnia emphasized that the public relations division of the University of Indonesia continues to advance make an effort do improvements, especially in strengthen internal communication, improving coordination team, and adapt content strategy with developments of the times. Existing challenges viewed as part from the formation and strengthening process the role of public relations in optimizing social media as university brand engagement tool.

Effectiveness Building Brand Engagement Through Social Media Effectiveness formation of brand engagement media through University social media

Indonesia can progress seen from change approach communication institutions that are increasingly participatory and dialogic Social media, especially Instagram, does not Again utilized only as means delivery information One direction, but rather develop become room possible interactions occurrence communication two direction between institutions and audiences

Involvement audience reflected through various form interactions, such as comments on posts, messages direct message, and participation in feature interactive Instagram Stories, including polls, question boxes, and quizzes. According to Brodie et al., brand engagement is condition psychological issues that arise through interaction repetitive between consumers and brands, both in a way cognitive, emotional, and behavior. With Thus, the intensity and quality interaction become indicator important the formation of brand engagement on social media. This statement is strengthened by Finda Marisca as Internal Communications and Event Staff (January 22, 2026)

"Interaction two direction it is very crucial, especially reply comments and DMs on Instagram. When the audience responded to with fast, they feel appreciated and heard, so opportunity For interact return become more big"

The effectiveness of brand engagement is also influenced by packaging strategy content that stands out side humanist and closeness emotional. Content that displays activity daily life students, atmosphere lectures, as well as documentation activity campus capable creating a sense of belonging, which becomes base formation attachment audience to institution. This is reinforced by the statement Tegar Saputra as staff digital communication and content of the University of Indonesia Maju (January 14, 2026) which emphasizes social media functions as connector between activity campus and public

"Social media become means For communicating and bridging activities on campus to public, so that what the academic community does Can known and felt by the community wide "

From the side managerial, the formation of a public relations division provides more direction clear in management narrative institutions on social media. According to Cutlip, Center, and Broom, the role of public relations includes function as a communication facilitator and image builder, on duty ensure message organization delivered in a way consistent and appropriate with mark institution. In the context of the University of Indonesia Maju, the role of this is realized through public relations function as coordinator communication and curator digital content

However Thus, the effectiveness building brand engagement through social media Still face a number of limitations. Based on results interviews, social media management Still done multitasking by the public relations team which also has not quite enough answer in another division. So that often optimization on social media especially Instagram still Not yet walk optimally (Aziza, 2021).

With however, even though existence obstacle the the establishment of a public relations division at the University of Indonesia Maju has give contribution positive to effectiveness brand engagement media formation through social media. Universitas Indonesia Maju's Instagram has started functioning as channel communication strategic capable build interaction, closeness emotional, as well as image institutions in a way more directed. Although effectiveness the Not yet fully optimized, the foundation that has been built show direction aligned brand engagement management with public relations concepts and theories and communication modern marketing.

Success Optimizing Instagram Social Media as a Brand Engagement Medium for Universitas Indonesia Maju

Based on results interview with Finda Marisca as informant II, success Optimizing the Instagram social media of the University of Indonesia Maju as a brand engagement medium can be seen from how Instagram started functioning as a medium of interaction and involvement between campus with its audience Instagram Universitas Indonesia Maju does not only positioned as a distribution medium information, but also as representation or the “ face ” of the institution in the digital space This strengthened by Finda Marisca as Informant II (January 22, 2026)

“Instagram of Universitas Indonesia Maju is one of the... face from institutions built by us together Usually the role of public relations on Instagram as coordinator communication and usually we create narrative interesting in content to be shared on Instagram Universitas Indonesia Maju”

In addition, success Instagram optimization is also visible from type shared content According to Informant II, the most effective content is visual content that is humanist, relevant with life students, and display activity real in the environment campus Content the usually make audience feel more near with campus and not see the university only as formal institutions alone Statement This strengthened by Finda Marisca as staff Internal Communications and Events (January 22, 2026)

" Usually effective posting For improve the brand image which is visual, humanistic and appropriate reality students Example content student such as profiles of high-achieving students, organizations, activities activity students, and competitions”

Utilization feature interactive Instagram is also one of the indicator success in building brand engagement. Features such as polls, question boxes, quizzes, and interaction through Instagram Stories able to increase participation audience Although range content interactive No always big, but level involvement audience tend more tall Because audience involved in a way direct in content presented From the side management communication, the formation of a public relations division provides change positive to management of the University of Indonesia Maju Instagram. Instagram is now become One door communication official campus, so that information conveyed more directed, conceptualized, and has clear narrative This is help guard the image of the University of Indonesia Maju remains consistent in the eyes public

One of the challenges facing the public relations of the University of Indonesia Maju is... is distribution a role that is still Not yet balanced This is naturally can A little make things difficult optimization the role of public relations in shaping media brand image on social media, especially on Instagram. Researchers get information direct from Finda Marisca Informant II (January 22, 2026). This public relations we don't only operate role here only, but we also work in other divisions. This is makes us sometimes No focus and optimal for manage interaction both on social media and "Interaction within the University of Indonesia Maju". This matter making the public relations division of the University of Indonesia Maju must more Lots Creating effective and efficient strategies Optimizing the University of Indonesia's progress, of course. functioning as a strategic

medium in build involvement audience, strengthening image campus, as well as create deeper relationship near between institutions with public.

Research Discussion

Based on results research, can concluded that The establishment of the public relations division at the University of Indonesia Maju was motivated by the need institutions For build and manage reputation campus in a way more directed, especially in the digital era which demands communication fast, open, and interactive The formation of this division also aims For clarify difference role between public relations and marketing, where public relations focuses on building image, reputation, and connection term long with internal and external public The presence of a public relations division provides contribution positive in bridge communication campus with public as well as support marketing function through strengthening reputation institutions

The role of the public relations division of the University of Indonesia Maju in optimizing Instagram social media as a brand engagement medium has show sufficient development okay Instagram doesn't only used as means distribution information, but also as a medium of interaction two capable direction build proximity emotional between campus and audience The SOME theory that became implementation of the public relations division of the University of Indonesia Maju has implemented, but Still not optimal in operational issues caused by human resource constraints As well as the implementation of visual content and design that is still difficult For arranged so that it can interesting attention as well as interaction with audience Through humanistic content, use feature interactive, as well as response to comments and messages directly, the public relations division is able to push involvement audience and form image positive campus in the digital space However Thus, the effectiveness role the Not yet completely optimal because Still existence trapping task with the marketing division, limitations source Power humans, as well as the need strengthening cross- unit internal communication Although Thus, the foundation that has been built show that Optimizing Instagram as a brand engagement medium is in line with with modern public relations concepts and theories, as well as own potential For Keep going developed in a way sustainable (Ardhya et al., 2024).

Temporary that, challenge in public relations at the University of Indonesia Maju itself Still caused by trapping duties and roles Good in the public relations division and the marketing division. Obstacles This make each division must Study For do work in a multitasking manner. So that focus and optimization public relations function as manager communication strategic, formative image, as well as amplifier reputation institutions Not yet can executed in a way maximum Condition This also has an impact on effectiveness planning and implementation of communication strategies, in particular in social media management that requires consistency, accuracy time, and good coordination inter-unit Background decisions behind the establishment of public relations at the University of Indonesia Maju is not only driven by development technology and social media are increasingly rapidly, but this division own vision and mission For build and improve image positive University of Indonesia in the eyes public

Good in the eyes external both internally and externally through effective and sustainable communication strategies (Akbar & Abdullah, 2021).

Instagram as campus brand engagement media platform run by the public relations division of the University of Indonesia Maju has implemented with good Instagram which has function as receptacle giver information as well as as place interaction between institutions and audiences Already implemented But Still there is challenge alone with consistency optimizing brand engagement media on Instagram (Silalahi, 2024). Due to between units of the University of Indonesia Maju with the public relations division which sometimes communication that is not in line But challenge This Can be one of opportunity For strengthen internal coordination, as well as increase effectiveness communication in support goals and image institutions With Thus, the formation and role of the public relations division of the University of Indonesia Maju is step strategic institutions in respond demands communication in the digital era at the same time strengthen management image and reputation campus Foundation communication two the direction that has been built through the use of social media Instagram shows potential big in form brand engagement and relationships term long with public.

4. CONCLUSION

Based on results research, can concluded that background behind beginning the formation of the public relations division of the University of Indonesia Maju has vision mission For create a positive image good in the eyes external both internally and externally. For form image positive In this regard, the University of Indonesia Maju uses role Two-Way Model theory This seen from the commitment of the public relations division itself like from campus expo activities and serve content information latest For influence audience Although this division Still in a word new and have obstacles that are not few, but this division capable adapt fast with environment required work for multitasking. The success of the public relations division apart from create a positive image campus, public relations can form image both the marketing division in promote campus and add student new every year teachings that are still invaluable significant However, the challenges in the future the front that must be faced by public relations at the University of Indonesia Maju is still guard commitment For creating engaging brand engagement audiences across all social media platforms especially guard interaction both on social media Instagram.

Suggestion

As for the suggestions given researchers for the public relations division of the University of Indonesia Maju is For Keep going adapt with technology new and create innovation content quality attractive height for audience to be able to increasing positive brand engagement on social media, especially Instagram. As well as optimizing social media management in a way more focused and consistent use support formation image and reputation institutions in a way sustainable

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