

## **BPKP RI public communication through instagram social media utilization**

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### ***Abstrak***

*Media sosial saat ini menjadi sarana strategis dalam membangun komunikasi publik instansi pemerintahan, salah satunya Badan Pengawasan Keuangan dan Pembangunan Republik Indonesia (BPKP RI). Penelitian ini bertujuan untuk menganalisis pemanfaatan media sosial instagram dalam menjalankan komunikasi publik di BPKP RI menggunakan teori 4C. Teori 4C yang digunakan adalah teori dari Chris Heuer dengan menggunakan metode kualitatif deskriptif. Penelitian ini menggunakan teknik pengambilan wawancara, observasi serta studi literatur. Hasil penelitian ini menunjukkan bahwa pemanfaatan media sosial instagram dalam menjalankan komunikasi publik di BPKP RI telah mengimplementasikan teori 4C oleh Chris Heuer. Terdapat 4 aspek yaitu Context ditunjukkan dari isi konten yang relevan dengan fungsi lembaga. Communication dilihat dari cara menyampaikan informasi menggunakan format foto, video, serta interaksi di kolom komentar menggunakan bahasa yang komunikatif. Collaboration ditunjukkan melalui hubungan antarlembaga yang informasinya diunggah menggunakan fitur collab instagram. Connection dapat dilihat melalui penggunaan sapaan dan keaktifan dalam menjawab komentar terhadap pengikutnya. Temuan ini menunjukkan bahwa strategi komunikasi publik BPKP RI melalui instagram telah memanfaatkan media sosial secara efektif untuk membangun hubungan yang lebih dekat dan partisipatif dengan masyarakat*

*Kata kunci : kolaborasi; komunikasi; koneksi; konteks; konten*

### ***Abstract***

Social media has become a strategic tool for building public communication within government institutions, including the Financial and Development Supervisory Agency of the Republic of Indonesia (BPKP RI). This study analyzes the utilization of Instagram social media in implementing public communication at BPKP RI using Chris Heuer's 4C theory. This research employs a descriptive qualitative method with data collection conducted through interviews,

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**Citation in APA style:** Wulandary, M.E., & Rahmawati, A. (2025). BPKP RI public communication through instagram social media utilization. *Jurnal Informasi dan Komunikasi Administrasi Perkantoran*, 9(3), 280-286. <https://dx.doi.org/10.20961/jikap.v9i3.102328>

observation, and literature review. The findings demonstrate that BPKP RI has successfully implemented the four aspects of Chris Heuer's 4C theory in its Instagram-based public communication strategy. Context is reflected through content that aligns with the institution's functions. Communication is evident in information delivery methods using photos, videos, and interactive comment section engagement with communicative language. Collaboration is demonstrated through inter-agency relationships displayed via Instagram's collaboration feature. Connection is manifested through greetings and active responses to followers' comments. These findings indicate that BPKP RI's public communication strategy via Instagram has effectively utilized social media to foster closer and more participatory relationships with the public.

Keywords : collabration; communcation; connection; content; context

Received May 16, 2025; Revised May 28, 2025; Accepted May 30, 2025;  
Published Online May 02, 2025

<https://dx.doi.org/10.20961/jikap.v9i3.102328>

## Introduction

The digital era has driven transformative changes in communication patterns, extending beyond individual interactions to institutional contexts, including government agencies. Government institutions are required to manage communication effectively to build transparency, accountability, and public trust. The Financial and Development Supervisory Agency of the Republic of Indonesia (BPKP RI) is a Non-Ministerial Government Institution under the President, responsible for overseeing governmental governance to enhance transparency, accountability, and effectiveness in government administration. Consequently, BPKP RI faces challenges in delivering strategic information to the public accurately, promptly, and comprehensibly. Optimizing public communication becomes crucial to ensure that messages are not only well-distributed but also easily understood and accepted by society.

Public communication represents a message exchange process designed to deliver information to the broader community. Public communication constitutes a specific form of communication involving the transmission of messages such as ideas, information, invitations, and similar content to large audiences (Djaffar & Syarifuddin, 2022). Within government institution contexts, public communication serves as an essential instrument for building government-society relationships through accurate information delivery. Therefore, effective management and utilization in information packaging and distribution are necessary. Public communication management must fulfill public information needs, aiming to build public trust toward an agency or institution, which influences the institution's positive image. Additionally, creating a positive public image can be achieved by establishing good relationships with the public through available communication media to provide or instill pleasant impressions. This approach may generate favorable public opinion toward an agency. Public communication encompasses several areas, including public affairs, public information, public relations, crisis communication, and risk communication. Information delivery in public communication can be conducted by various parties, including professional public communicators such as Public Relations Managers, journalists, radio broadcasters, and presenters (Lupianto Ezzah Nariswari, 2024).

With rapidly advancing technological developments, social media has become a communication channel supporting public communication development in information transparency. Instagram stands as one of the dominant platforms used by government institutions, capable of delivering information rapidly, extensively, and interactively. Instagram derives from two words: "insta" from "instant," meaning the application's use for instantaneous photo and video sharing, and "gram" from "telegram," indicating an application that can share photos and videos quickly (Feroza & Misnawati, 2024). Currently, Instagram serves not only as digital communication

media for individuals but also as digital communication platforms for individuals, organizations, agencies, and institutions. Instagram utilization focuses on information dissemination. Every public agency maintains digital information services, as these services can encourage public participation in government apparatus oversight (Handoko, 2025).

In digital public communication contexts, Instagram utilization can be analyzed using the 4C theory developed by Chris Heuer (Solis, 2010), encompassing Context, Communication, Collaboration, and Connection. This theory stems from understanding that digital communication is not merely unidirectional but represents a dynamic process involving active audience engagement. The Context aspect explains how messages are framed and presented according to their contexts. The Communication aspect examines how communicators share stories or interactive activities, including listening, responding, and developing relationships with communicants. The Collaboration aspect explains how communicators facilitate and aggregate collective action results through interactions, conversations, creation, cooperation, and collective action. The Connection aspect involves how communicators maintain continuously cultivated relationships to make media users feel closer. The relevance of 4C theory in digital public communication lies in its ability to explain how institutions can build participatory, transparent, and long-term relationship-oriented communication with society through Instagram social media.

Purnama (2022) explained that through Instagram social media, the government can more easily provide messages or information to society regarding governmental activities. Based on data from We Are Social Media and Melwater (2024), Indonesia ranks fourth globally in Instagram usage, reaching 1.68 billion users as of July 2024. Instagram social media usage represents a potential platform for building interactive public communication. Information uploaded to Instagram can be attractively packaged using appealing features such as reels, feeds, and stories. Additionally, Instagram social media can provide feedback through likes and comments on posts.

The @bcpk\_id Instagram account serves as the official account of the Financial and Development Supervisory Agency of the Republic of Indonesia, currently maintaining 112,000 followers as of May 2025. This account functions as a digital public communication medium for delivering information regarding BPKP's activities, functions, and roles in supporting good governance. Additionally, this account serves as an educational platform through uploaded content and institutional activity documentation.

Currently, numerous studies examine Instagram social media utilization in government institutions, such as research by Hanifah and Dzuhrina (2024), which highlights social media utilization by Disdukcapil Sidoarjo in public service contexts using 4C theory (Context, Communication, Collaboration, and Connection). However, research specifically addressing how BPKP RI utilizes Instagram as public communication media remains limited. Therefore, researchers aim to analyze how BPKP RI builds public communication by utilizing Instagram social media to provide information regarding policy programs, performance achievements, oversight, and education in more attractive, accessible, and socially acceptable ways.

## Method

This study employed a descriptive qualitative method. Qualitative research investigates relationship quality, activities, situations, or various materials. Qualitative research emphasizes holistic descriptions that can explain activities or ongoing situations in detail (Fadli, 2021). This research aimed to describe Instagram social media utilization in BPKP RI public communication. Data collection was conducted from January to April 2025 through three methods: observation, interviews, and literature review. The primary research focus involved analyzing content uploaded to @bcpk\_id Instagram social media, reflecting the implementation of Chris Heuer's 4C theory (Context, Communication, Collaboration, and Connection) in digital public communication strategies.

Qualitative research positions humans as research subjects within phenomena or events under investigation (Sari et al., 2022). Therefore, researchers conducted interviews with one key informant and one informant. The selected key informant was the BPKP RI Public Communication Sub-Coordinator, and the chosen informant was the First Expert Public Relations Analyst. Both were selected due to their strategic roles in planning and implementing public communication at BPKP,

particularly in Instagram social media management. Interview purposes included obtaining detailed information supporting field observation results. Additionally, literature review was conducted to collect data or theories related to research topics through books, internet sources, scientific journals, articles, and similar materials.

After data collection, data were analyzed through four stages: data collection, data reduction, data presentation, and conclusion drawing. Observation and interview data results and literature review analysis results were collected. Subsequently, collected data were sorted to obtain necessary research-related information. Next, data were organized and presented in narrative text form. Data presentation aimed to combine organized information in unified and easily accessible forms (Rijali, 2018). The final stage in data analysis involved conclusion drawing, where researchers obtained answers to research problem formulations.

After data analysis, data validity testing was conducted. Data validity examination techniques can be outlined as research representing scientific activities that must be conducted correctly and appropriately, according to accountable scientific characteristics (Susanto et al., 2023). Data validity was performed to prove whether conducted research truly represents scientific research while testing obtained data. Data validity testing (Mekarisce, 2020). In this research, data validity techniques used source triangulation conducted with one follower of the @bpkp\_id Instagram account. Source triangulation selection aimed to obtain different objective perspectives regarding BPKP RI public communication through Instagram social media utilization.

## Results and Discussion

Current communication developments drive rapid movements, particularly for government institutions in delivering information to society. Every institution must implement public information transparency principles as good governance realization. Public communication plays an important role for BPKP RI in realizing information transparency to society. One responsibility carried out by the public communication division at BPKP RI involves managing BPKP RI social media to communicate and deliver messages to the public. Currently, BPKP RI manages four social media platforms: Instagram, X, YouTube, and Facebook. However, this research focuses on BPKP RI Instagram social media usage.

Instagram social media represents one potential channel for BPKP RI in information dissemination to society. Instagram was selected as an information dissemination channel because social media is currently widely used by various societal segments, particularly millennials and Gen Z. Social media user characteristics include: (1) preference for visual and audiovisual content; (2) quick adaptation to technology and latest trends; (3) dislike for excessively long written content; (4) enjoyment in social media sharing (Direktorat Jendral Informasi dan Komunikasi Publik, 2018). Through Instagram social media, BPKP RI can provide information in various attractive formats, not only text but also through images and videos.

BPKP RI Instagram social media utilization as a public communication channel can be analyzed using the 4C theory developed by Chris Heuer (Solis, 2010). The Context aspect in this theory explains how users form and frame messages or stories, including message content and language usage in messages. The Context aspect contains three sub-indicators: interesting information, beneficial and communicative language information, and complete information. BPKP RI frames messages or information through daily content created in systematic content planning. Several daily content types uploaded include #SeninSemangat content containing motivation from inspirational figures combined with attractive visuals from activity photo archives. #SelasaBercerita content presents audiovisual content from BPKP oversight results packaged narratively using semi-formal language. Meanwhile, #RabuSeru content offers educational content in audiovisual format uploaded through Instagram reels format. #RabuSeru content creation is adapted to trending videos or follows ongoing social media algorithms, aiming to increase broader societal reach. Furthermore, #KamisKuis content is designed to increase follower interaction through participatory approaches. This content invites followers to interact through comment sections in answering quizzes, questions, and puzzles related to BPKP RI. Follower involvement in this content can build emotional closeness and increase public understanding of institutional roles. Light and informative questions accompanied by attractive visual designs make this content more interactive and create effective

two-way communication in social media channels. As a commitment to transparency and accountability, BPKP RI presents #InfoPengawasan content. This content contains oversight information conducted by BPKP on government projects, including achievements, recommendations, and evaluations. This content presentation uses reels format with formal language.

Besides established content planning, BPKP RI also uploads various content variations such as internal activity content including work meetings, performance visits, student visits, expos, and others. Furthermore, external activity content involves activities conducted outside BPKP RI environment, such as establishing inter-agency relationships, for example, routine visits to DPR RI. Beyond internal and external activities, the @bcpk\_id Instagram account also uploads greetings content, which contains greetings for major holidays, whether national, religious, or other important moments. On the @bcpk\_id Instagram account, this content uses simple and formal graphic design, formal language style, and includes the BPKP logo at the top.

The Context aspect can also be observed through the @bcpk\_id Instagram display, which is currently well-organized. This can be seen through consistent color palette application using red and blue colors in uploaded posts. Additionally, BPKP RI maintains frame templates in every uploaded post, whether in photo or video reels format. Language style usage in content and captions is adjusted to content needs. Formal content such as #InfoPengawasan uses formal language style, while #SelasaBercerita content tends to use semi-formal language style like individuals telling stories.

Based on Context aspect research, BPKP RI has fulfilled three Context sub-indicators: interesting information, beneficial and communicative language information, and complete information. Through content uploaded to the @bcpk\_id Instagram account, BPKP daily creates content with complete information using communicative language and attractive packaging in various formats. Each created content is presented not only through video or photo visualization but also includes text provision so information can be consumed visually and textually. Text provision in content becomes important for message reception by audiences. This is supported by explanations from Dimas et al. (Tutik & Rivai Yazid, 2020) that language functions as communication tools used to express ideas, concepts, and messages to human individuals.

The Communication aspect explains how to share interactive activities including listening, responding, and developing. The Communication aspect contains four sub-indicators: information that can be responded to by followers, responsive and active administrators, easily understood message content, and good interaction between administrators and followers. BPKP RI strives for two-way public communication. Communication forms are packaged in photo, video, and narrative content formats adapted to message needs such as #SeninSemangat, #SelasaBercerita, #RabuSeru, #KamisKuis, and #InfoPengawasan content. Through these approaches, BPKP not only provides information but also builds awareness among followers by sharing content containing motivation, education, and entertainment consistently daily. As frontline representatives, BPKP Public Relations also responds to followers who send comments. Thus, built communication focuses not only on message delivery but also creates constructive dialogue spaces adaptive to social media dynamics.

Based on Communication aspect research, BPKP RI has fulfilled four sub-indicators: (1) Information can be responded to by followers, as shown through likes and comments on every post. (2) Responsive and active administrators, demonstrated through the @bcpk\_id Instagram account responding to follower comments on every post. (3) Easily understood message content, observable through every content post designed for easy public understanding of provided topics. This is shown through clear language usage, focus on core information, light narrative usage, and inclusion of call-to-action (CTA) or invitations. (4) Good interaction between administrators and followers; the @bcpk\_id Instagram account addresses followers as "Sobwas" (Sobat Pengawasan/Oversight Friends). This address shows that @bcpk\_id strives to build emotional closeness with followers. The @bcpk\_id Instagram account responds to comments using "Sobwas" address followed by communicative language. Beyond formal comment responses, @bcpk\_id also replies to comments to provide appreciation to followers in several content types such as #KamisKuis content. In this content, when followers answer questions correctly, @bcpk\_id responds to comments with appreciation sentences accompanied by supporting emoticons while maintaining appropriate language style to remain professional. This can build emotional closeness and increase engagement.

The Collaboration aspect involves facilitating and aggregating collective action results through interactions, conversations, creation, cooperation, and collaborative actions. This aspect discusses how social media managers can establish cooperation with various parties to conduct collaboration for more effective, efficient, and synergistic outcomes, particularly in delivering messages or information (Hanifah & Dzuhrina, 2024).

In practice, BPKP RI conducts collaboration with Instagram accounts from other institutions based on ongoing inter-agency relationships. BPKP RI actively displays institutional activities such as memorandum of understanding signings. As observable on the @bpkp\_id Instagram account in several posts, @bpkp\_id collaborates with @kementrans.ri, @amalia.adininggar (Official Account of the Head of Central Statistics Agency), and collaborations with BPKP representative Instagram accounts. This demonstrates inter-agency synergy in effectively disseminating information to the public.

The Connection aspect explains how to maintain continuously cultivated relationships to make media users feel closer. BPKP RI, through created content and light communication style usage, can create emotional closeness with followers. Information delivery following popular trends can create emotional relationships with the public through social media. BPKP RI also actively responds to comments on every post. Through these approaches, BPKP RI maintains interaction consistency by presenting relevant content to build long-term connections and conducting communication through comment sections that can strengthen public trust in the institution. Relevant content presentation is crucial because according to research by Febiansah et al. (2020), if content displays do not align with creator personalities in virtual worlds, emotional bonds between creators and audiences may not develop.

## Conclusion

Based on research results regarding Instagram social media utilization in BPKP RI public communication using 4C theory, findings show that BPKP RI implements 4C theory in utilizing Instagram social media to effectively disseminate information to the public. Through the Context aspect, BPKP RI presents content relevant to BPKP RI functions. The Communication aspect shows BPKP RI uses communicative language styles in content and responses through comment sections, demonstrating BPKP RI's efforts to create two-way communication with followers. Furthermore, the Collaboration aspect shows BPKP RI utilizes Instagram's collaboration feature to provide public information related to other institutions. The Connection aspect demonstrates BPKP RI building emotional relationships with followers through greetings and comment section responses to maintain long-term interaction consistency with followers through the @bpkp\_id Instagram account.

This research reveals BPKP RI's main strengths in conducting public communication through Instagram social media: content format, publication consistency, and active public engagement. This research also demonstrates that in state institution digital communication implementation contexts, 4C theory functions not only for information delivery but also for building participation, connections, and inter-agency cooperation. Fulfilling these four aspects indicates that BPKP RI utilizes Instagram social media as both an information dissemination tool and a strategic step in building transparent public communication with society.

To maximize effectiveness, BPKP RI should conduct audience segmentation and utilize Instagram features more extensively while conducting regular content performance evaluations. Additionally, this research's limitations lie in analysis focus covering only the @bpkp\_id Instagram account. Future similar research should examine other social media platforms owned by BPKP RI, such as TikTok, X, and YouTube.

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