

Digital Communication Instagram Account @Monumenpers During the Covid-19 Pandemic

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Abstract. Digital communication during the covid-19 pandemic is needed because of social distancing regulations and the closure of public services, one of which is the National Press Monument. One form of digital communication is through social media platforms. During the pandemic, the Instagram account @monumenpers became the main media channel for disseminating information and communication facilities for the National Press Monument with the public. The purpose of this study is to provide an understanding of the digital communication process for the Instagram @monumenpers account. The research method used is an interpretive qualitative research method with qualitative content analysis techniques confirmed by interviews with key informants. The theory used in this study is the Circular of SOME model by Regina Luttrell. The communication process is explained through the four components of The Circular of SOME model by Regina Luttrell, namely share, optimize, manage and engage. The findings show that the digital communication process for the @monumenpers Instagram account during the covid-19 pandemic involved the National Press Monument social media management team (communicators) and the public/followers (communicants). Content material and information dissemination activities and responses are carried out by the Instagram account admin/management team and interactions occur with followers. High levels of engagement on certain content, one of which is content about the giveaway program.

Keywords: communication, museum, social media, government, pandemic covid-19

1. Introduction

The National Press Monument is a non-profit government organization, in the form of a museum for storing historical collections of the Indonesian press located in the city of Surakarta, operating under the Ministry of Communication and Information Republic of Indonesia (*Kemenkominfo RI*). The National Press Monument currently has four main services, namely museums, e-papers, libraries, and newspaper reading boards (Mpn, 2022). In addition, the National Press Monument has utilized social media as a form of e-government to disseminate information in public services. The social media used including Instagram, Twitter, Facebook, Tiktok, Whatsapp, website, and Youtube.

Digital technology is considered effective in maintaining and developing relationships quickly without being limited by time and distance in interacting (Batoebara et al., 2020).

Several social media for the National Press Monument have been created starting in 2017, however, the optimization of social media has only been carried out in early 2021 (during the covid-19 pandemic) until now. One form of digital transformation is efforts to activate, optimize, and utilize social media to the fullest.

Previous research on the use of social media in government institutions by Danang Wiryawan et al. (2021), discusses the massive spread of hoaxes that often occur on social media. This research uses qualitative research methods and advocacy communication theory approaches, aiming to analyze the advocacy communication process about clarifying the facts of hoax news on Instagram on the @Jalahoaks account. The findings in this study show that based on strategy, analysis, mobilization, action, evaluation, and an ongoing basis, the advocacy communication process that has been carried out on the @Jalahoaks Instagram account is effective and successful.

Research by Randhi Amiruddin et al. (2021), discusses the communication audit related to the strategy of strengthening the Brand Image of Fajar Makassar University. This study uses qualitative research methods with analysis of the Situation, Objective, Strategy, Action, Control (SOSTAC) model. The results of this study indicate that the positioning of an institution has an important role in planning brand image strategies through social media platforms.

Research by Jan-Paul Brekke and Kjersti Thorbjørnsrud (2020), examines the effort of the Norwegian Government in the use of Facebook which aims to influence the destination of migrants. The results of the study indicate that there is a need for effective communication on social media platforms to change the behavior of a group of targets that may be against the rules with the basic information of staffing to the public.

Another study by Andrea Among Tulung et al. (2021), aims to provide an understanding of the Ministry of Communications and Informatics Government Public Relations (GPR) concept through the Instagram platform. This study uses a descriptive qualitative research method with a theoretical approach to Computer-Mediated Communication (CMC) to provide an understanding of the virtual communication process between the public and the government. The results of the research show that the dissemination of information related to directions and providing understanding about COVID-19 through the Instagram account @kemenkominfo managed by the Ministry of Communication and Informatics Public Relations (GPR), based on the amount of information, reach, and speed has provided information and knowledge by the needs of the community.

Research conducted by Anisa Putri Pratiwi et al. (2021), has the aim of analyzing and knowing the strategies used in managing the Bandung City Government Public Relations Instagram during the covid-19 pandemic. The approach used in this study is Social Media Management Theory with descriptive qualitative research methods. The findings of the research prove that the use of social media management strategies that are managed by planning, activation, monitoring, and optimizing the dissemination of information that has been carried out by the Bandung City Government Public Relations has been well targeted and well received by the public.

Activation of the National Press Monument social media account, especially the @monumenpers Instagram account during the self-quarantine period and the new normal, is a digital communication effort to be able to connect and interact with the public while strengthening brand awareness to maintain existence during the COVID-19 pandemic. Because during the COVID-19 pandemic, which suddenly came, resulted in a shift in the pattern of communication culture. In this case, it can be said that there are social changes that go hand in hand with the evolution of the internet/new media technology that continues to develop.

There have been many studies regarding the use of Instagram social media for government agencies, as stated above. However, the fundamental thing that distinguishes or novelty in this study from the previous literature is the perspective on the problem and a different theoretical approach. In previous studies that were found, they raised the perspective of using Instagram to clarify hoaxes, disseminate information from GPR related to covid-19, disseminate disaster management information, social media management strategies for public relations during a pandemic, etc. This study emphasizes the discussion to find out the digital communication process for the @monumenpers Instagram account during the covid-19 pandemic using the Circular Theory model approach from Regina Luttrell. The number of Instagram followers @monumenpers continues to show increase and has been verified as an official account in June 2022, but still shows a low level of engagement on some of the content posted.

Based on the phenomena and problems experienced, the questions in this study are: how is the digital communication process for the @monumenpers Instagram account during the covid-19 pandemic? So that this study aims to provide an understanding of the digital communication process for the @monumenpers Instagram account during the covid-19 pandemic. The benefits of this research are intended to enrich literature related to digital communication management on social media accounts of government agencies. In addition, this research indirectly provides an understanding of how to stay connected and communicate, disseminate information through social media, and maintain the existence of the National Press Monument both in normal situations and during the COVID-19 pandemic.

1.1. Digital Communication (Social Media Government)

Digital communication technology is a technological development that is supported by the internet and has the impact of extraordinary social change (Anwar, 2017). This leads to digital transformation, marked by the convergence of technology and shift in direct/physical communication activities transitioning into online or cyber activities. One of the most popular internet sites is social media platforms (Subiakto, 2020). In the past, the National Press Monument disseminated information using flyers, through joint exhibitions between national-scale museums. Then in 2017, the agency began to use social media although it was not optimal. During the pandemic, the National Press Monument continued to strive to increase the number of visitors with digital communication through social media platforms.

The use of social media in disseminating information effectively and efficiently to create public e-participation in supporting and interacting with the government is one form of e-government (Agustina, 2018). The advantages of using social media include speed that can easily penetrate distance and time, scalability that has the potential to reach a wider audience with a lower budget and ease to monitor, and analyze consumer distribution data (Van Looy, 2016). Several digital communications for the National Press Monument include virtual roaming programs (virtual guidance via zoom), virtual exhibitions in the form of museum exhibitions with certain themes in the form of 3D designs on the National Press Monument website, and content production on several social media platforms such as Instagram, Twitter, Facebook, Tiktok, Whatsapp and Youtube. The content presented includes museum collections in the form of digitalized newspapers, a commemoration of national holidays, services, events, giveaway programs, webinar information, etc. This study will focus on discussing the digital communication process for the Instagram @monumenpers account during the covid-19 pandemic.

In addition, the selection of research objects focuses on the Instagram platform because it limits the scope of the research, as well as an increase in followers, and is more interactive compared to other National Press Monument social media accounts. Some of the features of Instagram according to Atmoko (2012), including the home page, comments, explore, profile, and news feed. In addition, for additional information, a title or content caption is needed to strengthen the character of the photo/video, Hashtag (#) to make it easier to explore related content, and location (tag sharing). While activities that can be done using Instagram include following, likes, comments, and mentions. So that the characteristics of the Instagram platform are to highlight the visual side that is supported by additional captions, hashtags, and back sounds on videos. In its development until now, the Instagram feature has added several features such as reels, stories, live Instagram, and features that directly connect with marketplace links and others as well as buying and selling features.

According to Bergs (2016, quoted from Utami & Kurnia, 2021), social media requires effective communications to build trust, and interactions to foster an intimate relationship (engagement) between organizations and their audiences in communicating creatively. Although there has been an increase in followers in the last two years on the @monumenpers Instagram account, it shows a low level of engagement on some content posts. Thus the approach in this study uses the model of The Circular of Some by Regina Luttrell to determine the activation process of digital communication.

1.2. The Circular of Some Theory (Regina Luttrell)

The early theoretical model of mass communication, which talks about two-way communication or circular communication, was initiated by Charles E. Osgood and Wilbur Schramm in the book Effendy (2003, quoted from Budi et al., 2019). This theory is still used in research today because it carries the basic model of mass communication with nine communication components, namely sender, encoder, decoder, interpreter, receiver, message, feedback, medium, and noise (Bimo, 2017). However, along with the development of digital technology and the internet, which have evolved to allow two-way

communication, social media platforms are now available. So circular communication theory is not only limited to the concept of Osgood and Schramm. In its development, there is the theory of The Circular of Some by Regina Luttrell.

This study uses the communication theory of The Circular of Some by Regina Luttrell to take a deeper look at how the communication interaction process for delivering messages and information on the Instagram account @monumenpers. Regina Luttrell in a social media book (Regina & Wallace, 2015), suggests that in the social media communication process there are four main components, namely share, optimize, manage and engage (see Figure 1). Each component has its strengths, the combination of the four components is an explanation of the activation process and can be used as a development method in digital communication through social media, in this case focusing on the @monumenpers Instagram account.



Figure 1. The Circular of SoMe

Source: Regina Luttrell (Regina & Wallace, 2015)

The understanding of each component of The Circular Model of Some by Regina Luttrell (Regina & Wallace, 2015), namely:

Share. At this stage, communicators share on social media based on strategies to run effectively and efficiently, as well as understand the characteristics of the platform used, and clarity of content goals and targets. In the share component, Luttrell emphasizes the aspects of participating (people who participate directly/admin), connecting (establishing relationships with social media followers), and Build Trust (building followers' trust in the organization).

Optimize. The process of optimizing messages or content delivered through social media according to the characteristics, in this case, the Instagram platform. Organizations are expected to know the topics that are trending/warmly being discussed as well as certain topics that will be published by listening & learning to followers and taking part in authentic communications.

Manage. At this stage, communicators are expected to be able to manage social media well because the development of the flow of information and social media interactions takes place rapidly. The management stage is the determinant in the media monitoring process, quick response, and real-time interaction.

Engage. In the process of managing social media, it is important for communicators or social media managers to actively involve the role of audiences or followers. In maintaining engagement, it is necessary to be aware of the benefits of involvement so that a harmonious relationship can be established.

The Circular of Some model has been used in several previous studies, including research by Alfian Romadhoni et. al. (2017), discussing the management of Instagram @humas_jabar. Research Satyadewi et. al (2017), conducted research on the selection of Instagram social media accounts by @holidayinnbandung. Then Priyo Subekti et. al. (2020), in their research discusses the use of social media on the @pudalospangandaran Instagram account by the Pangandaran Regional Disaster Management Agency to provide information about disasters to increase public awareness regarding disasters. Furthermore, research by Iis Dewi Lestari et. al. (2019), that researches communication patterns of teachers to increase student motivation for public speaking and Jakarta TV presenters. Most of these studies use descriptive qualitative research methods. This study also uses The Circular of Some model to determine the communication process on the Instagram platform but with a different object of research. In addition, the research method used is an interpretive qualitative research method which is analyzed by qualitative content analysis and confirmed through interviews with key informants.

The use of this theory is quite reasonable because the four construction components of Regina Luttrell's The Circular of Some model can provide an understanding of the digital communication process for the @monumenpers Instagram account during the covid-19 pandemic. Where in the communication process, it is also included as an effort to activate and optimize the Instagram account @monumenpers.

2. Method

This study uses an interpretive qualitative method with content analysis techniques. According to Deacon, an interpretive qualitative method is an approach to how a person interprets the life and expresses what is known through language parables, personal styles, and social rituals (Kartadinata et al., 2020). The research method is used to analyze the content of the object of research on the content of the Instagram account @monumenpers.

The data collection technique was carried out by observing the content of the @monumenpers Instagram account, interviews with informants, and studying literature from various sources, both books and scientific articles. Talking about content, this is reinforced by the statement of Burhan Bungin (Bungin, 2011), which suggests that qualitative content analysis emphasizes the consistency of communication content, meaning in communication content, and the meaning of the contents of symbols or

symbolic interactions that occur in the communication process. In this study, data were collected during the pandemic period around 2020 to 2021. However, the selection of content analyzed was not taken from all uploads from that time frame, but from several content uploads that were representative and interesting to study according to the topic of this research.

Research by Jumal Ahmad provides an explanation of content analysis from several sources. Some of these understandings include, according to Berelson & Kerlinger, suggesting that qualitative content analysis is a method to analyze communication objectively, and systematically on the messages displayed. Meanwhile, Krippendorff, explains that content analysis is a technique to build inference that can be imitated (replicated) and the validity of the data by taking into account the context (Ahmad, 2018). So it can be understood that qualitative content analysis can be used in research on the communication process through social media, in this case, the @monumenpers Instagram account.

Meanwhile, quoted from Rachmat Kriyantono (2006), emphasized that content analysis is an analytical technique that is arranged systematically in analyzing a message as well as a tool for observing and analyzing the content of the open communication behavior of a selected communicator. In this study, the method of qualitative content analysis was applied systematically and directed by using guidelines from the components of The Circular of Some model by Luttrell.

The results of the qualitative content analysis were confirmed by in-depth interviews with key informants. The sample selection technique uses a purposive sampling technique, where the sample selection is selected based on a view that focuses on a specific goal (Ika, 2021). Purposive sampling refers to the snowball sampling technique. The snowball sampling technique is a sampling technique that uses the help of key informants who provide information and show samples that are considered to meet the expected requirements and criteria (Subagyo, 2011). The sample used in this study is the subject of research, namely informants from the social media management team who directly manage the Instagram @monumenpers account.

Validation of this research data using data triangulation techniques. Moleong (2007, quoted in Pritandhari, 2018), confirms that data triangulation is a technique to check the validity of data that utilizes something from outside the data as a function of checking or comparing the data. The testing process is carried out by comparing various kinds of various supporting data sources. Therefore, this study does not stop at content analysis on the @monumenpers Instagram account but is tested and validated with comparative data in the form of interviews with informants and from other literature sources to confirm the validity of the data. The results of the triangulation of data are then interpreted by the researcher.

3. Result and Discussion

This study uses content analysis techniques with an interpretive qualitative approach, analyzing the content of messages and content on the @monumenpers Instagram account during the covid-19 pandemic. Analysis of content and message content includes

Instagram posts in the form of images, photos, and videos on feeds, reels, stories, and reposts/regrams. In addition to analyzing the content of the message, a visual content/content analysis was also carried out, because Instagram social media has a character with a dominant visual appearance and is supported by a caption at the bottom.

Interview with key informants of AD and LP as public relations officers and social media team on the Instagram account @monumenpers. Interviews were conducted to confirm data from the internal organization of the direct management of the Instagram account @monumenpers. The results were obtained by interpretive qualitative content analysis through Regina Luttrell's The Circular of SOME model.

3.1. Qualitative content analysis of digital communication process of the Instagram @monumenpers account during the covid-19 pandemic

Based on data processing that has been carried out with qualitative content analysis, the four components of Regina Luttrell's The Circular of SOME model approach, namely share, optimize, manage and engage, are described in detail as follows:

1) Share

At the stage of sharing content on Instagram @monumenpers, the Instagram social media management team at the National Press Monument makes a plan beforehand. Planning includes the preparation of content material, what content will be shared, planning the theme, the content of the message to be conveyed, and both visual content in the form of photos and videos equipped with captions for maximum message delivery. In addition, considering the characteristics of Instagram which provide the main visual space supported by captions, content creators also consider the appearance of the content interface, but still make maximum use of captions to strengthen the delivery of messages and information to the audience.

In the early days of the pandemic, Instagram @monumenpers was used to disseminate information related to covid news and information on the closure of the National Press Monument public service. Furthermore, content sharing continues to be carried out regularly and consistently, starting from notification updates about the extension of the closure of the National Press Monument public service, to content updates related to the substance that you want to display in the account. The substance of the @monumenpers Instagram account includes collections of old newspapers and magazines, featuring press figures, the commemoration of national holidays, national phenomena that are going viral, giveaways, operational time information, visit information, webinars information, and other activities. Instagram @monumenpers content is also a means of promotion through digital platforms.

The share component emphasizes three aspects, namely participate, connect, and build trust. Participate, is the process where the social media team participates directly either as communicators or admins. Connect, shows that there is an effort to establish a relationship with these Instagram followers, carried out by responding to comments, holding giveaways, and greeting followers (for loyal customers of the National Press Monument, they are called "sahabat monpers"), as well as other interactions. Build Trust,

an effort to build followers' trust in the organization, is carried out by responding and following up on suggestions given by followers.

The analysis above is part of the share component on the @monumenpers Instagram account during the covid-19 pandemic. This was confirmed by the LP informant as a public relations officer who explained, *"In managing Instagram accounts, planning and discussion themes are carried out in advance which will be posted through our Instagram account. Usually uploading content about notification of information related to the development of covid-19 that has an impact on operational schedules, old newspaper news, national day commemorations, making content according to what is trending, etc."* consistency in the share component through social media is an effort to establish good relationships with followers and build public trust in the organization.

2) Optimize

The @monumenpers Instagram account was created in 2017, but in practice, account utilization has not been maximized. In 2019, the National Press Monument social media management team has planned to activate and optimize social media in 2020. However, due to the COVID-19 pandemic that has hit the whole world, including Indonesia, finally, the @monumenpers Instagram account encourages the activation and transformation of digital communications. at the National Press Monument. Social media is the main media channel to provide information and communication facilities to stay connected to the public during the COVID-19 pandemic.

The process of optimizing social media is not only the readiness of the social media team in preparing content material. More than that, infrastructure to support the visual quality of content is also prepared because the main characteristic of Instagram is to highlight communication visually and target the millennial generation. Prepared equipment such as cellphone/iPhone, stabilizer/gimbal, application for editing, etc. to produce visual quality with high resolution, looks attractive and optimal results. Content that has been produced, posted through feeds, reels, stories, live IG at certain events, or reposts from mentions. Where every day the social media team of the @monumenpers account uploads 1-2 pieces of content on the feed consistently.

Organizations are expected to know the topics that are trending/warmly being discussed as well as certain topics that will be published by listening & learning to followers and taking part in authentic communications.

Listen & learn. Pouring content creator ideas as well as being a communicator, requires high creativity and updating the latest news every time. Likewise, the screening of old newspaper collections is usually adjusted to a certain moment at the time of uploading, for example at the moment of rising cooking oil prices, the social media team communicated with old newspapers that had reported about a similar crisis/increase in oil prices in the past in 1992. In responding to the covid issue and the form of handling that must be done, the social media team made a health protocol campaign video. The campaign content was created to encourage compliance with health protocols, by realizing it through short video reels with a concept that was a hit at the time of the posting, taking the idea from Noah's *"yang terdalam"* soundtrack video clip, spun into

"yang terprokes" and accompanied by with back sounds music from the Noah song. Thus, following the development of the latest issues, it is expected to attract awareness from the audience.

Take part in authentic communications. In addition to bringing up trending topics, due to the rapid flow of information at this time, filtering or filtering of data is needed before posting to avoid hoax news and hate speech. In this case, the communicator or the @monumenpers Instagram account management team takes maximum account of the message or information that will be published. Besides that, optimization is also carried out by using appropriate, ethical, and contemporary hashtags.

All creative and interesting content packaging efforts are made to attract the interest of the public/followers. So that the content presented is by the Instagram platform, the purpose of posting is clear and adjusted to the target customers of the National Press Monument on the Instagram channel ranging from 18-35 years.

This was also confirmed by an AD informant as a public relations institution, "The @monumenpers Instagram account was created in 2017, but its use has not been maximized. Actually, in 2019 we planned to activate social media accounts 2020, but instead, the covid-19 pandemic occurred, instead making our Instagram the main communication tool with visitors." So in 2020, activation has been carried out, but from early 2021 until now there has been a significant optimization activity for the @monumenpers Instagram account than before.

3) Manage

At the manage stage, it is hoped that the organization will be able to respond quickly to several things that occur in the interaction of the @monumenpers Instagram account. Because the development of conversation in cyberspace is growing rapidly. The admin or social media management team must respond swiftly. In the manage component, Luttrell divides into three aspects, namely media monitoring, quick response, and real-time interaction.

The Instagram @monumenpers social media management team conducts regular media monitoring by evaluating activities on social media once a month. In addition to evaluation, media monitoring is carried out to improve and develop the management of the @monumenpers Instagram account in a better direction.

In managing the Instagram account, it was seen in several interactions in the comment column, the admin gave a quick response in the form of like comments and replay comments. In addition to a fast response, the admin as a communicator of the organization provides information and replies in polite, good, formal, and informal language.

In addition to media monitoring and quick response, the Instagram account @monumenpers also performs real-time interaction, such as answering questions and discussing. Even interactively in real-time at the moment of the live Instagram implementation as well as in questions and answers on Instagram stories involving viewers or followers, as well as in posting feeds. Real-time interaction that is consistently carried out by the National Press Monument through its Instagram platform has an impact

on the Instagram algorithm that shows the activity and interest of followers so that it appears on the timeline of active followers.

This data is reinforced by responses from LP informants who also emphasized the active involvement of followers, "We respond to all feedback/feedback from followers, and involve them in quizzes such as giveaways. In addition, followers voluntarily mention Instagram @monumenpers, and responsively admins repost stories". Thus it can be understood that the @monumenpers Instagram account manager manages accounts and relationships with their followers well.

4) Engage

As previously stated, the involvement of the audience or followers is very meaningful for the continuity of interaction and communication in social media. On the Instagram account @monumenpers, the manager maintains a good relationship and harmony with the followers or audience. the synergy between the social media team and their followers/audiences affects Instagram account engagement. The National Press Monument builds and maintains relationships with its customers as "sahabat monpers". Audience involvement is not only limited to responding to content postings or as connoisseurs of information.

Furthermore, the National Press Monument also makes a giveaway program that involves the audience taking an active role in taking quizzes which are held regularly every 2 (two) weeks or 2 (two) times a month. In this program, many audiences/followers are actively participating to win prizes. Quiz content is created with a moderate level of difficulty (not too difficult and not too easy) so that participants continue to use effort but are still easy to take quizzes and are in high demand. The giveaway program (GA) scored more engagements surprisingly about 3x times compared to other content posts.

The LP informant confirmed this, he stated that "the idea of making a quiz in our giveaway (GA) is not so difficult, nor is it so easy, with the target age group being 18-25 years old. GA is a means/kind of method to provoke digital communication interaction, so that the contents of the National Press Monument are better known, such as a collection of newspapers and historical objects and that is where the brand awareness is". So it can be concluded that the Instagram @monumenpers management team is always in the form of providing services through digital communication well and trying to maintain a harmonious relationship (engage) with involvement with followers/audiences.

4. Findings

In previous studies, some articles adopted the theory of The Circular of SOME by Regina Luttrell model according to the share, optimize, manage and engage components. Some of these articles, including research from Alfian Romadhoni et. al. (2017), provide an overview of the management of the @humas_jabar Instagram account. The findings of the research show that the sharing process is the stage of starting two-way communication even though the public trust has not been built optimally. Furthermore, the research conducted by Ajeng Jayanti Satyadewi et al. (2017), researched the selection and planning of Instagram communication @holidayinnbandung. This study shows the

findings that the communication planning process is quite optimal through Instagram @holidayinnbandung.

Meanwhile, in this study, based on the results of qualitative content analysis that has been confirmed with key informants through interpretive qualitative in-depth interviews, the findings of this research show that:

The findings of the research show that the digital communication process for the @monumenpers Instagram account during the covid-19 pandemic involved the National Press Monument social media management team who acted as communicators and the public/followers as communicants. Content material and information dissemination activities and responses are carried out by the Instagram account admin/management team, as well as interactions with followers. The level of engagement is high on certain content, one of which is content about the giveaway program. So that the four components of The Circular of SOME model by Regina Luttrell, namely share, optimize, manage and engage can provide an understanding of the digital communication process for the Instagram @monumenpers account.

In the digital communication process, Instagram uses shares for planning communicators in preparing messages before, during, and after publication, to convey messages and content with the right goals and targets. Optimize is used to activate Instagram accounts to work more optimally in communication between organizations and their public during the covid-19 pandemic, posting content consistently with optimal planning in terms of material, message content, and visuals displayed. The management team's activities in managing the @monumenpers Instagram account are starting from planning, implementing, and evaluating content every month, providing a fast response to the audience, and real-time interaction due to the dynamic development cycle of social media communication. The engage component is displayed with audience involvement that is not only limited to responding to content posts or as connoisseurs of information. Furthermore, the content team created a giveaway program (GA) as a promotional tool that involves the role of the audience to gain interest and awareness from followers. So that the relationship between the organization and the public is maintained harmoniously based on the digital communication process of the @monumenpers Instagram account.

So it can be understood that there are some differences in the findings between this study and previous studies. This is because the research objectives, locations, and case studies are different even though the research is carried out on the same social media platform (Instagram) and uses the same theoretical model approach (The Circular of SOME by Regina Luttrell).

5. Conclusion

This study aims to provide an understanding of the digital communication process for the Instagram @monumenpers account with the model approach of The Circular of SOME by Regina Luttrell. The research method used is an interpretive qualitative research method which is analyzed by qualitative content analysis, confirmed by in-depth interviews with key informants. Data validation uses data triangulation.

The results showed that the digital communication process for the @monumenpers Instagram account during the covid-19 pandemic involved the National Press Monument social media management team (communicators) and the public/followers (communicants). Content material and information dissemination activities and responses are carried out by the Instagram account admin/management team, as well as interactions with followers. High levels of engagement on certain content, one of which is content about the giveaway program. So that the four components of The Circular of SOME model by Regina Luttrell, namely share, optimize, manage and engage can provide an understanding of the digital communication process for the Instagram @monumenpers account.

In the communication process, Instagram uses shares for information publicity and communicator planning so that they can convey messages and content with the right goals and targets. In addition, the digital communication process carried out by the National Press Monument through the @monumenpers Instagram account is carried out optimally, well managed in a directed and regular manner evaluates regularly, and establishes a good and harmonious relationship with the audience/followers.

This research provides benefits for the enrichment of digital communication study literature during the pandemic. As well as explaining one of the uses of social media for government agencies. Suggestions for further research, it is hoped that research can be carried out on the use of other government social media because the development of digital technology develops rapidly and affects communication patterns both directly and indirectly.

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