

Management of Cyber Public Relations in Public Information Disclosure on Instagram Social Media Protocol and Communication Section of the Banjarmasin City Government

Sarwani^{1*}, Bachruddin Ali Akhmad¹, Sri Astuty¹, Muhammad Muthahhari¹

¹Communication Studies Program, Faculty of Social and Political Sciences, Lambung Mangkurat University Banjarmasin, Indonesia

DOI: [10.36348/sijlcj.2021.v04i11.003](https://doi.org/10.36348/sijlcj.2021.v04i11.003)

| Received: 17.10.2021 | Accepted: 22.11.2021 | Published: 27.11.2021

*Corresponding author: Sarwani

Abstract

Banjarmasin city government utilized the advances in internet technology through Instagram social media in order to establish external relationships with the society, the efforts of Banjarmasin city government to make Instagram social media official account in the protocol and communication of Banjarmasin city government as a medium for the information disclosure. In terms of managing feedbacks from the society to the Instagram social media uploads, City Government is considered less professional therefore causing a not so good impression for the society. Moreover, the uploads on the Banjarmasin City Government social media seems less neat and orderly for a class of official city government agency accounts. The research used is descriptive research with qualitative approach. The results showed that the Cyber Public Relations management in the public information disclosure in the Instagram social media account in the protocol and communication division of Banjarmasin City Government has been considered effective with the public assessment of the government official Instagram the dominant gives a good rating, structurally the Banjarmasin City Government Instagram already has sub division that is accounted to maintain the information. In the management of the Banjarmasin City Government Instagram social media account, in terms of appearance design is considered less attractive and the features in the Instagram also have not been fully utilized to give more actual information so the society can access Instagram to get information only depend on the main post. Recommend to the the Banjarmasin City Government Instagram has competent human resource in terms of the visual design and visual audio in order to produce the information publication which is interesting to see.

Keywords: Cyber Public Relations, Information Disclosure, Banjarmasin City Government.

Copyright © 2021 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution **4.0 International License (CC BY-NC 4.0)** which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

INTRODUCTION

Mass media is one means to meet various kinds of human needs regarding information and entertainment, mass media is also a product of modern technology as a channel in mass communication which is one of the important aspects in the process of mass communication. To a wide and heterogeneous audience. The internet is a large-scale network that is interconnected from computer networks to other networks as well as smartphones or better known as smart phones that can connect many people and computers around the world, through satellite, telephone and other communication support systems.

There have been many companies at the national and multinational levels that have started implementing Digital Public Relations in companies such as banks, governments, non-governmental

organizations, institutions and others that have websites and web pages. Even news media such as newspapers and magazines also have websites and social media. Given how important the dissemination of digital information is felt by every company and government so that awareness to meet information needs, it is necessary to apply management that is appropriate in the application of technology-based facilities connected to social networks.

In a government Public Relations (Humass) can often be understood as a very influential liaison between the people and the government, the government in touching the community relies on public relations people. Therefore, in practice public relations in government are required to master the art and skills of good communication in addition to having a very important function, public relations in government is also expected to be able to provide more information

about government programs and activities quickly and accurately and obtain input from the public.

According to the Law, what is meant by public information is information that is generated, stored, managed, sent/received by a Public Agency related to the organizers and administration of the State. It is stated that "Ministries and Local Governments are obliged to provide, provide and/or publish Public Information under their authority to Applicants for Public Information, in addition to information that is excluded according to laws and regulations", therefore Public Relations in a government is required to participate in building and participating in as well as developing information and documentation systems in the internet network.

The Banjarmasin City Government is one of the cities that utilizes technological advances through Instagram social media to establish external relations with the community, the Banjarmasin City Government's efforts to create an official Instagram social media account, the protocol and communication of the Banjarmasin City Government aims as a means of information disclosure. The Banjarmasin City Government's social media is managed by the protocol and communication section, with the Instagram account name "Protocol and Communication", the Banjarmasin City Government seeks to carry out the Cyber Public Relations function whose main tasks are contained in the Banjarmasin Mayor's Regulation number 81 of 2019 concerning the Duties of the Regional Secretariat.

In managing its management, the Banjarmasin City Government in this case is managed by the documentation sub-section, the leadership has collaborated with various types of media. In addition, the Public Relations Sub-Division also manages various forms of social media and in providing information to the public, which admits that social media is far superior in coverage to various communities, in the period from 9 September 2019 to 15 September 2019. Instagram @prokom_banjarmasin there were 1,767 accounts that visited. In the management of Instagram social media by the Banjarmasin City Government, it turns out that there are several obstacles experienced by the public relations admin staff on the Instagram account, such as limited human resources which have an impact on the limited time due to the tight agenda of the mayor and deputy mayor as leaders in the City Government. Banjarmasin so that it makes the staff who manage the social media of the Banjarmasin City Government not infrequently they have to work outside working hours as they should in order to achieve the target of work that must be completed in providing information to the public through social media.

As stated by Ramadhani (2020) that the leadership role of regional heads has an important meaning. The political leadership of a regional head is

the 'heart' of institutional reform in the regional government. In ideal public management, the interests that exist between local government institutions and political leadership are getting stronger (Sarman, 2015, in Ramadhani, 2020). In many countries, in general, changes in the political structure and process have provided the opportunity for regional heads to further clarify their roles, especially focusing on aspects of strategy and vision. So that making the regional head as a political leader is the key to the transformation that occurs in the area.

So based on this background, researchers want to focus and find out how to manage Cyber Public Relations in the disclosure of Public Information, Study on Instagram social media accounts, Protocol and Communication Section of the Banjarmasin City Government. The purpose or objective of this research is to find out the management of Cyber Public Relations in the disclosure of public information, the study of the effectiveness of communication on Instagram social media accounts in the protocol and communication section of the Banjarmasin City Government.

LITERATURE REVIEW

Media Content Divergence in Public Relations Practices

The development of digital technology in the media or commonly referred to as media convergence in extracting information exchange is a process of change that occurs in the culture of society. In social culture, convergence occurs in the various communication styles of communicators in accommodating the content of the media used (Giles, 2016). In this context, the media are referred to as key drivers or the main driver in the integration of technology between cultural and commercial through the production and distribution of media content (Jenkins and Dauze, 2008). This creates a new experience in the use of new media through digital platforms related to media content and social interaction between the community and media companies (Jenkins, 2006). The development of this technology has changed the production of communication in distribution, delivery and storage by 90% in accessing real-time information through the internet and new media, especially in the use of social media and access to the World Wide Web (Cutlip *et al.*, 2016).

Industrial Digital Revolution 4.0 and Public Relations Practices

The concept of digitization according to J. Scott Brennen and Daniel Kreiss is a way of restructured domains of social life leading to digital communication and media infrastructure (Bloomberg, 2018). In social life, this leads to interactions that shift from analog technology to digital technology (email, chat, social media). In business, digitization is the use of digital technology to change business models that provide digital business opportunities. In short,

digitization is the concept and process of changing from analog to digital, including the development of information technology that provides convenience in human activities that are more efficient and practical. In relation to the practice of public relations, it will not be far to discuss corporate communication or corporate communication which is needed to carry out company performance or management through PR programs. Before discussing further about the implications of the concept of industry 4.0 and public relations, here the researcher will first describe the role of communication in the industrial era which then discusses the role of public relations in the industrial revolution 4.0.

Communication Science in Industry 4.0

The concept of the industrial revolution 4.0 began at the turn of the current century and was built on the digital revolution (Schwab, 2019). This phenomenon, according to Mosconi, (2015) was first mentioned in 2011 in Germany as a proposal for the development of a new concept of economic policy in a high-tech strategy (Roblek, 2016). In this case, the industry will revolutionize the organization of global value chains, with the existence of “smart factories”. Smart factory that enables the creation of a global visual and physical manufacturing system that works together flexibly (Schwab, 2019). This wave of innovation is driven by the Internet of Things (IoT), data, and services, which are related to network subjects and objects that can communicate in real time (Kagermann, 2015). In general, this trend appears as an increase in digitization and product interconnection in value chains and business models that are connected between people, objects and machines (Haefner & Panuwatwanich, 2018).

RESEARCH METHOD

The research used in this research is descriptive research using a qualitative approach. Because this study intends to find out and obtain an

overview of how to manage cyber public relations at the Banjarmasin City Government. While qualitative research is a research strategy that emphasizes collecting data or information by exploring the phenomena that occur and trying to describe, and analyze the problem of the object under study,

The object of this research is the Public Relations of the Banjarmasin City Government. This research was conducted at the Banjarmasin City Government Office. The author carried out research on the Banjarmasin City Government because of their interest in seeing what the management of Cyber Public Relations was like through the Instagram Protocol and Communications account of the Banjarmasin Government regarding the disclosure of public information in public information disclosure.

The main source of qualitative research is research using words, actions, and the rest is additional data such as documents and others. Informant leader selected by Proposive Sampling, which is a sampling technique of data sources with certain considerations, and Snowball Sampling is a technique for determining samples that are initially small in number and then will enlarge. This is intended to selectively select various types of informants who are truly relevant and competent to the research problem, so that the data obtained can be used to build theories.

The data that has been collected, so that processing and analysis are tried, namely the primary information in a qualitative analysis is the result of research that is tried in writing or orally. On the other hand, the secondary information is processed by referring to the cases discussed, so that some conclusions and recommendations are obtained. For Miles and Huberman, all the information and data obtained will be processed through 3 session lines which are one interconnected unit.

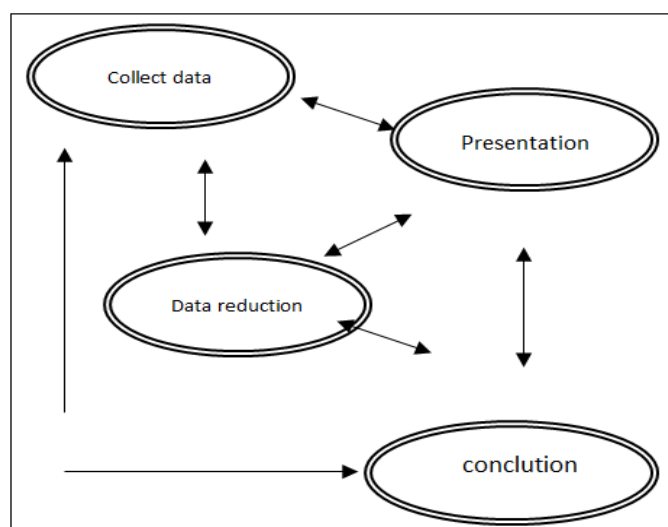


Figure 1: Data Reduction Techniques
Source: Miles, Huberman, (2014)

RESULT AND DISCUSSION

Banjarmasin City Overview

Banjarmasin was founded 489 years ago, precisely on September 24, 1526. The city of Banjarmasin has a long history, Banjarmasin was formerly called bandarasih which was inspired by the name of a patih, namely patih Masih who is the head of the Banjar village located in the northern part of the Kuin river estuary.

Patih Masih was very instrumental in establishing the kingdom of Banjar, he and other patih appointed prince Samudra to be king of Banjar. Banjarmasin was officially established on September 24, 1526 when the Banjar kingdom led by Prince Samudra won the battle with the Daha kingdom with the help of the Demak kingdom, at that time Prince Samudra changed his name to Sultan Suriansyah. That was the beginning of the birth of Banjarmasin City.

Banjarmasin is a few centimeters below sea level. The city is divided by the Martapura river and is located on the banks of the Barito river, also surrounded by dozens of small rivers so that Banjarmasin is also known as the city of a thousand rivers. For the people of Banjarmasin, the river has been a friend since the time of their ancestors, the river is not only a fulfillment of clean water but also a form of cultural and civilizational systems. Banjarmasin as a river city is the economic gateway of Kalimantan, currently Indonesia does not have a single river city. The river in Banjarmasin is the most beautiful gift that we should be grateful for and we must manage it as well as possible.

The area of Banjarmasin is 98.46 square kilometers with a population of more than 800 thousand people. The area in Banjarmasin City consists of five sub-districts, each sub-district has advantages. South Banjarmasin sub-district is centered as an integrated agricultural and economic center, Central Banjarmasin sub-district is focused on education zones and tourist destinations, North Banjarmasin sub-district is a residential zone, while East Banjarmasin sub-district is for agricultural economic development, and West Banjarmasin sub-district is a trade and industrial zone.

Even though it has the smallest area compared to urban districts in South Kalimantan, geographically Banjarmasin City occupies a very strategic position,

which is located right in the middle of the archipelago, thus making Banjarmasin City also crowned as the provincial capital of South Kalimantan. The city of Banjarmasin is also a transportation and meeting area between the provinces on the island of Kalimantan, and is the gateway for the flow of goods and services through the port, so Banjarmasin is also known as a city of trade and services.

As a multi-ethnic area, in Banjarmasin there are various kinds of tribes in the archipelago, tribes throughout the archipelago mingle to form a stage of cultural diversity in a place of inter-ethnic and religious ties. In an art performance that presents diversity, togetherness, harmony which is determined to jointly maintain and advance the City of Banjarmasin.

Banjarmasin is also supported by adequate infrastructure facilities. There are also various means of transportation in this city, making Banjarmasin grow and develop rapidly. From Banjarmasin to Syamsudin Noor airport it is about 25 kilometers, it takes about 30 minutes to connect by air transportation.

The progress of Banjarmasin is also manifested in the administration of government, the Banjarmasin APBD continues to increase every year. This city has won various awards, currently Banjarmasin is one of the cities that has succeeded in managing urban PBB in Indonesia. In addition, this city has also received an award at the Southeast Asian level, as a large city with a sustainable environmental arrangement with the best indicators of clean water management.

Data on the Number and Occupation of the City of Banjarmasin

The use of population data is based on the research subject, namely the people of Banjarmasin City who access Instagram social media. Thus, this data will complement the basis of research by researchers. The population of Banjarmasin City is mostly made up of the Banjar tribe, which is a native. Other tribes that inhabit the city of Banjarmasin include Javanese, Madurese, Bugis, Chinese, Arabs and a few other Indonesian tribes. Interactions that are carried out through one tribe with other tribes are going well based on a sense of kinship and equality of interest.

Table 1: Population and Density of Banjarmasin City

No.	District	Total Population	Population Density per	
			Km ²	Household
1.	South Banjarmasin	155.505	4.063	3,93
2.	East Banjarmasin	118.429	4.963	3,78
3.	West Banjarmasin	148.640	11.321	3,80
4.	Central Banjarmasin	94.207	14.145	3,84
5.	North Banjarmasin	149.442	9.035	3,62
Total		666.223	6.766	3,79

Source: Protocol and Communication Section of Banjarmasin City, 2020

MAIN TASKS AND FUNCTIONS OF THE PROTOCOL AND COMMUNICATIONS SECTION

The Main Duties and Functions of the Protocol and Communication Section include the following aspects:

- a) The Protocol and Communications Section of the Leaders has the task of always coordinating, fostering, regulating, facilitating and controlling all protocol activities, leadership communications, reporting and documentation.
- b) Program preparation, coordination, guidance, regulation, control, facilitation and evaluation of protocol implementation as well as program preparation, coordination, guidance, regulation, control and facilitation and administrative evaluation in the field of leadership communication.
- c) Process Programming, coordination, coaching, regulation, control, facilitation and evaluation of reporting and documentation.

The Leadership Documentation Sub Division has the task of carrying out coverage and documentation as well as leadership press broadcasting.

South Kalimantan Province Internet Penetration

In the period from 2019 to 2020, South Kalimantan Province recorded 3,259,199 people using the internet, and showed a figure of 1.2 in terms of the contribution of internet penetration from the total population in South Kalimantan. Of the total 666,223 inhabitants of Banjarmasin, 73.3% of them are internet users, and 51.5% of them use the internet to access social media, including Instagram.

According to the Law on the Disclosure of Public Information to Every Public Agency, each of them has an obligation to open access to all Public Information related to the Public Agency for the wider community which will then be followed by a Regulation of the Minister of Home Affairs explaining that public information within the Ministry of Home Affairs State and Regional Governments are required to be open and accessible to every User and Recipient of Public Information, then refer to the rules made by the mayor of Banjarmasin number 81 of 2019 that program preparation, coordination, guidance, regulation, control, facilitation and evaluation of reporting and documentation through the leadership documentation sub-section has the task of carrying out reporting and documentation as well as press releases for the leadership.

Public information disclosure is an important factor in carrying out the duties and functions of the City Government in carrying out its mandate given by the community. With the hope of achieving effective, flexible and easy-to-understand communication, in its implementation, the Banjarmasin City Government seeks to manage Instagram social media so that it becomes a communicative information system because

it is considered a popular media today, easy to reach, easy to understand, fast and easy to use. efficient in its management and use by the community.

The results of the research produced in this study were during field observations and by conducting interviews or documentation sessions during the research. Explaining that the Banjarmasin City Government has made every effort to provide an easy-to-accept and friendly information system through Instagram social media accounts, and can provide real and true information disclosure to the public by presenting it in the form of coverage, documentation, press releases for leaders in the area. Banjarmasin City Government and its obstacles in its implementation.

The results of this study were obtained after the researchers conducted research on key informants, namely the head of the documentation sub-section of the Banjarmasin City government leadership. Research with informant 1 on Gusti Saufi Rizal, S.Sos, M.Ikom as the head of the leadership documentation section at the Banjarmasin City government. Then, research with informant II on Yoyok who is the admin of the Instagram account in the communication and protocol section of the Banjarmasin City Government.

There are 2 people who are trusted to be supporting informants in this study who have different work backgrounds. Informant 1 is Nanda, who is a student who is currently studying at one of the campuses in the City of Banjarmasin who often accesses the Instagram of the City Government of Banjarmasin to obtain data related to the City Government. Then, informant II was carried out to Risky, an office worker who was also looking for data about the Banjarmasin City Government through Instagram.

A. Cyber Public Relations Management in Public Information Disclosure on Instagram Social Media Accounts Protocol and Communications Section of the Banjarmasin City Government

According to the Minister of Home Affairs Regulation number 35 of 2010 that public information within the Ministry of Home Affairs and Regional Government is open and accessible to every Public Information User, then refers to the Banjarmasin mayor's regulation number 81 of 2019 that program preparation, coordination, guidance, regulation, controlling, facilitating and evaluating the implementation of reporting and documentation through the documentation sub-section. The leadership has the task of carrying out reporting and documentation as well as press releases for the leadership.

Based on the results of observations and interviews with the head of the documentation sub-section, the leadership stated that Instagram social media is an effective medium in providing information

to the public. The following is a description of the results of research conducted by researchers related to the management of cyber public relations in the disclosure of public information on Instagram social media accounts in the protocol and communication section of the Banjarmasin City Government.

Coverage

One of the stages in the disclosure of information is the coverage of everything related to the activities of the mayor of Banjarmasin, as well as the development that is being carried out by the government in the city of Banjarmasin, this is in line with the results of interviews with Mr. Saufi as the head of the sub-section of leadership documentation said:

"Every day the team from the leadership documentation sub-section covers the activities of the mayor and deputy mayor, and also covers the city development process, whether it's facilities or infrastructure carried out by the city government" (Interview 19 February 2021).

Then an interview was conducted with Mr. Rizky as the documentation sub-division staff who did the coverage, he said:

"This reporting activity knows no time, it is carried out at any time depending on the series of events, the mayor and important agenda items that must be covered so that they can later be informed to the public at large" (Interview 19 February 2021)

Based on the interview excerpt above, the documentation sub-section of the leadership as the executor of the task in an effort to disclose information to the public has carried out coverage in accordance with applicable work references. Making it easier to carry out the next process in order to achieve communication effectiveness in public information disclosure.

Documentation

In addition to reporting, the leadership documentation sub-section also documents related activities or series of events held by the Banjarmasin city government, while the interview conducted with Mr. Saufi as the head of the leadership documentation sub-section said:

"After being covered, the activity will be documented, both in the form of visual documentation and audio-visual documentation using the adequate equipment we have"

In the documentation process to processing information until it is ready to be released to social media, in the leadership documentation sub-section there are no special positions or positions to carry out these tasks, in an interview with Mr. Yoyok as the Instagram social media admin staff said:

"We are all working here, so there is no special team, there is only a team that provides coverage and documentation and a team that processes the results of the coverage and documentation so that it becomes information that is ready to be released via social media Instagram"

This is in line with the appreciation of Nanda who is a student from the city of Banjarmasin, in an interview with researchers he said:

"The uploads on the Banjarmasin city government's Instagram social media are quite good, both in terms of time frequency, as well as display designs that make it comfortable to access"

It can be concluded that the community also recognizes that every staff on duty in the leadership documentation sub-section has an attitude of mutual support in carrying out their duties so that equality between fellow staff is realized in providing fast and quality information to the community, in this case the leadership documentation sub-section.

Publication

After carrying out the coverage as well as documentation and information processing, it can be published via social media Instagram, as said by Mr. Saufi as the head of the leadership documentation sub-section, he said:

"Currently Instagram is an effective social media to publish all information to the public about what the government and its mayor are doing"

Based on the interview above, it can be concluded that publication is part of the disclosure of information carried out by the Banjarmasin City Government, because the public needs to know all what the government is doing. The Banjarmasin City Government also strives to make the public comfortable with publication content that is made in a language style that which is not so formal to make it easier for all people to understand.

Feedback Management

Feedback management is important in public information disclosure, in this case the leadership documentation sub-section has an important role in collecting feedback contained in the Banjarmasin City Government Instagram social media account. Mr. Yoyok as the admin who manages Instagram social media in interviews conducted by researchers, he said: "Every upload on Instagram usually has feedback in the form of input or suggestions, criticism, to public appreciation for the information provided. However, specifically for input, suggestions and criticism, we will coordinate it with the institution concerned for further processing" (Interview 4 February 2021).

With good feedback management, information disclosure is not limited to what the Banjarmasin City

Government presents on social media, but is not limited to providing input, suggestions, and criticism, but the public also has the right to request information about the Banjarmasin City Government easily through social media accounts official.

In every use of data and communication technology in the field of regional government, it is part of the efforts made by the Banjarmasin City government to always be able to realize ease, efficiency and effectiveness in their work and in providing services to the public of Banjarmasin City, and also the Banjarmasin City government wants to build openness in public information matters. In the field of public services, the use of information system technology aims to improve the quality of services and is expected to reduce administrative costs that will be incurred by the public.

In the management of Cyber Public Relations, the Banjarmasin City Government, there is some public information, namely that there is some content in the public information which contains the agenda of activities, various kinds of announcements or notifications, and there is some other public information. legal products and information on regional development in Banjarmasin City. This is a supporting facility that it is hoped that its presence will facilitate and greatly assist the public of Banjarmasin City as information users in accessing the desired information. In the implementation of Cyber Public Relations through social media Instagram Banjarmasin City Government, there are several indicators of effectiveness in the disclosure of public information listed in Instagram.

B. Management of Cyber Public Relations in Public Information Disclosure on Instagram Social Media accounts Protocol and Communication Section of the Banjarmasin City Government

Based on Law Number 14 of 2009 concerning Public Information Disclosure, it is regulated that every Public Agency has an obligation to open access to public information related to the wider community. The law also explains that in information disclosure every public information must be obtained quickly and on time, at low cost, and in a simple way, therefore to carry out these obligations the Banjarmasin City Government uses Instagram social media as one of the information and documentation system media. to manage public information properly and efficiently so that it can be accessed easily.

Public information disclosure is an important factor in carrying out the duties and functions of the city government in carrying out its mandate given by the community. With the hope of achieving effective communication in its implementation, therefore the Banjarmasin City Government must manage Instagram social media because it is considered a popular media

today, easy to reach, fast, easy and efficient in its management and use by the community. In detail, the indicators of communication effectiveness are described as follows:

Openness

Openness is an important thing in establishing relations between the Banjarmasin City Government and the community, in this case the Banjarmasin City Government applies it in the form of Instagram social media management as a form of achieving effective communication when providing public information disclosure.

Based on the results of interviews conducted by researchers, it is known that the Banjarmasin City Government has been open in implementing governance which is informed quickly, and efficiently through Instagram social media, in practice the Banjarmasin City Government has carried out tasks according to applicable laws and regulations. So that this indicator becomes a support in making conclusions regarding the effectiveness of cyber public relations management in public information disclosure.

Empathy

To realize the effectiveness of communication in the disclosure of public information, it is necessary for human resources who have a sense of empathy for each other when carrying out a task.

In this case, the Banjarmasin City Government when carrying out coverage, documentation, publication, to feedback management has instilled empathy among staff who work in providing services to the community in the form of public information so that in its implementation good relations are established with the public who are public audiences on official social media accounts. Banjarmasin City Government Instagram.

Supportive Attitude

In establishing effective interpersonal relationships, supportiveness has a significant influence in creating effective communication, therefore the Banjarmasin City Government through the leadership documentation sub-section always tries to support each other in carrying out tasks, because with this it can create a supportive atmosphere to achieve work goals.

Positive Attitude

A positive attitude is important in the management of Cyber Public Relations in the disclosure of public information, when the Banjarmasin City Government publishes information through social media, of course there is positive or negative feedback, apart from these two social media management staff have instilled a positive attitude towards all situations. in order to create effective communication interactions

between the Banjarmasin City Government and people who visit government-owned social media.

Equality

The equality that is meant here is that in every situation inequality sometimes occurs, the management of Cyber Public Relations carried out by the Banjarmasin City Government on Public Information Disclosure through Instagram social media there is feedback from various community characters with different backgrounds, admin staff do not discriminate the community in sharing public information and receiving constructive input from the community, so that communication will be more effective. This is in accordance with the statement of Akhmad, Bachruddin Ali, Sri Astuty, and Muhammad Mutahhari Ramadhani (2020) that the people who inhabit the territory of Indonesia are very diverse, especially in South Kalimantan, Banjarmasin, in the sense that they consist of various ethnic groups. Politics and religion, each of which has different customs from one another. The plurality of communities on the one hand is a priceless gift and wealth. This is because a pluralistic society certainly has various kinds of cultural potential. On the other hand, the diversity of society can also lead to various conflicts that are not impossible to cause conflict, because there is a miscommunication in social interactions both inside and outside the community.

The power of the media plays a role in through its existence as an institution and in the production process that occurs within itself. Its role as an institution can be realized in two ways: alternatively, as a public space or as a producer of institutional profits for its owners (owners). Judging from the production process, there are many factors that suppress or influence the media to frame the reality of political figures or even non-native religious figures from the Banjar tribe or residents of Banjarmasin and South Kalimantan so that political communication that occurs may not be accurate because it is hampered by related ethnicities and cultures (Akhmad, 2007), Akhmad *et al.*, 2020).

CONCLUSION

Based on the results and discussion in the previous chapter, the researcher can draw the conclusion that the management of cyber public relations in public information disclosure through an effectiveness study on Instagram social media accounts in the protocol and communication section of the Banjarmasin City Government has been assessed as effective with the following conclusions:

1. Public assessment in this case the people of Banjarmasin on the official Instagram of the dominant government gives a good assessment. The people of the city of Banjarmasin have received information related to information on government activities, government profiles, and policies issued by the government and informed through Instagram.

2. Structurally Instagram Banjarmasin City Government already has a sub-section that is responsible for managing information. In managing information on Instagram, they are divided into several teams, but all of them still work together to support each other in order to provide maximum public information services, especially on Instagram social media.
3. In managing the Banjarmasin City Government Instagram social media account, in terms of display design which is considered less attractive and has not been utilized optimally, the features found on Instagram to provide more actual information so that people who access Instagram for information only rely on the main post.

REFERENCES

- Akhmad, B. A., Astuty, S., & Ramadhani, M. M. (2020, August). The Dynamics of Political Communication in the South Kalimantan Society. In *2nd Jogjakarta Communication Conference (JCC 2020)* (pp. 67-72). Atlantis Press. <https://doi.org/10.2991/assehr.k.200818.015>
- Anditya, Y. (2014). Implementation of Cyber Public Relations in Improving the Reputation of Gadjah Mada University Yogyakarta as a World Class Research University. Essay. Atma Jaya University, Yogyakarta.
- Arifin, A. (2010). Public Opinion. Jakarta: Grama Publishing.
- Cutlip, S. M., Allen, H. C., & Glen, M. B. (2006). Effective Public Relations. Jakarta: Prenada Media Group.
- Danandjaja. (2011). The Role of Public Relations in Companies. Yogyakarta: Graha Ilmu
- Djam'an, S., & Aan, K. (2013). Qualitative Research Methodology. Bandung: Alfabeta
- Effendy, O. U. (2003). Theory and Philosophy of Communication. Bandung: PT. Image of Aditya Bakti.
- Effendy, O. U. (2006). Public Relations A Communication Study. Bandung: PT Teen Rosdakarya.
- Erliansyah, B. (2017). Management of Cyber Public Relations Management in Realizing Good Governance Payakumbuh City Government. *Let's FISIP*, 4(5).
- Firsan, N. (2011). Crisis Public Relations PR Strategy Facing Crisis.
- Halik, A. (2013). Mass Communication. Makassar : Alauddin University Press
- Irwansyah, F., & Yuliati, N. (2016). Cyber Public Relations Activities at Adventist Hospital Bandung. *Public Relations Proceedings*. Volume 2. Number 283. Jakarta : PT. King Grafindo Persada.
- Kusumawati, F. (2002). Fundamentals of public relations, Jakarta: Graha Indonesia.
- Daryono, M. A. (2016). Cyber Public Relations Strategy of PT Semen Tonasa in Fulfilling Public

Information Needs. Essay. Not Published. Faculty of Da'wah and Communication. Alauddin State Islamic University: Makassar.

- Moleong, L. J. (2017). *Qualitative Research Methodology*. Bandung: PT Pemuda Rosdakarya.
- Mulyana, D. (2007). *Communication Science an Introduction*. Bandung : Rosdakarya Teenagers
- Nova, F. (2011). *Public Relations Crisis*. Jakarta. PT RajaGrafindo Persada.
- Nurudin. (2018). *Social Media: Millennial Society's new religion*. Malang : Intrans Publishing
- Onggo, B. J. (2004). *Cyber Public Relations*. Jakarta: PT. Elex Media Computindo.
- Muthahhari, M. R. (2020). *Jaringan Komunikasi Politik yang Dipilih Kepala Daerah dalam Proses Perumusan RAPBD Kota Banjarbaru Tahun 2019*. *ETTISAL: Journal of Communication*, 5(1).
- Ruslan, R. (2008). *Management of Public Relations and Communication Media (Conception and Application)*. Jakarta: PT. King Grafindo Persada.
- Ruslan, R. (2014). *Management of Public Relations & Communication Media*. Jakarta: PT Raja Grafindo Persada.
- Soemirat, S., & Ardianto, E. *Basics of Public Relations*. Bandung: Youth Rosdakarya.
- Sugiyono. (2017). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: ALFABETA.
- Yazid, T. P. (2015). *Implementation of Cyber Public Relations through the Management of the West Sumatra Provincial Government Website*. *Journal of Communication Science*, 6(2).