

Instagram @aksesmu.id Social Media Management in Strengthening Company Image PT Sumber Trijaya Lestari

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ARTICLE INFO

Keywords: Instagram Social Media, Social Media Management, Company Image

Received : 10, January

Revised : 23, January

Accepted: 24, February

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ABSTRACT

The lack of interaction in the form of likes, comments, and shares from Instagram posts @aksesmu.id is a problem that needs to be revealed in its management. Aksesmu must be able to encourage the audience to interact as seen from the content and captions on Instagram @aksesmu.id. The purpose of this study is to describe the management of Instagram social media @aksesmu.id in order to increase engagement which has an impact on strengthening the company's image. This study uses a qualitative research method that is descriptive in nature. Data collection techniques through interviews, observations, and documentation. Data validation through data source triangulation techniques. The results of this study include the four dimensions of The Circular Model of Some Theory by Regina Luttrell, namely: (1) Share stage, consisting of Connect, Build Trust, and Identity Channel (2) Optimize stage, consisting of Messaging, Brand, and Value (3) Manage stage emphasizes the monitoring stage (4) Engage stage, emphasizes influencer relations. This study can provide insight for researchers in understanding the management of Instagram social media in order to achieve effective goals.

INTRODUCTION

In the current era of globalization in the creative industry, new media technologies play a significant role in enhancing company branding. The role of Public Relations has become an inseparable part of companies in carrying out activities that build and maintain good communication both internally and externally. Image is the perception that is built, so the company provides good service and functions as an effective strategy in business competition. Customer satisfaction becomes the responsibility of the company, but the main target is to keep customers engaged over a long period. A positive company image will foster public trust in the company, so the formation of this image can serve as a tool for evaluating policies and correcting misunderstandings (Sri Syabanita, 2020).

In the digitalization era, the term "digital PR" emerged, referring to Public Relations activities and roles being conducted digitally or online. The use of digital media for organizations or companies allows for further growth and innovation through digital PR activities, such as utilizing social media platforms. Hence, social media is chosen as a medium designed to facilitate interactive social interactions.

Instagram has become a popular social media platform with advanced features. Instagram is a photo-sharing application that allows users to take pictures, apply filters, and then share them on social networks, including sharing them on their own Instagram account (Monica Utari, 2017). Instagram has features where the content uploaded on social media can be analyzed to determine the effectiveness of a digital strategy based on audience engagement. This is also implemented by Aksesmu.

Aksesmu is a brand of PT Sumber Trijaya Lestari, a subsidiary of the large retail company in Indonesia, PT Sumber Alfaria Trijaya Tbk (Alfamart). As a digital information platform, Aksesmu operates social media accounts including WhatsApp, Facebook, Instagram, YouTube, and LinkedIn. One of the social media platforms that has a significant impact on the company is Instagram. The Instagram account @aksesmu.id has over 12,000 followers and is used as a strategy to improve the company's image and as an information source on social media. The Marketing Communication division, formerly known as PR & Digital Media (PRDM), is responsible for executing the company's communication functions to the public.

However, upon reviewing the photos and videos uploaded on the Aksesmu Instagram account, many posts have limited likes, comments, and shares relative to the high number of followers. Even though it is apparent that each post includes captions designed to inform and encourage audiences to engage through comments.

Based on the phenomenon observed by the researcher, the title "Management of Aksesmu's Instagram Social Media to Strengthen the Image of PT Sumber Trijaya Lestari" is chosen to investigate the issues and solutions involved. The research aims to develop a strategy to build the company's image using content on Instagram. The research question is how Aksesmu manages its Instagram account @aksesmu.id to strengthen the company's image. Given the

limited interaction on certain posts on Instagram @aksesmu.id, the researcher intends to analyze how the Marketing Communication division manages the production, posting, and monitoring of social media analytics on Instagram @aksesmu.id, and how this affects the company's image.

THEORETICAL REVIEW

Management, which means to manage, regulate, handle, and create something to achieve a specific goal (Mustofa, 2021), is an important aspect that needs to be addressed seriously. In organizations, to form an effective and efficient structure, management should be systematic and efficient. In this study, the importance of management is especially emphasized in managing Instagram social media, which will significantly impact the company's image, either positively or negatively. Therefore, the organization of Instagram social media management is crucial for disseminating information clearly and effectively.

The Circular Model of Some, proposed by Luttrell, emphasizes three important aspects in the "Share" dimension: Connect, Build Trust, and Identity Channel (Regina Luttrell, 2021). These three aspects explain how social media strategies can be understood and how the audience interacts. Sharing accurate information in the right category on the web is very important. Creating and publishing content in the form of storytelling can better connect with the audience by stimulating emotions, ideas, and attitudes.

In the "Optimize" dimension, Luttrell highlights three essential elements: Messaging, Brand, and Value (Regina Luttrell, 2021). To optimize any conversation, listening is the most important aspect. A strong communication plan will optimize content and generate maximum impact for the message, brand, and value. As the need for more sophisticated content strategies increases, it becomes essential for companies to utilize existing media and platforms effectively.

The "Manage" dimension involves understanding what is happening on social media and what the public is talking about. This dimension focuses on media monitoring, prompt responses, and direct interactions. Monitoring is necessary to delve into ongoing trends and find opportunities to align the content with current discussions (Regina Luttrell, 2021).

The "Engage" dimension emphasizes the importance of influencer relations. Using individuals who can attract a larger audience becomes a strategic communication effort to achieve company goals. Engaging in conversations with the audience and influencers is a key component of a social media strategy. Developing this strategy can be challenging, but once a company realizes the benefits of engagement, meaningful relationships are formed.

Communication does not directly influence behavior, but it tends to affect how we organize ourselves in relation to our environment. Image formation is related to cognitive structures.

Image is the impression someone gets based on knowledge related to facts or reality (Soemirat, 2012).

Public Relations is seen as an input and output process, which involves the formation of image through perception, cognition, motivation, and attitudes. The ability to perceive forms the process of viewing information provided, stimulating cognition. In this digital era, Digital Public Relations is a communication strategy to build reputation and brand awareness online, aiming to increase interaction, reputation, and visibility with a diverse audience across digital platforms.

Therefore, research conducted by several parties on image formation in companies provides insight into public attitudes towards organizations and the goods and services they produce. The image formation process leads to specific attitudes, responses, behaviors, and opinions.

Social media management plays a crucial role in building and maintaining a company's image, particularly on platforms like Instagram, which is widely used for digital marketing and brand engagement. According to Kaplan and Haenlein (2010), social media provides companies with the opportunity to create interactive and engaging content that fosters a strong connection with their audience. Effective management involves planning, creating, publishing, and analyzing content to ensure alignment with the company's branding strategy. Luttrell (2018), through her Circular Model of Social Media, emphasizes the importance of four stages: *Share*, *Optimize*, *Manage*, and *Engage* in building a consistent brand identity and increasing audience interaction. In the context of PT Sumber Trijaya Lestari, managing Instagram @aksesmu.id requires implementing strategies such as compelling content creation, storytelling through captions, audience engagement through comments and replies, and collaborations with influencers to boost visibility and credibility. Additionally, Gensler et al. (2013) highlight that a company's brand image on social media is shaped by both user-generated content and brand-generated content, underlining the importance of interactive posts, promotions, and campaigns. This theoretical foundation provides a framework for analyzing how PT Sumber Trijaya Lestari utilizes Instagram to strengthen its brand image and increase customer engagement.

METHODOLOGY

This thesis uses a qualitative research method with a descriptive approach. The descriptive method provides an overview derived from interview transcripts, field notes, photographs, personal documents, memos, and other official documents. With this method, the researcher will explain and describe a subject, which will then be classified for conclusions to be drawn. These conclusions will facilitate the research and observation of all aspects involved. Data collection is carried out through interviews, observations, and documentation. The researcher uses triangulation as a technique to compare interview results with the research objects to validate the data. The qualitative descriptive approach is considered suitable and relevant for understanding and exploring the research topic.

RESULTS AND DISCUSSION

This study utilizes Regina Luttrell's The Circular Model of Some, which includes four dimensions: Share, Optimize, Manage, and Engage. This theory helps the researcher analyze how Aksesmu manages its Instagram social media account @aksesmu.id by adjusting content and building interaction with the audience. By understanding the management of this Instagram account, Aksesmu can optimize its strategy to improve interaction. This research provides insights into content optimization, strategy, production, and interaction patterns with the audience.

Share

In the "Share" phase, there are three key aspects emphasized: Connect, Build Trust, and Identity Channels. Additionally, it can be understood that when making efforts to share messages with the audience, the message itself becomes the mediator in building interaction in social media management. PT Sumber Trijaya Lestari, or Aksesmu, utilizes Instagram as a medium to spread information digitally. Instagram itself has many advantages in terms of features and ease of use. The three aspects emphasized by Luttrell are:

Connect

Social media is connected in a network. Instagram, as a Meta product, can also connect seamlessly with Facebook through Meta Business. With Meta's interconnected platforms, posts can be uploaded simultaneously. Aksesmu uses Meta Business as a real-time connection between Instagram and Facebook. The point in this "Connect" phase is to establish a Marketing Communication Division.

Build Trust

The company strives to introduce its brand to the public to increase brand awareness, so that the brand becomes more recognized and trusted. Building trust requires a proper strategy to achieve the company's goals with the public. In managing the Instagram @aksesmu.id account, the Marketing Communication division regularly publishes content on its social media platform, particularly Instagram. Aksesmu's posts emphasize research on Instagram's algorithm, so the social media team knows what type of content is likely to perform well. Aksesmu strives to maintain consistency in its content publishing, building specific formulas for success.

Identity Channel

Social media platforms have a variety of types across their various platforms. Companies choose social media types that match their needs and target audience. Instagram, with its attractive features and ease of use, is one of the most popular platforms. As for classifying content types, the Marketing Communication division classifies content according to the platform type used. Content classification is essential in shaping the brand identity on Instagram and other social media platforms with diverse content.

Aksesmu's social media includes Facebook, Instagram, YouTube, and TikTok, which focus on engagement content. However, these four platforms should not be treated the same in terms of content types. TikTok and YouTube have similar types of content, where Aksesmu aims for reach and views, with a preference for entertainment-related content. Instagram and Facebook, being connected on Meta, have content types that are also similar.

Aksesmu also verifies content before it is uploaded to ensure the credibility of the brand image on Instagram @aksesmu.id. As a retail company based on small shops, Aksesmu must ensure the accuracy of the message conveyed through the content produced. Content must go through several stages before being approved for upload, whether it be video, images, or graphics. If content requires editing, creativity and attention to detail are crucial to producing engaging content. Furthermore, the content must align with the audience's needs and the message it aims to deliver.

Optimize

The "Optimize" phase focuses on three key elements: Messaging, Brand, and Value. Companies or organizations optimize social media management by enhancing the personal data listed on the platforms. Optimization also involves delivering key messages in the most attractive way possible, and companies can create a detailed timeline for scheduling posts. Luttrell emphasizes three key elements in the "Optimize" phase: messaging. In communication, especially on social media, language significantly impacts how the message is understood and perceived by the audience. Therefore, Aksesmu uses simple, easily understandable language to disseminate information on Instagram.

To build interaction with members and audiences on Instagram @aksesmu.id, there has been an update. Previously, images contained only simple information with more detailed explanations in the caption, but now, detailed information is included directly in the image, while the caption contains supporting information. This change stems from the Marketing Communication team's analysis of audience interest in reading information on Instagram @aksesmu.id. They aimed to adjust their strategy to improve engagement with specific image and video content.

In utilizing social media as a medium to spread messages to the audience, the Marketing Communication division ensures that the social media account is able to provide valuable feedback for the company. Instagram has several features that users can take advantage of to maximize their Instagram accounts. Through Instagram, Aksesmu strengthens its corporate image with built-in values to gain consumer trust. In optimizing Instagram as an information dissemination medium, Aksesmu also uses Instagram features like Feeds, Reels, Stories, Highlights, DM (Direct Message), Tag, and others to attract attention and achieve a high reach. Additionally, key company information to support credibility and data can easily be accessed by the audience through the bio section of Instagram @aksesmu.id.

On social media, an identity is used to distinguish one user from another. In several social media platforms, PT Sumber Trijaya Lestari uses the name

"Aksesmu" as the brand identity. On Instagram, the account name is @aksesmu.id, with brief information in the bio section, so the audience can recognize Aksesmu as a shopping app for small businesses and MSMEs. Aksesmu recognizes itself as a brand through varied content. Content variety is one of the strategies for maximizing Instagram's potential for information dissemination. Therefore, the content presented on @aksesmu.id includes diverse types, such as promotional content, videos, podcasts, Mabar (Play Together), Aksesmu activities or events, and celebrations of national holidays. Being present is essential in building the company's image. If a company remains passive, it risks developing a poor image. Thus, by leveraging Instagram as a social media platform, every event or activity run by Aksesmu should be published.

Manage

Managing social media involves organizing social media management efforts. Luttrell emphasizes the importance of monitoring during this phase to observe trends and the effectiveness of social media algorithms. On Instagram, the "Professional Dashboard" feature is available for business accounts to track their development. This includes insights such as reach, popular content, demographics, audience age range, gender, profile activity, and profile visits. Instagram's analytical tools are used to measure the interaction between account performance and the audience.

However, it cannot be denied that the flow of information, both internal and external, on Instagram @aksesmu is not yet perfect or balanced. The transition of social media management to the current Social Media Specialist is still a work in progress, with the team continuing to refine the formula through trial and error. There is also a lack of active participation and response from the audience, which is only seen in certain posts, not consistently across all content.

Engage

Engaging audiences is a key effort in social media management to attract their interest. This engagement can involve both external and internal contributors. Using individuals or influencers who can attract large audiences is one strategy to achieve the goals of social media management. In Aksesmu's content, members of the Marketing Communication division frequently participate as talents, as well as other employees.

Aksesmu establishes core tasks in the job descriptions, sets content pillars, and determines the types of content that align with the platform's characteristics. Team organization is crucial in managing all activities related to personnel, material, finances, and social media management. The Instagram account @aksesmu.id is managed by the Social Media Specialist, who is a staff member in the Marketing Communication division.

Everyone in the Marketing Communication team is involved in the management and utilization of Instagram @aksesmu.

CONCLUSIONS AND RECOMMENDATIONS

From the management of Instagram social media @aksesmu.id, it shows that the management has undergone changes and updates in the objectivity of the strategy, by adjusting content derivatives with a focus on content pillars—content that has goals related to followers and through Instagram's algorithm. From these updates, it was found that there was an increase in engagement on Instagram @aksesmu.id through Instagram analytics, which has positively impacted the strengthening of the company's image. The findings were obtained from interviews, observations, documentation, and other data collected from Aksesmu, which were aligned with the following indicators:

1. Share: Instagram is used to publish company information with consistent content and classification of content types by the Marketing Communication division, strengthening the company's image.
2. Optimize: The delivery of simple messages, content variation, and the use of Instagram features enhance the brand value and the company's messaging.
3. Manage: Instagram analytics are used to monitor and plan content publication, improve interactions, and strengthen the company's image.
4. Engage: Collaboration with internal (Marketing Communication) and external parties, as well as audience involvement through events and interactions, increases enthusiasm and strengthens the company's image.

This approach proves the effectiveness of social media management strategies in building a sustainable corporate image.

FURTHER STUDY

Future research could examine the long-term impact of Instagram's strategy on the company's image, the algorithm's influence on engagement, and how it compares to other platforms. Audience sentiment analysis and a mixed-method approach will provide more comprehensive insights into the effectiveness of social media management.

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