

Activities of the Cyber Public Relations of O Chanel TV in Promoting their Company on the Instagram Social Media

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ABSTRACT: This study aims to explain and analyze how the Cyber PR activities of O CHANEL TV in promoting their company on the Instagram social media. Academically, the research is expected to be a reference for subsequent research and an enrichment, especially in the field of communication related to the Cyber PR activities. Practically, the research is expected to provide information and input related to how to manage publications and promotions conducted by the O Channel TV on the official Instagram social media of their company. The findings show that: 1) Instagram social media is used by O TV channels as a medium to promote various company programs, 2) activities of the cyber public relations of O channel TV include scheduling, posting, monitoring, responding, conducting message evaluation processes, 3) Instagram social media is used by O Chanel TV because the media has advantages that are easy, fast, cheap, communicative, and has a broad segmentation of audiences, 4) Instagram Social media facilitates the process of two-way communication quickly, efficiently and effectively, because it has interactive media characteristics. Based on the findings of the study, it is recommended that the Cyber PR activities of O channel TV consider the following: 1) Instagram Social media of O channel TV are advised to publish videos and photos accompanied by more interesting captions, making the public curious 2) the display of Instagram social media should be more interesting and updated so that visitors do not get bored when visiting the social media, 3) the information in social media should be more updated, and clearer, so that the visitors are satisfied with all the updated information.

KEYWORDS: *Cyber PR, Promotion, Instagram Social Media*

I. INTRODUCTION

Public relations practitioners are parties who play an important role in publishing a corporate activity to be known in public. Therefore, public relations practitioners should be good at packing communication and publication messages in an attractive manner to the public. This is as stated by Hutchins Brett (2008: 852) that currently the flow of communication and information media largely determines the logic and structure of social relations, as well as situations that affect the layers of society in almost every dimension of life and cultural activity.

Recognizing the importance of communication and information activities to attract public attention, O Channel TV as one of the newcomer TV stations in Indonesia is increasingly aggressively promoting and publishing the company to the public. The importance of publication activities is also conveyed by Kriyantono (2012) that in carrying out its public relations role, companies need to collect information about personal data and what is needed and expected by the public. So, the company can use it to establish closer relationships and give enough attention or even better than its closest competitors.

Nowadays, there are a lot of media that can be used to publish and promote the company to the public, for example, there are printed mass media, electronic mass media, outdoor promotional media, and now the trend is social media based on the internet. According to research conducted by We Are Social, a British media company in collaboration with Hootsuite, Indonesian typically spends three hours 23 minutes a day accessing social media. From a report entitled "Essential Insights into the Internet, Social Media, Mobile, and E-Commerce Use around the World" which was published on January 30, 2018, of Indonesia's total population of 265.4 million, social media active users reached 130 million with penetration 49 percent. As many as 120 million Indonesians use mobile devices, such as smartphones or tablets to access social media, with 45 percent penetration. In a week, online activities on social media through smartphones reached 37 percent (tekno.kompas.com).

Seeing the potential of internet users that are so large and potential, O Channel TV uses online media, namely social media, especially Instagram as a means of promotion and publication. The party who are responsible for managing Instagram social media is O Channel TV's public relations. In the term of an academic perspective, this O Channel TV public relations activity is a cyber-public relations activity. According to Eriksson Henrik and Salzmann Martin (2016: 506) at this time the expansion of the internet resulted in interaction between people no longer limited to face-to-face communication. This raises the intensity of the style of communication through computers, so that it is increasingly open for people to do and act in the virtual arena.

Through optimizing the use of the internet and online media, the practice of public relations will be more global, more strategic, increasingly two-way communication and interactive, symmetrical or dialogical and more accountable to the public both internally and externally. Therefore, the development of online media is one of the tools to run the Public Relations strategy to communicate and compare companies that are effective and efficient. That is, the role and duties of Public Relations that relate to online media are not only in the technical level of communication but also the right delivery for the company. This is reinforced by Kennedy (2009: 1) that new technology offers opportunities for more about complex, nuanced and multidimensional depictions, which might introduce greater understanding is a key dimension of public involvement.

One of the social media currently in demand in Indonesia is Instagram. Instagram is seen as the freshest social media by social media users. This social media is more focused with photos and videos that are short in duration compared to other social media that focuses on tweets, words or status so Instagram is easier to use and enjoy. In additions, this social media is often used by individuals and institutions or companies. On Instagram, users can show their activities to public.

Instagram is also an accommodative social media. The company can display a variety of information content that presents in a more interesting and current visual form. Thus, the public can directly see and learn about company activities and programs. This fact was later strengthened by Lawrence E, Farrell H and Sides J (2009: 147) that through new technologies such as the internet it can give us greater control over what information is consumed by the people and with whom often interact, so that their use can satisfy them, from there it will bring the tendency of people to choose to interact comfortably to join in the information source section on the internet.

Concerning that O Channel TV is one of the new and not yet well-known television media, the Researcher is interested to investigate how O CHANNEL TV's cyber public relations activities in promoting their company on Instagram social media. Academically this research is expected to be a reference for subsequent research, as well as enriching information, especially in the term of communication related to cyber public relations activities. Practically, this research is expected to provide information related to how to manage publications and promotions conducted by O Channel TV on official corporate Instagram social media.

II. LITERATURE REVIEW

2.1 Cyber Public Relations

The term Cyber itself reflects a form of discipline-based computing process that involves technology, people, and processes, in harmony with ways to activate the operating system. This involves the creation, operation, analysis, and testing of safe computer systems (including networks and communication systems) as well as studies on how to use the operating system, reasonable risk taking, and risk mitigation (Sobiesk, Blair & Conti. 2015: 44). Whereas Cyber public relations is a public relations activity carried out by means of internet electronic media in building a brand and maintaining trust, understanding, image of an institution or organization to the public or audience and can be done in an interactive one to one communication manner.

More specifically, those who carry out the role and function of public relations online are known as Cyber PR. PR activities previously relied on a swirl of information on conventional media such as television and newspapers. But now, the internet innovations continued to grow rapidly and varied, so PR activities turned to digital channels. A Cyber public relations is seen as a form of operating functions in cyberspace in Cyber PR work practices. Then, the benefits of Cyber PR include avoiding the constraints of distance and time, facilitating two-way communication, so that the interaction between the two becomes more personal. This cannot be done directly by the media such as television and newspapers. Another advantage is cost-effective. In Cyber PR, internet costs are cheaper than the costs used for making advertisements on newspapers or television (Irawan, 2017: 167).

There are many benefits gained through cyber PR activities, at least there are six potentials that can be exploited through cyber PR. 1) The nature of constant communication, where through the internet PR can reach its pubic to the whole world, 2) Fast response, because the internet allows PR cyber actors to respond quickly to internal and external parties, 3) Global Markets. The internet has bridged the geographical gulf, through the relationships that exist in cyberspace. Through the internet, it is easier for PR to communicate with global markets around the world at a relatively low cost, 4) Interactive. The internet is a highly interactive medium. Feedback is easily obtained through social media used by PR, 5) Two-way communication. Two-way

communication is established between the organization or agency and the public. Cyber PR can build strong and useful relationships, 6) Through cyber PR, agencies or organizations can save costs because they can reduce printing costs (Yuliawati & Irawan, 2016: 212).

2.2 Instagram Social Media

Instagram is a social media application that allows users to take photos and videos, apply digital filters (giving effects to photos) and share them on various social media including Instagram itself. Photos or videos shared will be displayed on the feed of other users who are your followers (Mahendra, 2017: 21). The cementing system on Instagram uses the terms following and follower like on twitter. Following means you follow the user, while follower means other users who follow you. Furthermore, each user can interact by commenting and responding favorably to shared photos.

Instagram comes from the understanding of the overall function of this application. The word “insta” comes from the word “instant”, like a Polaroid camera which in its time was better known as “instant photo”. Instagram can display photos instantly, such as polaroid in appearance. As for the word “gram” comes from the word “telegram” which works quickly to send information to others. Similarly, Instagram can upload photos using the Internet network, so the information you want to convey can be received quickly. So Instagram is a combination of instant words and telegrams (Mahendra, 2017: 21).

Some of the features on Instagram are: 1) Camera. The camera feature allows Instagram users to upload photos from the gallery. 2) Editor. Editor is a feature that allows users to polish photos captured through the device’s camera. 3) Tags and Hash tags. This feature is like social networks generally having a function to mark friends or group photos into one label. 4) Caption. Caption functions like a description, this is where users can describe about the uploaded photos and add hash tags. 5) Integration feature of Instagram social media also allows users to share photos or videos to other social networks such as Facebook, Twitter, Tumblr and Flickr. If this tool is activated, every time a photo is shared, Instagram will automatically share it to the connected social network. 6) Instastory. Instastory is the latest feature from Instagram, which takes the Snapchat format where uploads will only last for 1 day with a maximum duration of 10 seconds. 7) Explore. A feature that displays content seen following or users’ follower (Mahendra, 2017: 21)

2.3 Publication Activities

With the development of internet-based information and communication technology, this facilitates practitioners from various professions including public relations to be able to publicize and promote their companies to the public. This is as stated by Ratminto and Atik (2016) that further explain that the benefits of the internet are certainly based on various factors, such as the popularity and multifunctionality of internet media, this is the strength in building a brand and maintaining trust. Interestingly, through internet media relationships that are one-to-one can be built in a fast time because of the interactive nature of the internet. This is different with conventional public. In conventional public you have to reach them with one-to-many nature. That is why the internet is the most powerful and fast and extensive medium to build the relationship. The role of cyber public relations here is closely related to online media and print media which are very important in relation to the marketing strategy in a company. The best result is a combination of online and offline publications (Yuliawati & Irawan, 2016: 213).

Based on these conditions, public relations practitioners generally make the internet or online media their media of publication and promotion. The following are public relations activities conducted on online media, including: 1) Publication. Public relations practitioners can disseminate or send writings in the form of articles, press releases about an organization or companies. Publication activities carried out by public relations on the internet can be done by following a mailing list that is in accordance with the target market of the company or organization. In cyber activities, public relations mailing lists are divided into two types, namely moderated mailing lists and non-moderated mailing lists, and 2) creating news (Media Relations). To maintain good relations with journalists can be done via e-mail, if a PR has a database of a journalist's e-mail address, it will be easier to send a press release. To maintain good relations, we can greet the reporter via email asking how the reporter is doing and the activities that are being carried out (Cristin & Marshal, 2016: 208).

III. RESEARCH METHODS

This research used descriptive qualitative method. According to Bodgan and Taylor, this type of research will produce descriptive data in the form of written or oral words from people and observable behavior. Thus, the research report will be in the form of data citations to give an overview of the presentation of the report. The data comes from interview scripts, field notes, photographs, videotapes, personal documents, notes or memos, and other official documents. At the time of writing the report, the researcher analyzed data that was very rich and as far as possible in its original form (Jamil & Irawan, 2018: 154). Then, the researcher tried to provide an analysis of how O CHANEL TV’s cyber public relations activities promote themselves on official

corporate social media. So the research will describe various findings and analysis related to cyber public relations activities of O Channel TV on the official social media Instagram of the company.

Data collection techniques through interviews with relevant resource persons, where the resource persons were parties who were actively involved in the O Channel TV's cyber public relations activities on the official Instagram social media of the company. Subjects in this study were the Head of PR O Channel, IT Staff, PR Staff. In addition, the researcher also collected data through field observations and other data from secondary data obtained from offices, books (literature), websites, the official Instagram social media of the company, documents, photos and others that provide data that is closely related to objects and research objectives.

To ensure the research data is valid, the data validity process was checked. For this reason, Miles and Huberman explained that data validity checking techniques included three concurrent activities: data reduction, data presentation, and conclusion drawing (verification). Then to determine the validity of the data, the researcher carried out the triangulation technique of the source (Yuliawati & Irawan, 2016: 29). According to Moleong in (Yuliawati & Irawan, 2016: 29) explained that in this technique the researcher compares and checks the degree of confidence of information obtained by: (1) comparing observational data with data from interviews (2) comparing the consistency of the respondent's answers, namely by comparing what the resource person said in public for example, with what was said personally (3) comparing one's perspective, with other people in the work team.

Referring to this opinion, then the researcher conducted the process of examining the validity of the data by comparing the techniques of comparing and checking the degree of confidence of the information obtained by: (1) comparing the data observed with the data of interviews (2) comparing the consistency of the respondent's answers, that is, by comparing what the resource person said in public for example, what topic was said personally (3) comparing one's perspective, with others in the work team

IV. FINDINGS AND DISCUSSION

O Channel TV is a television channel that focuses on quality lifestyles and entertainment, while at the same time being a city centric of Jakarta as a relevant channel. This channel introduces a completely new look, sound, and feel with the Indonesian television landscape. The original high-quality programming of the station, together with the stylish presentation of the programming, provides clear alternative TV channels for Jakarta viewers. O Channel has a unique and highly visible studio set up that integrates with its programming presentations.

The purpose of the channel is to provide new television standards, and focus on trying to directly involve the Jakartan people. O Channel brings completely new standards and viewing experience. This channel is mainly related to Jakarta, the city and its people and changes the way we see and think about television. Today, a variety of television channels are very diverse with a variety of program as well. As a channel that is not yet known to the public, then it is formulating communication strategies with various communication media, so that the O Channel can compete with its competitors. Wishing to be a market leader in Indonesia, it requires quality service and a strong brand known to the public. With these conditions, O TV Channel should strengthen its brand equity, one of which is using Instagram social media.

Practically, cyber PR activities can be more flexible and easier by using various internet-based communication media, one of them is social media. Now, PR through its cyber activities can reach the public with a more efficient budget. The results showed that Cyber PR activities on O Channel TV were using Instagram social media as a means of publication and building closeness with stakeholders such as the public and the media. On its Instagram social media, O TV Channel delivers publications containing more practical and interesting information and news.

Some of the reasons that Cyber PR activities are implemented on O TV channels using Instagram social media is the Instagram is considered to have quite complete features such as: 1) camera feature that can upload photos from the gallery, 2) the editor feature serves to improve the quality of photos, 3) feature of tags and hashtags to mark friends or group photos on one label, 4) Caption serves to describe or explain uploaded photos, 5) it can be integrated into other social social media such as Facebook, Twitter, Tumblr and Flickr. So users can share the photos and short videos, 6) it has an instastory feature that can take snap chat format with a maximum duration of 10 seconds a day, 7) explore feature that can display content that is viewed by user followers.

These advantages make Instagram social media the choice of O Channel TV to be used as a media for promotion and corporate publications. Broadly speaking, cyber PR activities that carried out by O Channel TV are (1) publication activities i.e. scheduling activities, posting photos and videos, and monitoring, (2) respond activities to public responses including activities to respond comments, and convey various information to the public. For this reason the researcher explains the series of cyber PR activities conducted by O Channel TV.

Firstly, publication activities. In this context, O Channel TV's public relations activities are to publish various programs on Instagram social media. This is in line with the opinion that the development of internet-based information and communication technology facilitates practitioners from various professions including public relations to be able to publish and promote their companies to the public. Ratminto and Atik (2016) further explain that the benefits of the internet are certainly based on various factors, such as the popularity and multifunctionality of internet media, this is the strength in building a brand and maintaining trust. Interestingly, through internet media relationships that are one-to-one can be built in a fast time because of the interactive way of the internet. This is different with conventional public. In conventional public you have to reach them with one-to-many way. That is why the internet is the most powerful and fast and extensive relationship building medium. The role of cyber public relations here is closely related to online media and print media which is very important in relation to the marketing strategy in a company. The best result is a combination of online and offline publications (Yuliawati & Irawan, 2016: 213).

In this context, the publication activities carried out by Public Relations O Channel TV include scheduling, posting, monitoring. Scheduling is a periodic and regular scheduling of each content uploaded and displayed on Instagram of O Channel social media accounts. This is made with the aim that the followers who see Instagram social media accounts can easily find things they want to find about information on the O Channel. Scheduling content here is the event schedule content, events and the latest information from the O Channel. The time period for scheduling activity on Instagram social media accounts is every day. First periode is between 7 to 8 o'clock in the morning. Next, between 12 to 1 o'clock in the afternoon and last between 8 to 9 o'clock in the evening. Because at that hour most people are busy with their mobile phones and surf online.

Posting activity includes posting photos and short videos that are given captions. The photo uploading process is also very simple because the digital media section only chooses photos or videos that are interesting and meet the criteria set by Instagram social media channels. The photo or video was obtained from social media tagging (marked) features by followers of Instagram social media accounts. Often, the photos or videos that are displayed are the work of the admin and the owner of the Instagram social media of O Channel account. For the process of uploading photos or videos to Instagram social media accounts there are several things that should be considered in each photo or video that will be uploaded. Photos to be uploaded are original photographs, edits from a photograph are very much noticed, and the size of the resolution of the photos and does not violate the copyright and code of ethics of a work. This can be used as a basis for introducing. At this stage, in addition to paying attention to matters relating to photos or videos to be uploaded, the caption feature or photo titles on social media should also be considered. This feature includes the title of the photo or video, and the location of the photo or video taken. The title can be used by users to offend other users i.e. followers who give their photos to O Channel social media accounts. The photo or video title feature is very useful. The followers know all the information about the O Channel uploaded by a social media account.

In posting activities, the important thing to do is to compile the contents of social media content divided into several related departments with the goal of disseminate information. The relevant departments are marketing communications division and marketing sales under the monitoring of PR, because they are the input material and to compile which material is suitable and in accordance with the latest information. The social media content is always arranged one month before the show and it is adjusted according to the predetermined theme. Social media itself is defined as a set of internet technologies that utilize user-generated content and it is built based on web 2.0 principles (DePaula Nic & Dincelli Ersin, 2016: 2) social media can optimize existing campaigns. Indeed there are no specific criteria for delivering messages on social media. We only utilize the age trends of users in each social media, as a reference in choosing a promotional channel.

After scheduling and posting activities, the next O Channel public relations conduct monitoring activities. The monitoring process is carried out by a social media account to ascertain whether there is an error or not in every photo or video upload from a social media account. The monitoring is done every 1 or 2 hours after the content is uploaded to a social media account. The monitoring aims to check incoming comments, how many people like uploads from social media content and find out how many new followers from O Channel social media accounts.

Secondly, the activity of responding to public responses aims to provide additional information and explanation or clarification to the public. In this context, the O Channel TV's public relations activity, which is responding to each comment, is very important because by responding to each comment, the followers will immediately feel comfortable. The comfort that is meant here is the availability of information that is very sufficient for followers. Even though the information has been done on the photo or video upload activity in the photo title column, the followers' curiosity about the uploaded content is very deep. For example, the follower question about information of the program schedule or event. To increase the closeness between social media accounts with followers in responding to comments, this social media account has a special call to distinguish it from similar social media accounts. So the relationship between O Channel TV the followers are built.

When giving a response, it is necessary to consider the style of the language in delivering response that matches the criteria such as the attractiveness of the message, and using simple, informative and clear language. Messages should be presented in a simple and easy to understand manner. This is because the characteristics of Instagram cannot dispose of long captions or explanation descriptions. For that reason, messages or comments submitted to respond publicly on Instagram social media are always evaluated by the PR, Marketing and digital media teams.

Evaluation of the content of responses and comments to the public is carried out every day. This evaluation is done to find out whether the results that have been achieved are in accordance with the target or not. If the comments are unclear in the public, then all information will be replaced or added. The information conveyed in the social media Instagram of O Channel related to the event, the program schedule on the TV channel, interesting tips and whatever information the public needs.

Theoretically, O Chanel TV's cyber public relations activities in promoting the company on Instagram social media are included in the two-way model of communication which describes a balanced two-way communication or reciprocity. Through this model, it will be easier to build public understanding with a pre-determined communication strategy because this model is considered more ethical in delivering messages (information) through persuasion communication techniques to build mutual understanding, support and benefit all parties.

Moreover, the Model-Two Way Symmetrical communication is applied in promotional activities on Instagram social media. This is because Instagram is very accommodating and can be used as interactive and two-way communication medium such as (1) public relations practitioner of O TV Channel publishes photos, videos and captions related to the photos and videos in a simple and clear manner. (2) After photos and videos have been uploaded on Instagram, the public then gives comments or responses, and (3) it provides explanations and further information if needed to add information to the public who provide comments.

Flexibility makes Instagram the media chosen by public relations practitioners of O Chanel TV as a media campaign and publication because it has: (1) the camera feature allows Instagram users not only to upload photos from the gallery. (2) Editor. Editor is a feature that allows users to polish photos captured through the device's camera. (3) Tags and Hashtags. This feature is like social networks generally having a function to mark friends or group photos into one label. (4) Caption. Caption functions like a description. This is where users can give messages about the uploaded photos and add hashtags. (5) Integration into Instagram social media allows users to share photos or videos to other social networks such as Facebook, Twitter, Tumblr and Flickr. If this tool is activated then every time a photo is shared, Instagram will automatically share it to the connected social network. (6) Instastory. Instastory is the latest feature from Instagram, which takes the Snapchat format to upload with a maximum duration of 10 seconds a day. (7) Explore. A feature that displays the content seen by users' followers.

This multi-function of Instagram allows public relations practitioners of O Chanel TV to promote and publish various programs to the public. This is as conveyed by Yuliawati & Irawan (2016: 212) that cyber activity allows public relations practitioners to establish communication constantly, where through the internet PR can reach its public all over the world. In addition, Instagram also provides a fast response, because Instagram is an internet-connected application that allows PR cyber actors to respond quickly to internal and external parties. Instagram can bridges the O Chanel TV to its public throughout Indonesia and even the world. Furthermore Instagram social media also allows companies to build interactive and two-way communication in a cheap, fast and easy way.

V. CONCLUSION

The findings of the study show that: 1) Instagram social media is used by O Chanel TV as a medium to promote various corporate programs, 2) cyber activity public relations of O Chanel TV are scheduling, posting, monitoring, responding, and conducting message evaluation process, 3) Instagram social media is used by O Chanel TV because the media has advantages that are easy, fast, cheap, communicative, and has a broad segmentation of audiences, 4) Instagram social media facilitates the two-way communication process quickly, efficiently and effectively, because it has interactive media characteristics.

VI. SUGGESTION

Referring to the conclusions of the study, it is suggested that cyber public relations activities of O Channel TV consider the following: 1) Instagram social media of O channel TV publish videos and photos accompanied by more interesting captions and make the public curious 2) The appearance of social media Instagram should be made more interesting and updated so that visitors do not feel bored when visiting it, 3) The information contained in the social media should be more updated, and clearer, so that visitors feel satisfied with all information in accordance with current developments.

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