

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pemanfaatan akun Instagram @disperindag_diy sebagai media komunikasi publik dalam menyebarkan informasi kebijakan dan program Dinas Perindustrian dan Perdagangan (Disperindag) Daerah Istimewa Yogyakarta. Penelitian menggunakan pendekatan kualitatif deskriptif dengan model *Circular of SoMe* yang dikembangkan Regina Lettruel, yang terdiri dari empat tahapan: *Share*, *Optimize*, *Manage*, dan *Engage*. Teknik pengumpulan data dilakukan melalui wawancara mendalam dengan pengelola akun Instagram Disperindag DIY, observasi konten, dan dokumentasi. Hasil penelitian menunjukkan bahwa pemanfaatan akun Instagram telah berlangsung secara aktif, namun belum sepenuhnya optimal di setiap tahapan. Pada tahap *Share*, informasi telah disampaikan secara rutin namun bersifat satu arah dan kurang membangun partisipasi publik. Tahap *Optimize* belum dijalankan secara sistematis karena analisis *insight* dan perencanaan konten tidak berbasis data. Tahap *Manage* menunjukkan bahwa pengelolaan masih bersifat administratif tanpa tim khusus dan belum mengintegrasikan sistem monitoring serta evaluasi yang terstruktur. Sementara itu, pada tahap *Engage*, terdapat inisiatif untuk melibatkan tokoh public namun belum dibarengi dengan strategi interaktif dan pembentukan komunitas digital.

Kata kunci: Komunikasi, Media Baru, Media Sosial, *Instagram*, *Circular Model of SoMe*, Disperindag DIY.

ABSTRACT

This study aims to analyze the use of the @disperindag_diy Instagram account as a public communication medium for disseminating information about the policies and programs of the Yogyakarta Special Region's Department of Industry and Trade (Disperindag). The study employed a descriptive qualitative approach using the Circular of SoMe model developed by Regina Lettruel, which consists of four stages: Share, Optimize, Manage, and Engage. Data collection techniques included in-depth interviews with the Disperindag DIY Instagram account manager, content observation, and documentation. The results indicate that the Instagram account has been actively utilized, but not yet fully optimized at each stage. In the Share stage, information has been disseminated routinely, but in a one-way manner and lacking in fostering public participation. In the Optimize stage, it has not been implemented systematically because insight analysis and content planning are not data-driven. In the Manage stage, management remains administrative without a dedicated team and has not integrated a structured monitoring and evaluation system. Meanwhile, in the Engage stage, there are initiatives to involve public figures but have not been accompanied by interactive strategies and the formation of a digital community.

Keyword: Communication, New Media, Social Media, Instagram, Circular Model of SoMe, Disperindag DIY.