

Abstrak

Perkembangan teknologi digital telah mengubah praktik komunikasi, termasuk Public Relations (PR) digital yang memanfaatkan media sosial sebagai ruang interaksi organisasi dan publik. Akun Instagram @satupersenofficial sebagai platform edukasi kesehatan mental menerapkan strategi PR digital melalui konten visual, narasi edukatif, dan interaksi dua arah. Penelitian ini bertujuan mengukur persepsi followers terhadap praktik PR digital akun tersebut menggunakan metode kuantitatif deskriptif melalui kuesioner online skala Likert 1–5 yang diberikan kepada 100 responden. Persepsi diukur berdasarkan teori Customer-Based Brand Equity (CBBE) Keller (2013) yang mencakup brand awareness, brand meaning, brand response, dan brand resonance. Hasil analisis deskriptif menunjukkan bahwa persepsi followers berada pada kategori tinggi dengan nilai mean keseluruhan 4,02, meliputi brand awareness (4,13), brand meaning (4,10), brand response (4,15), dan brand resonance (3,73). Temuan ini menegaskan bahwa strategi komunikasi digital @satupersenofficial efektif dalam membangun hubungan, pengaruh, serta nilai psikologis bagi followers, dan dapat menjadi rujukan bagi praktisi komunikasi dalam mengembangkan strategi PR digital yang kredibel, interaktif, dan konsisten.

Kata kunci: Persepsi Followers, Public Relations Digital, Instagram, CBBE Keller, @satupersenofficial.

Abstract

The development of digital technology has transformed communication practices, including digital Public Relations (PR), which utilizes social media as an interaction space between organizations and the public. The Instagram account @satupersenofficial, as a mental health education platform, implements digital PR strategies through visual content, educational narratives, and two-way interactions. This study aims to measure followers' perceptions of the account's digital PR practices using a quantitative descriptive method through an online Likert-scale questionnaire (1–5) distributed to 100 respondents. Perception was assessed using Keller's (2013) Customer-Based Brand Equity (CBBE) model, which includes brand awareness, brand meaning, brand response, and brand resonance. Descriptive analysis shows that followers' perceptions fall into the high category, with an overall mean score of 4.02, consisting of brand awareness (4.13), brand meaning (4.10), brand response (4.15), and brand resonance (3.73). These findings indicate that @satupersenofficial's digital communication strategies effectively build relationships, influence, and psychological value for followers, offering useful insights for communication practitioners in developing credible, interactive, and consistent digital PR strategies.

Keywords: Followers' Perception, Digital Public Relations, Instagram, CBBE Keller, @satupersenofficial.