

Strategic Instagram Content Management as a Digital Marketing Public Relations Tool in Building Brand Image: A Case Study of Hotel Janevalla Bandung

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ABSTRACT

The application of social media is not only restricted to marketing purposes but has extended to strategic communications for building a brand image. This paper seeks to examine how strategic management of Instagram content works as Digital Marketing Public Relations for the purpose of developing a brand image of Hotel Janevalla Bandung. The methodology applied for this qualitative study is through the use of a case study approach. Observations of Hotel Janevalla's Instagram page, interviews with their social media managers, and analysis of documentation of the Instagram post have been conducted to obtain data. It is evident that Hotel Janevalla is able to make good use of various features of Instagram, strategic consistency of message via theme "24 hour stay" concept, content creation through copywriting and storytelling, and cooperation with opinion leaders in order to enhance their communication effectiveness. These activities will support audience engagement and position their hotels as a lifestyle hotel. Thus, it may be suggested that strategic management of Instagram content plays an important role in developing brand image.

Keywords: *Instagram, Strategic Content Management, Digital Marketing Public Relations, Brand Image*

INTRODUCTION

There has been an increase in the amount of competition faced by hospitality companies in Bandung, particularly with regards to lifestyle and boutique hotels whose success is determined by the creation of unique and exciting ambience and concept created by the hotel. In this case, there are several other competing options, which not only are more affordable but also offer more facilities compared to other lodging companies. Customers no longer make their choices on the basis of practical considerations alone, such as location and cost. Perceived image plays a vital role in

their choices. Image-building is important in the construction of market positioning strategies. However, there are hotels which struggle with creating an impressive image despite having a social media presence.

This is an example where digital engagement and brand image creation are mismatched. The messages that can emerge from such a process will only serve the purpose of the moment and occupancies. This leaves no room for developing a brand image. From communications perspectives, a brand image will result from a chain of representations through communication, symbolism, story telling, and experience. In this case, it is expected that content management should become an intentional act of communication in the Digital Marketing Public Relations (Digital MPR) framework, rather than a process involving just regular posting. Strategies of digital communication have been found to be successful in building brand images and enhancing institutional competitiveness (Zahro & Diana, 2025).

Instagram is one of the most widely used social media platforms in the hospitality industry due to the possibilities of telling stories through it. Nevertheless, merely having an Instagram profile does not guarantee the creation of an effective brand image. The lack of message design, visual consistency, and appropriate communication language might limit the Instagram profile to serve merely as a virtual representation. Earlier researches have found that proper management of content within an Instagram profile could enhance brand visibility as a result of the application of public relation techniques (Setyaningsih et al., 2020). Additionally, the management of Digital PR through Instagram needs proper content design, communication language framing, and evaluation of the audience reactions to ensure that the communication goals are achieved (Diniati et al., 2022).

The other researches also indicate that proper optimization of Instagram can improve engagement and create strong digital connectivity among brand and audience (Ratih et al., 2025). Nonetheless, in majority of the researches, the attention is mainly directed towards the performance in terms of interactions and the role of content management in forming brand image in the long run is not addressed deeply (Ratih et al., 2025). Moreover, the research on content management strategies of public relations practices on new media channels still needs to be more focused since it has been done generally till now (Al Hadeed et al., 2024). Also, the PR marketing strategies of Instagram for building brand image have been studied in product industries such as FMCG which are entirely different from hospitality industry based on experience-based services (Akbar & Umer, 2023).

Thus, despite many scholars having researched on the management of Instagram content, Digital PR, brand awareness, and brand image, it is clear that a knowledge gap exists. This includes studies on the integration of strategic management of Instagram content management and digital public relations roles within the development of brand image in the hospitality industry. Some studies focus on brand awareness (Setyaningsih et al., 2020), some on management of Digital PR media (Diniati et al., 2022), and others on image improvement (Zahro & Diana, 2025; Akbar & Umer, 2023). It is worth noting that only a few researchers have focused on the systematic process of developing and evaluating Instagram content in developing hotel brand image.

In this particular research study, content management is not just posting but is rather about the strategic management of content generation. This includes the following tasks: proper message planning in accordance with the brand identity, proper visual representation consistent with the image of the hotel, targeted customer segmentation, performance measurement of the generated content through digital measurements, and, finally, coordination of the entire communication effort according to the image of the hotel as a lifestyle hotel where one can stay for 24 hours.

In addition, this research examines the role of Instagram from the viewpoint of the integration of the fields of Digital Marketing and Public Relations. Within the sphere of hospitality, the line between the activities of marketing specialists and PR experts is becoming increasingly fuzzy. The content aimed at boosting the occupancy rate at the same time is capable of developing relationships and building trust with the audience. Instagram thus represents an intersection point for marketing and PR-oriented communication processes. On the one hand, it impacts the decisions made by clients to check into the hotel, and on the other hand, it also shapes the company's image and reputation.

Why was Hotel Janevalla Bandung chosen? Firstly, the choice was not only because of being a subject of research but also a fascinating case of digital communication itself. The hotel operates under the lifestyle hotel model where the guests enjoy 24 hours of stay experience and the flexibility of check-in and check-out. In addition, they get another urban experience that is different from other traditional hotels. Such a model of business demands communication that will embody ideas of lifestyle, freedom, and modernity that become values of this particular concept. Speaking about

the specifics of communication of Hotel Janevalla, one should mention how digital communication it is. Instagram is considered to be the main channel through which visual identity is created.

Given this background information, it is necessary to conduct research on how Instagram content management is done strategically within Digital Marketing Public Relations activities in creating a brand image for hotels. This study uses a qualitative method through a case study approach in order to have a more in-depth look at how content management is done on Instagram in Hotel Janevalla Bandung. This study does not only analyze the kind of content being posted but also analyzes how the message is formulated, how the visual content is created, and how interaction with the audience is done.

From a theoretical point of view, the study will be able to provide information about the link between strategic content management and brand image formation through Digital Marketing Public Relations. Through the discussion on message consistency, visuals, segmentation, and experience of storytelling as means to connect communication and public relations, it will become clear that Instagram should not only be seen as a platform for promotions but also as one for forming brand images.

LITERATURE REVIEW

Digital Marketing Public Relations

It would be better to describe Digital Marketing Public Relations as a kind of communication approach, where there is a convergence of marketing and public relations strategies into one digital strategy. In such a case, organizations may not differentiate the activities in terms of whether they relate to sales or relationships building. Digital age public relations practitioners should do more than simply worry about their organization's image management. They should also manage their digital media platforms which influence the performance of their brands. From the above statement, it is clear that PR has become strategic, not only in reputation but also visibility.

Further to this, the evolution is also aided by the convergence of marketing and public relations. As technology advances and the lines between marketing, advertising, and PR blur due to the convergence of various media platforms, these activities can be carried out in conjunction in order to affect public perception (Hackley, 2018). The convergence in the field of PR can also be seen as a reaction to the fast-paced and interrelated communication systems through which we communicate digitally (Tomaš & Topić Stipić, 2022). With this in mind, one piece of digital content can raise awareness, form relationships, and aid in purchase decisions all at once.

Integration mostly occurs on social media networks nowadays. Instagram and other similar platforms are used not just as information providers; these websites allow interpersonal interactions, which turn the communication process into a two-way interaction. It should be mentioned that social media can be seen as the discursive medium where views may be formed as a result of communication with other people (Setiawan, 2023). Discussing branding specifically, it should be highlighted that the company will not have full control over the communication process, as the views of the audience will be significant in this case.

Interactions will become essential elements in modern PR practices as these processes will revolve around relationships rather than communication. It is true when discussing the hospitality industry. Hotel businesses offer their guests not just services but also certain experience, ambiance, lifestyle, and more. Thus, online communication should serve two purposes: to attract potential clients and to create a brand image. Instagram, because of its visual characteristics, may be considered a proper tool for implementing these objectives. In the current research, Instagram will be considered not just as an instrument of promotion but also as a DMPR strategy involving marketing and image-building.

Strategic Content Management in Social Media

Content management on social media may be described as the planned and systematic management of the creation, design, distribution, and evaluation of content with a view to communicating particular objectives. Content management does not simply involve putting up content. Rather, it involves message development and distribution that conform to the organizational communication strategy. As such, the management of social media content is best

regarded as a strategic management function because content itself is regarded as strategic. Here, content is a strategic resource that contributes to the creation of brand value (Confetto & Siano, 2018).

The other thing to consider regarding tactical and strategic content is that while the former focuses on immediate action, such as season-themed campaign posts, discounts, or special moments to raise engagement levels and help sales within a relatively short period of time, the latter takes its roots from something more strategic, in line with the branding of the company. Tactical posts may simply be single instances, without any deeper meaning beyond that particular instance; strategic posts create an overall picture that slowly builds up in order to shape the audience's opinion. As pointed out by social media content management models, it is crucial to ensure consistency in the organizational goals setting, content creation, and performance evaluation process (Ahmad et al., 2018).

The first dimension of strategic content management involves message planning. In this phase, the organization decides what values and themes will be portrayed in its content. Every post must have a certain direction with message planning because it helps establish the identity of the brand. Consistency in visuals, whether through colors, type of photography used, or layout, becomes another key aspect of building brand recognition and differentiation. The combination of messages and visuals creates an effective means for branding on social media platforms (Confetto & Siano, 2018).

Another vital aspect of content management involves audience segmentation, and that determines the suitability of the content. In the social media environment, organizations can tailor their content around specific characteristics of the targeted audience. If there is no realization of the significance of audience segmentation, then the content tailored will be meaningless. The audience understanding is an important aspect of content management because without it, the strategy cannot meet audience needs.

Performance evaluation is the other aspect, and it is usually done based on metrics like engagement rates, interaction rates, reach and many more. While evaluating content performance, the main objective is not just determining how popular the content is, but to determine how effective the content is in communicating objectives and positioning the brand. Under a managerial structure, evaluation becomes a reflective process where organizations can always be tweaking their approaches (Confetto & Siano, 2018). This means that managing content strategically is a cyclic process.

Last but not least, all the above elements have to be consistent with brand positioning. Since content management is highly strategic in nature, it means that it will always emanate from the core essence of the brand and its values, thus helping create the brand image that is required in an efficient way. Content management in social media can thus be considered part and parcel of the overall brand management strategy. Since content management is highly strategic in nature as a managerial function, which involves message construction, aesthetics, audience differentiation, evaluation, and brand positioning, it becomes easy to portray content management as a systematic communicative endeavor.

Instagram as Digital Communication Platform

Instagram has evolved to become one of the most popular means of communication in the digital era that organizations can employ to generate engagement with their stakeholders. Unlike other social media platforms, Instagram centers on visual communication, thus allowing for the conveyance of messages through the use of images, video, and text messaging. This characteristic makes Instagram an excellent platform for branding, given that images can aid in expressing the experience, atmosphere, and values associated with a brand. In the current digital era, branding through Instagram can be accomplished visually and interactively.

One of the biggest benefits of using Instagram is that it supports visual storytelling techniques. In using this technique, brands not only convey messages but craft stories that speak about the experiences they want to tell their target market. Storytelling has been identified as a technique used to allow people to learn more about what a brand represents by creating an emotional connection with the message being conveyed. The use of Instagram stories has been identified as a way to increase audience engagement by creating connections with the stories being consumed (Rismadewi et al., 2025).

Engagement culture is yet another feature that sets apart the Instagram environment from others. Not only are audiences receivers of messages, but they are also interactive participants who engage in the platform by liking, commenting, and sharing posts. Under the lens of Social Media Engagement Theory, this shows a more dynamic relationship between the brand and its audience. The use of communication strategies on Instagram has proven to improve engagement levels and strengthen the digital bond between the brand and its audience (Ratih et al., 2025). Interactions are critical in assessing the effectiveness of content management, as engagement levels demonstrate how relevant the message is to the audience.

At the same time, Instagram content visibility is also affected by algorithmic processes involved in the presentation of content to its users. Algorithmic visibility implies that the more interactions content generates, the more likely it will get noticed. Therefore, Instagram content management does not rely only on good design of posts but also requires approaches that would attract the attention of the viewers. With strategically created content, there is a better probability of content appearing in feeds, thus, making the brand visible and recognized by its users.

Through repeated encounters between the message and the audience's reaction, there can be the formation of a stronger connection between the brand and its consumers. In digital communication research, the idea of parasocial interaction is used as a framework in explaining this connection. Parasocial interaction is characterized by the notion of intimacy despite the indirect nature of the interaction.

With the presence of such features in social media as story-telling and engagement culture among others, Instagram has gone far past being a mere content sharing tool. Rather, it is now a strategic communication environment that allows for the building of relationships between the brand and the audience while forming the image of the brand in the minds of the target market. Consequently, Instagram can thus be considered an essential communication medium when it comes to Digital Marketing Public Relations strategy development.

Brand Image in the Hospitality Industry

It is crucial for marketers to understand brand image since it pertains to the perceptions of the audience regarding the brand. In terms of brand management, brand image refers to the associations held within the consumer's memory concerning a certain brand. It includes perceptions, experiences, values, or symbols that always emerge in brand communication. Thus, brand image can be defined as the consumer's perception of the brand arising from the experiences and information acquired from the brand. Such perceptions affect the evaluation of the brand regarding its quality, reliability, and value offered (Rusmahafi & Wulandari, 2020).

The formation of brand image is highly connected with the process of meaning creation through different communication practices. In this regard, brand association takes on special importance as a mediator between brand messages and meanings created by target audiences. The latter can take place with the help of visual representation, storytelling, audience experience, and ongoing communication. Moreover, social media marketing activities significantly contribute to brand image development since digital media provide opportunities for continuous communication and interaction with target audiences (Bilgin, 2018). It facilitates the meaning creation process and contributes to how a particular brand is viewed.

Regarding the role of message delivery in digital communication, brand image does not only depend on messages transmitted from organizational sources, but also on how the audience interprets such experiences. That is to say, brand image can be said to be the product of an interpretation made by the audience regarding different brand images. The creation of a brand image may involve different elements, including customer experience, quality of service, and communication across multiple platforms, including social media (Azzahra & Nainggolan, 2022). Hence, consistency in messages and the experiences of customers play important roles here.

In the service industry, especially the hospitality industry, the creation of brand image is not similar to creating brand image for tangible goods. The hotel does not merely provide its facilities, but it also creates experiences and symbols for customers. The principle of experiential marketing indicates that consumers evaluate brands depending on the experiences acquired during their interaction with the brand. Thus, brand communication in the hospitality industry focuses on the depiction of lifestyle and experiences offered by the brand.

This strategy is also similar to the idea of lifestyle branding, where a brand is positioned not just as a provider of services but as an embodiment of a certain lifestyle. When it comes to lifestyle hotels, symbolism, imagery, and stories about a brand play an important role in forming the brand image. Consistent and effective communication will help create symbolic value that can make it easier to recognize and remember the brand.

The image of a brand in the hospitality industry comes about through the process of communication. Not only does the level of service delivered play an important role in determining the brand image, but the presentation of services through different channels of communication also plays an important role. The messaging and experiences generated through the use of digital media become vital in forming the image of the hotel brand in the minds of people. In the current case study, the management of Instagram content forms one of the strategies through which hotels create brand images.

METHODOLOGY

In this research, the qualitative approach with the case study research method will be adopted for obtaining deep knowledge regarding the process of implementing Instagram content management strategies as part of Digital Marketing Public Relations in the development of the brand image. This approach is chosen due to the ability of a researcher to conduct a deeper exploration of the processes, meanings, and communication strategies in an organizational setting (Kusumastuti & Khoiron, 2019). As for the case study, Hotel Janevalla Bandung will be analyzed to identify how Instagram content management takes place as a digital communication strategy of the company.

To gather data, the following methods were utilized: observation, interviewing, and documentation analysis (Mulyana et al., 2024). First, the observations of the communication processes on the official Instagram account of Hotel Janevalla Bandung included analyzing the types of posted content, visuals, and communication strategies. Interviews were also conducted in order to get the necessary information from people responsible for the management of social media. Furthermore, documentation analysis consisted of exploring the Instagram archive that included photographs, videos, captions, and user communication.

The informants in this research were purposely selected through purposive sampling in which respondents were deliberately selected depending on their experience in managing the Instagram content of the hotel (Kusumastuti & Khoiron, 2019). To increase the validity of the data, source triangulation was used in this research whereby the information obtained from the interview was compared with that from observation and documentation.

To analyze the data collected, Miles and Huberman's model of interactive data analysis involving three phases namely data reduction, data display, and conclusion drawing were used in this study (Qomaruddin & Sa'diyah, 2024). This involved organizing and analyzing the data to arrive at conclusions about the strategy of managing Instagram content for shaping the image of Hotel Janevalla Bandung.

DISCUSSION

Instagram as a Digital Communication Infrastructure in Digital Marketing Public Relations Practices

The findings in this case show that Instagram plays a central role in forming the digital communication strategy followed by Hotel Janevalla Bandung for reaching out to and communicating with their audiences. This can be seen from the fact that the social media team in charge of managing their profiles on Instagram has been using various features such as the feed, stories, and reels available through the platform to communicate their message while at the same time engaging with their audience. The usage of these features proves that Instagram is not only used as a promotional tool for the hotel but also as a communication tool.

In terms of Digital Marketing Public Relations, this approach aligns with the idea of combining both marketing and public relations functions in a single digital communication system (Tomaš & Topić Stipić, 2022). With the changing communication landscape, the functions of marketing, advertising, and public relations have become more fluid as they are being used within the same media system (Hackley, 2018). As a result, the communication activities

undertaken by Hotel Janevalla on Instagram can be regarded as the examples of Digital MPR that include both commercial (intention to stay) and relational objectives.

Furthermore, the application of Instagram in itself is a reflection of change in the pattern of organizational communication in the digital public sphere context. Through social media, there arises an opportunity for the public to engage in brand communication through their reactions, replies, and other interactive means. In the context of the digital public sphere, social media allows for greater participation and dialogue between the organization and society (Setiawan, 2023). This shows that brand communication is not only from top to bottom but through the interaction of brands with their audience.

Strategic Content Management as the Foundation of Brand Communication

One of the main observations of this study is the consistency in messages conveyed by Instagram content of Hotel Janevalla in the context of presenting the “24-hour stay” concept as the core brand identity. In other words, this brand identity is consistently communicated across different messages which portray an impression of flexibility in accommodation stays and urban ambiance associated with the hotel. Consistency in messages implies that the content used on Instagram is created through a planned communication process.

The concept of strategic content management, as articulated by Confetto & Siano (2018), can be understood as a managerial strategy of planning, aligning visual content, and assessing the interaction with the target audience. Within this context, Instagram content is not only used for communication purposes but is also strategically employed to create brand identity via consistent representation of the idea of 24-hour accommodation.

The authors further confirm the theory of social media content management as they acknowledge that the connection between the objectives of communication and content production is an important factor within the scope of digital marketing (Ahmad et al., 2018). Thus, with consistently communicated messages and visuals, content created on Instagram will attract people's attention and reinforce their views regarding the kind of hotel that they would like to stay in.

Storytelling, Copywriting, and Engagement in Brand Communication

Moreover, the results of this research prove that the communication strategy of Hotel Janevalla uses storytelling and copywriting techniques in generating the content for their Instagram account. Rather than providing information through captions, this hotel tends to generate narratives around the idea of what it is like to stay at this hotel and emphasizes the lifestyle and activities offered by it.

The storytelling technique in digital communication helps to facilitate the audience's interaction with the company as well. As it is possible to see from the previous research, storytelling enables companies to create messages in the form of narratives in order to make audiences perceive the meanings conveyed through these messages in context (Rismadewi et al., 2025).

Another tool to estimate the audience's reactions and engagement is their interactions with the posts generated by the hotel. Likes, comments, and shares serve as responses to the message and show the level of interest audiences have in the content. Based on Social Media Engagement Theory, engagement is one of the important aspects that show the relationship between a brand and its public (Ratih et al., 2025).

Collaboration with Key Opinion Leaders on Instagram to Expand Brand Meaning

Alongside the management of content for itself, Hotel Janevalla also partners with key opinion leaders on Instagram for the dissemination of communication messages to broader audiences. The collaboration with KOLs enables the hotel stay experience to gain representation through the third party that carries some influence on Instagram. In other words, the story that is being told by the hotel will not be developed entirely from within the hotel brand but rather through influential people who carry some degree of closeness with their followers.

Cooperation with influencers through Instagram as part of the communication strategy allows for greater credibility and broader network reach. The content shared by the influencer on Instagram will be noticed and interacted

with by their followers too, which means that the content will reach farther than merely being viewed on the brand's Instagram account alone. Social media marketing campaigns that utilize influencers have been shown to boost brand visibility and perception (Bilgin, 2018). In this light, cooperation with KOLs within Instagram communication may be seen as a method of increasing credibility and reaching farther.

Strategic Instagram Content Management in Building Brand Image

All in all, according to the research findings in this study, the implementation of Instagram content management at Hotel Janevalla contributes considerably to establishing its brand image. Due to the consistent use of themes associated with the concept of 24 hours, storytelling techniques, and partnerships with social media influencers, Instagram content serves as an important medium that can convey the image of a lifestyle brand offering a unique stay experience.

When it comes to brand image, a brand's image is the result of the development of perceptions by people who are exposed to information about the brand through their experiences (Rusmahafi & Wulandari, 2020). Social media communication can help establish the association between brand and perception, thus contributing to the strengthening of a brand image. It is consistent with other research findings suggesting that social media communication activities can contribute to the creation of a brand image in the hospitality industry (Azzahra & Nainggolan, 2022).

Hence, it is clear that the use of Instagram as a platform through which brands can create an image through effective digital marketing public relations strategies. By using proper content management along with storytelling through experiences and interactions with their audience, Instagram works effectively as a digital marketing platform for the hotel Jannevalla.

CONCLUSION AND RECOMMENDATION

The research reveals that the management of the Instagram page of Hotel Janevalla Bandung plays an important role in implementing a Digital Marketing Public Relations strategy in creating the hotel's brand image. Not only for promotions, Instagram is also applied as a digital communication tool that helps the hotel establish its relationships with its audiences by using different aspects of its application, including feed, stories, and reels. The management of content is done systematically based on its consistent messages about the "24-hour stay" aspect that represents the hotel's identity. Such consistency is done with the support of visuals and copywriting techniques applied in developing its contents and KOLs collaborations in broadening its communication coverage. In doing so, it creates a strong association between the audience's mind and Hotel Janevalla as a lifestyle hotel.

Based on these results, it is possible to assert that proper management of content on Instagram can become an efficient communication instrument in the process of applying Digital Marketing Public Relations tactics. With the help of proper content management, which includes interactivity and experiences, Instagram can help shape positive perceptions of the hotel and contribute to building a strong reputation. Thus, it is vital to consider social media management as a component of communication strategies instead of limiting its role to promotion. For the future, it is necessary to work further on creativity, consistency, and collaboration with celebrities to enhance audience participation. It would be interesting to conduct further analysis by investigating communication tactics of several hotels and audience perceptions of posts on social networks.

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