



The Role of Public Relations in Promoting the Educational Community Via Instagram @Aksararembaka

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ABSTRACT

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The purpose of this research is to find out what strategies are used in promoting the community and what obstacles usually occur when promoting on Instagram. This study uses a qualitative method by conducting interviews with the founder of Aksara Rembaka. In this study, the results obtained are that the strategies used to promote vary greatly, including providing creative content and conducting various collaborations and the obstacles that usually occur are unstable Instagram algorithms and resources, both human and financial, so that public relations are very influential for the success of a community to be recognized.

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INTRODUCTION

Currently, there are many communities that are moving to build education in Indonesia. Offline and online-based communities. However, the most crowded community today is an online community that can connect from different cities. Although the range is different, it can be very productive if done to the maximum. A community is defined by Kertajaya Hermawan as a group of people who care about each other more than they should, where in a community there is a close personal relationship between the members of the community because of similarities and values. With various online communities, it will be easier for people to find the same environment or the same similarities (Wasesa, 2005).

It is undeniable that promoting a new community certainly requires trust from the public or the public so that the community can be accepted by a wide audience. The public relations team must have the right way so that the community can be accepted by the public as stated by F. Rachmadi that public relations fosters and develops good relationships between institutions or organizations and their public. Communities usually have social media pages to promote their community to be known by a wide

audience. Instagram is a platform that is widely used to market a product or service (Gifary, 2022).

The role of community members is very crucial to do ways so that the community can be accepted by the community. For this reason, researchers are interested in researching more deeply how the role of PR in promoting the educational community through Instagram @Aksararembaka. With the aim of answering the question of what strategies are used by the Rembaka Literacy Education Community so that it can be widely known and the reason why to promote the community using Instagram. A similar research was written by Irgham Khairil Ghifary and Sophia Novita with the title "The Role of PR in Developing Tourism through Instagram @disparciamis" The research produced the results of PR in developing tourism through Instagram showing that the role of PR is very crucial in managing the content and programs that will be posted.

RESEARCH METHOD

The research method used in this study is a qualitative research method. Qualitative research methods are research methods used to research on natural object conditions, where the researcher is the key instrument and the results of qualitative research emphasize more on meaning. The method used is an interview where a direct interview is conducted with the founder of the Aksara Rembaka community with the aim of finding out what is contained in the mind that cannot be known if only by making observations.

RESULT AND DISCUSSION

Instagram as a PR tool to develop the Rembaka Script Education community

Instagram was chosen as an effort to promote a community created by a community that cares about educational content. Instagram is considered to have a very large number of active users, so its potential to reach a wide audience is very high, so the wide user base is the reason for the Public Relations team to promote the Rembaka script community as a publication forum. Instagram also has attractive visuals that are certainly perfect for displaying creative content, such as infographics, images, and interesting videos (Lestari, 2015).

Instagram is also known to have a variety of interactive features such as Stories, IGTV, Reels, Live which of course allows the PR team to use it as a dynamic and engaging form of promotion (Zuhri, 2019). The number of teenage users using Instagram is a benchmark for the public relations team to develop the community through Instagram, especially young people are often easily interested in new and creative things, including the rembaka script. When compared to other applications, Instagram is relatively easier to use to create and share planned content and interaction with the audience is easier to reach directly (Gifary, 2022).

The PR strategy used by the Aksara Rembaka team to be widely known through Instagram @aksararembaka

Providing a different and creative experience makes the Rembaka script a community that moves to educate the audience in various ways that are used so that a good image can expand efforts so that the Rembaka script can be widely known. Educational and creative content by sharing content about the Rembaka script such as tutorials, infographics, and historical stories. In addition, the Rembaka script community often collaborates. Collaborate both individually/group organizations/communities/brands that of course have an interest in relevant cultures and languages or communities so that they can expand their reach (Azzahra, 2022).

The public relations team of the Rembaka script also conducts a social media campaign with a program that directly involves the young generation as the target of this community at large. Programs are also held in a variety of ways by holding offline and online activities such as holding webinars, classes, or social activities that are expected to increase public awareness and knowledge. Another way to attract the younger generation is to actively interact with followers through comments, messages, and activities such as quizzes or challenges. In addition, updating information regularly is also done regularly to show that the community is active so that there is always something new and interesting for followers.

Obstacles while promoting the rembaka script via the Instagram platform @aksararembaka

Instagram is the easiest platform to use as a tool to promote a community or other things, but of course it has obstacles that often occur in it. There are two things that are an obstacle in promoting the Rembaka script community on Instagram, including the Platform Algorithm. Often the algorithm on Instagram changes, the change affects content that cannot be reached by a wide audience.

This certainly hinders the public relations team from promoting the community, especially the Rembaka script has just pioneered this educational community (Macnamara, 2013). In the elaboration of the image formed in the Question Marks in the public relations strategy book, that if a company has just been formed, its productivity growth is getting higher but its market share is still low. So, the image must be formed to provide education to the public about the company's vision. However, if there is an obstacle then there will be parts that cannot be achieved.

Another obstacle that often occurs when promoting something is the limited resources, both human and financial can be an obstacle in producing and proposing content consistently. For this reason, looking at the obstacles that often occur by evaluating this strategy, the strategy that has been written in the PR strategy carried out will certainly close or minimize the obstacles that occur so that this community promotion can run as planned.

In Islam, when doing a good deed but there is an obstacle in achieving it, it is written in Qs. Al-Ankabut verse 69:

وَالَّذِينَ جَاهَدُوا فِينَا لَنَهْدِيَنَّهُمْ سُبُلَنَا وَإِنَّ اللَّهَ لَمَعَ الْمُحْسِنِينَ ٦٩

"And those who wage jihad for us, you will really show them our ways. And indeed, Allah is with those who do good."

This verse emphasizes that those who strive (jihad) in the path of goodness will be guided by Allah and rewarded with rewards. God is always with those who do good even when they encounter obstacles. The word سبيل is the plural form of the word سبيل which means way. The word سبيل when based on the word Allah, such as sabilillah (the way of Allah), indicates the ways of obedience, goodness, worship and all forms of charity that lead to the pleasure of Allah. Seeking knowledge and all good deeds is included in the sabilillah category. Thus, what is done with intention for Allah's sake, any obstacle will not reduce the value of the good (Sholihah, 2021).

CONCLUSION

Based on the results of research on the role of Public Relations in promoting the Education Community through Instagram @Aksararembaka, Instagram was chosen as the main platform for promotion due to its wide user base, strong visual appeal, interactive features, popularity among the younger generation, and its ease of use compared to other applications. Strategies implemented to increase community visibility through Instagram include providing educational and creative content, collaborating with other parties, social media campaigns involving audiences, organizing online and offline events, active interaction with followers, and regular content updates. However, there are two main obstacles that are often faced in the promotion process: continuous changes in Instagram's algorithm and limited resources available.

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