
BUANA KOMUNIKASI

Jurnal Penelitian dan Studi Ilmu Komunikasi
<http://jurnal.usbykp.ac.id/index.php/buanakomunikasi>

DIGITAL PUBLIC RELATIONS MANAGEMENT IN EDUCATIONAL CONTENT ON THE INSTAGRAM ACCOUNT @DISHUT_JABAR

Siti NurAnggraeni Kuswanti¹, Rizki Surya Tawaqal², Detya Wiryany³
Universitas Indonesia Membangun^{1,2,3}
sitianggraeni@student.inaba.ac.id¹, rizki.surya@inaba.ac.id²,
detya.wiryany@inaba.ac.id³

Abstract

This study examines the management of Digital Public Relations in delivering educational content through the Instagram account @dishut_jabar. The research is motivated by the increasing role of social media as a strategic communication tool for public institutions in disseminating information and educating the public. The objective of this study is to analyze how digital public relations strategies are planned, implemented, and evaluated in educational content management. This research employs a qualitative descriptive method with data collected through content analysis, documentation, and literature review. The findings indicate that @dishut_jabar applies digital public relations management through structured content planning, consistent messaging, and interactive engagement with audiences. Educational content is designed to be informative, visually appealing, and aligned with institutional objectives. The study concludes that effective digital public relations management on Instagram can enhance public understanding, engagement, and trust toward government institutions.

Keywords: *Digital Public Relations, Instagram, Environmental Education, Public Participation, Dialogic Communication*

Abstrak

Penelitian ini mengkaji pengelolaan Digital Public Relations dalam penyampaian konten edukatif melalui akun Instagram @dishut_jabar. Penelitian ini dilatarbelakangi oleh meningkatnya peran media sosial sebagai sarana komunikasi strategis bagi institusi publik dalam menyebarkan informasi dan memberikan edukasi kepada masyarakat. Tujuan penelitian ini adalah untuk menganalisis strategi perencanaan, pelaksanaan, dan evaluasi digital public relations dalam pengelolaan konten edukatif. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data berupa analisis konten, dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa @dishut_jabar menerapkan pengelolaan digital public relations melalui perencanaan konten yang terstruktur, penyampaian pesan yang konsisten, serta interaksi aktif dengan audiens. Konten edukatif dikemas secara informatif, visual, dan selaras dengan tujuan institusi. Kesimpulan penelitian ini menegaskan bahwa pengelolaan digital public relations yang efektif melalui Instagram mampu meningkatkan pemahaman, keterlibatan, dan kepercayaan publik terhadap institusi.

Keywords: *Digital Public Relations, Instagram, Pendidikan Lingkungan, Partisipasi Publik, Komunikasi Dialogis*

**BUANA
KOMUNIKASI**

Jurnal Penelitian & Studi
Ilmu Komunikasi
Volum 06
Number 03
Pages 308-321
Bandung, Desember 2025

p-ISSN : 2774 - 2342
e-ISSN : 2774 - 2202

Date Received:
01 Januari 2026
Date Revised:
09 Januari 2026
Date Accepted :
10 Januari 2026

INTRODUCTION

The rapid development of the digital era has encouraged government institutions to utilize social media as tools for public education and communication. Owing to its ability to present information in a visual and interactive manner, Instagram has become one of the most popular platforms for this purpose. In this context, the Instagram account of the West Java Provincial Forestry Office, **@dishut_jabar**, is used as a platform for educational content focusing on forest conservation, tree seed distribution, ecological education, and the promotion of public participation in environmental conservation. With more than 20.5 thousand followers in 2025, the account consistently produces educational content in the form of infographics and short-form videos, including mangrove conservation campaigns, free tree seed distribution, and the *Jumat Menanam* (JUMNA) program, which aims to increase public awareness through digital interaction.

The use of Instagram by the West Java Provincial Forestry Office facilitates the implementation of Digital Public Relations in government communication, where social media functions not only as a channel for information dissemination but also as a dialogic forum for engagement with stakeholders. However, the effectiveness of Digital Public Relations through Instagram is influenced by various challenges, including algorithm-driven limitations on organic reach and fluctuating levels of audience engagement. These challenges may negatively affect the effectiveness of educational messages and the level of public participation in environmental initiatives.

The urgency of this research is further heightened by national forestry targets. Public trust in messages conveyed through social media can be built through persuasive, honest, and transparent communication. A personal and open communication approach enables audiences to feel more confident and secure regarding the information they receive, thereby shaping positive perceptions and trust toward account managers (Sutisna et al., 2025). According to a report by the Indonesian Ministry of Environment and Forestry (KLHK, 2003), the government aims to restore millions of hectares of forest areas as part of its carbon emission reduction strategy. In this context, digitally based environmental education becomes a crucial component in encouraging transparent public participation, particularly in West Java Province.

From a theoretical perspective, the management of Digital Public Relations can be analyzed using the Dialogic Public Relations Theory proposed by Kent and Taylor (2002). This theory emphasizes the importance of two-way, open, and responsive communication in building mutually beneficial relationships between organizations and their publics. Dialogic principles such as mutuality, propinquity, empathy, and risk are highly relevant for examining how digital interactions on the Instagram account **@dishut_jabar** influence public engagement and participation in environmental conservation issues.

Although numerous studies have explored digital communication and environmental issues, research that specifically examines the management of Digital Public Relations in educational content on the Instagram account **@dishut_jabar** remains limited. In particular, studies employing a descriptive qualitative approach to analyze strategic management practices, content management processes, and the influence of dialogic digital interaction on public participation in environmental protection are still scarce.

Therefore, this study focuses on evaluating the implementation of Digital Public Relations management in educational content on the Instagram account @dishut_jabar. It aims to identify strategies that enhance target audience engagement, analyze digital challenges, and examine the influence of dialogic interactions among users on public participation. The findings of this study are expected to contribute theoretically to the development of Digital Public Relations scholarship and provide practical guidance for local government institutions in managing social media as an effective tool for environmental education in the digital era.

LITERATURE REVIEW

Digital Public Relations in Government Communication

Digital Public Relations (DPR) refers to the strategic use of digital technologies and online platforms to manage organizational communication, reputation, and relationships with stakeholders in an interactive, networked, and data-driven environment (Yeomans & Bowman, 2021). Unlike traditional public relations, which predominantly emphasize one-way information dissemination through mass media, Digital Public Relations prioritizes two-way communication, audience engagement, and continuous interaction facilitated by digital platforms. This shift reflects broader transformations in communication practices driven by technological development and changing public expectations in the digital era.

In the context of government communication, Digital Public Relations has become increasingly significant as public institutions are required to operate transparently, responsively, and inclusively. Citizens no longer function merely as passive recipients of information but actively seek opportunities to interact with government institutions, express opinions, and participate in public discourse. Criado, Sandoval-Almazan, and Gil-Garcia (2020) argue that digital communication tools enable governments to enhance openness, accountability, and citizen engagement, positioning Digital Public Relations as a strategic governance instrument rather than a purely technical function.

The adoption of Digital Public Relations by government institutions is closely associated with the growing role of social media as a primary source of public information. Social media platforms allow government organizations to disseminate policy-related messages, provide public service information, and engage with diverse audience segments at relatively low cost and high speed. Empirical studies demonstrate that effective government communication on social media contributes positively to public trust, perceived transparency, and institutional legitimacy (Mergel, Edelmann, & Haug, 2019). Men and Tsai (2022) further emphasize that relational communication strategies, characterized by openness and responsiveness, strengthen public perceptions of government credibility and professionalism.

Among various social media platforms, Instagram has gained particular prominence in government communication due to its strong visual orientation and interactive features. Instagram enables the delivery of educational content through images, infographics, short-form videos, and interactive tools such as polls, quizzes, and question stickers. These features are particularly effective in capturing audience attention and encouraging engagement, especially among younger demographics (Lovari & Bowen, 2020). Within the Indonesian context, research indicates that Instagram is widely utilized by public institutions

to disseminate educational messages and public service information, reflecting shifts in public communication patterns toward visually driven platforms (Suherman & Nugraha, 2023).

The effectiveness of Digital Public Relations on Instagram is influenced by several strategic factors, including content planning, visual storytelling, language style, and organizational responsiveness to audience interaction. Men and Tsai (2022) highlight that systematic content planning and message consistency improve audience comprehension and engagement, while conversational and inclusive language fosters relational closeness between institutions and publics. Visual storytelling plays a particularly crucial role in simplifying complex issues—such as environmental conservation—and translating abstract policy objectives into relatable narratives that resonate with everyday experiences.

Despite its potential, Digital Public Relations conducted through Instagram is not without challenges. Algorithmic governance of content visibility, declining organic reach, and fluctuating engagement levels may limit the effectiveness of government communication efforts. These challenges are especially critical in environmental communication contexts, where sustained public attention and long-term participation are essential for supporting conservation initiatives. Consequently, there is a growing need for scholarly inquiry into how government institutions strategically manage Digital Public Relations on Instagram to overcome these constraints and maintain meaningful public engagement.

Dialogic Public Relations Theory in Digital Media

Dialogic Public Relations Theory, initially proposed by Kent and Taylor (2002), provides a foundational framework for understanding relationship-centered communication between organizations and publics. The theory challenges persuasive, one-directional communication models by emphasizing dialogue as the core principle of effective public relations. Dialogue, in this context, is defined as a communicative process grounded in mutual understanding, openness, and a commitment to long-term relationship building.

In the digital media environment, Dialogic Public Relations Theory has gained renewed relevance due to the interactive nature of social media platforms. Kent and Taylor (2021) reaffirm that social media offers structural opportunities for dialogue through real-time interaction, feedback mechanisms, and user-generated content. These affordances allow organizations to shift from monologic communication practices toward dialogic engagement, where publics are recognized as active participants in communication processes.

Recent studies confirm that dialogic communication practices on social media significantly enhance relationship quality, trust, and public engagement, particularly within government and nonprofit organizations (Men, Tsai, Chen, & Ji, 2021). Social media platforms enable two-way communication by allowing organizations to respond directly to public comments, address concerns, and facilitate discussions on public issues. Through these interactions, communication evolves from information delivery into a relational process characterized by reciprocity and responsiveness.

The core principles of Dialogic Public Relations—mutuality, propinquity, empathy, and risk—are operationalized in digital contexts through various communicative practices. Mutuality reflects the recognition of publics as legitimate communication partners rather

than passive audiences. Proximity refers to timely and spontaneous interaction, which is facilitated by the immediacy of social media communication. Empathy is demonstrated through respectful responses and acknowledgment of public perspectives, while risk involves an organization's willingness to engage with criticism and negative feedback (Kim & Rhee, 2021).

Empirical evidence suggests that dialogic interaction on Instagram not only improves engagement metrics such as likes, comments, and shares but also encourages participatory behaviors that extend beyond the digital space. These behaviors include information sharing, public discussion, and participation in social or environmental programs promoted through social media communication (Lovejoy, Waters, & Saxton, 2020; Abitbol & Lee, 2022). In government communication, dialogic practices are particularly important for fostering civic participation and strengthening democratic processes.

Although research on dialogic communication continues to expand, studies that specifically examine how dialogic principles are enacted through educational content on government-managed Instagram accounts remain limited. Existing literature tends to focus on engagement metrics or general communication effectiveness, with less attention given to the strategic management processes that enable dialogic interaction and translate digital engagement into public participation.

Conceptual Framework Development

Drawing on the literature on Digital Public Relations and Dialogic Public Relations Theory, this study proposes that the strategic management of educational Instagram content influences public participation through dialogic interaction mechanisms. Digital Public Relations practices—such as content planning, visual presentation, language style, and organizational responsiveness—shape how dialogic principles are enacted within social media communication.

Dialogic communication functions as a mediating mechanism connecting Digital Public Relations management with public participation. When dialogic principles are effectively implemented, audiences are more likely to engage cognitively and emotionally with content, participate in discussions, and translate online interaction into real-world involvement in environmental conservation initiatives. Accordingly, this study develops a conceptual framework linking Digital Public Relations management, dialogic communication, and public participation as an integrated analytical model for examining government-led environmental communication on social media.

RESEARCH METHOD

Research Design and Approach

This study employs a qualitative research method using a descriptive qualitative approach to explore the management of Digital Public Relations in educational content on the Instagram account @dishut_jabar. A qualitative approach is considered appropriate because the study aims to understand communication processes, strategic practices, and interaction patterns as they naturally occur within a government institution. Rather than measuring variables statistically, this research seeks to interpret meanings, contexts, and experiences related to digital communication practices in environmental education.

The descriptive qualitative design allows the researcher to provide a comprehensive and systematic description of Digital Public Relations management, dialogic communication practices, and public participation as reflected in social media interactions. This approach is particularly relevant for examining government social media communication, which involves complex organizational dynamics, human interpretation, and contextual decision-making.

Research Object and Unit of Analysis

The object of this study is the Instagram account @dishut_jabar, managed by the West Java Provincial Forestry Service. This account was selected because it actively disseminates educational content related to forest conservation, environmental campaigns, and public participation programs, and demonstrates consistent interaction with its audience.

The unit of analysis in this study consists of Digital Public Relations management practices, dialogic communication processes, and forms of public participation manifested through Instagram content and audience interaction. These units are analyzed through posts, captions, visual elements, comment sections, and responses provided by the account administrator.

Research Variables and Indicators

This study examines three interrelated variables. Digital Public Relations management functions as the independent variable and refers to the strategic processes involved in managing organizational communication through social media. This variable is operationalized through indicators including content planning, visual presentation, language style, and responsiveness to audience interaction.

Dialogic communication is positioned as an intervening variable and is analyzed based on the principles of mutuality, propinquity, empathy, and risk, as articulated in Dialogic Public Relations Theory. Public participation serves as the dependent variable and is identified through observable indicators such as audience engagement levels, interaction within comment sections, and participation in environmental programs promoted through Instagram content.

Data Collection Techniques

Data collection was conducted using multiple qualitative techniques to ensure data richness and analytical triangulation, including observation, semi-structured interviews, and documentation analysis.

Observation was carried out through both direct field visits and online monitoring. Field observation involved visiting the West Java Provincial Forestry Service office in Bandung to gain insight into organizational workflows, content planning routines, and coordination among team members responsible for managing social media communication. In addition, systematic online observation was conducted to examine posting patterns, content formats, visual strategies, and audience interactions on the Instagram account @dishut_jabar.

Semi-structured interviews were conducted with selected informants directly involved in Digital Public Relations activities, including content creators, public relations officers, and

communication managers. Informants were selected using purposive sampling based on their involvement and responsibility in managing Instagram content and audience interaction. This interview format was chosen to provide a balance between structured inquiry and flexibility, allowing the researcher to explore predefined themes while remaining open to emerging insights. Interview topics included strategic considerations in content planning, challenges in managing audience engagement, decision-making processes, and the implementation of dialogic communication practices.

Documentation analysis was employed to complement observational and interview data. This technique involved examining archived Instagram content, including infographics, short-form videos (Reels), captions, hashtags, and interaction records. Supporting documents such as internal communication materials and publicly available reports related to environmental programs were also analyzed to provide contextual understanding and strengthen data interpretation.

Data Analysis Techniques

Data analysis followed the interactive analysis model proposed by Miles and Huberman, which consists of four interconnected stages: data collection, data reduction, data display, and conclusion drawing. During data reduction, collected data were systematically organized, coded, and categorized to identify key themes relevant to the research objectives, such as content strategy, visual communication, dialogic interaction, and public participation.

The reduced data were then presented in a structured narrative and thematic format to facilitate pattern recognition and comparison across data sources. Data display enabled the researcher to interpret relationships among Digital Public Relations management practices, dialogic communication, and public participation. Conclusions were drawn through continuous interpretation and verification to ensure analytical consistency.

Trustworthiness of Data

To ensure the credibility and rigor of the findings, data triangulation was applied by comparing information obtained from observations, interviews, and documentation. This triangulation process helped minimize researcher bias and enhance the trustworthiness of the analysis. In addition, prolonged engagement with the research object and repeated observation of Instagram interactions were conducted to strengthen data credibility and contextual understanding.

RESULTS AND DISCUSSION

This study analyzes the management of Digital Public Relations (DPR) through educational content disseminated via the Instagram account @dishut_jabar, managed by the West Java Provincial Forestry Service. Based on in-depth interviews with the content management team and systematic field observations, the findings indicate that Digital Public Relations activities are implemented in a planned, strategic, and participatory manner. These practices reflect contemporary public sector communication trends that emphasize transparency, interaction, and public involvement rather than one-way information dissemination.

The findings demonstrate that the use of Instagram as a Digital Public Relations platform enables the Forestry Service to combine informational, educational, and relational communication objectives within a single digital environment. Rather than functioning merely as a broadcast channel, Instagram becomes a dynamic communication space where institutional messages, public responses, and interactive dialogue coexist. This confirms the growing relevance of Digital Public Relations in government institutions, particularly in addressing complex and long-term issues such as environmental conservation that require continuous public engagement and behavioral change.

Strategic Content Planning in Digital Public Relations

The findings reveal that educational content on @dishut_jabar is developed through structured and systematic planning, primarily using a content calendar that organizes posts into several thematic categories, including forestry education, seed distribution programs, environmental campaigns, and light interactive content. The existence of a content calendar demonstrates that content production is not incidental or reactive but guided by strategic objectives and institutional priorities.

This structured planning serves two important strategic functions. First, it ensures consistency in message delivery, visual identity, and institutional branding, which is essential for maintaining audience recognition and trust. Consistency allows the public to identify the account not only as an official government channel but also as a reliable source of environmental information. Second, it allows flexibility in adapting content formats, narratives, and posting schedules to align with audience behavior and Instagram's algorithmic dynamics. This balance between consistency and adaptability is crucial in Digital Public Relations, particularly in government communication, where credibility and relevance must be maintained simultaneously.

Rather than positioning Instagram merely as a channel for disseminating information, the Forestry Service intentionally utilizes it as a medium for public education and behavioral influence. Educational content is designed not only to inform but also to encourage environmental awareness and active public involvement in conservation initiatives. This strategic orientation reflects a shift from traditional government communication, which often prioritizes formal announcements, toward a more audience-centered approach that emphasizes relevance, accessibility, and engagement.

This finding reinforces previous studies emphasizing that systematic content planning strengthens the effectiveness of institutional digital communication and enhances audience trust (Bramanta et al., 2025). In this context, content planning emerges as a core managerial function within Digital Public Relations, rather than a purely technical or operational task. Strategic planning enables the institution to align communication objectives with broader policy goals, particularly in promoting environmental awareness and public participation.

Visual Communication and Message Accessibility

Visual communication is identified as a central factor in enhancing audience engagement and message comprehension. The study finds that environmental messages are conveyed through visually appealing designs, simple and inclusive language, and interactive elements such as calls to action. Infographics and short-form videos (Reels) are widely used to

translate complex forestry and environmental issues into concise, relatable, and easily understood messages.

The strategic use of visuals serves not only aesthetic purposes but also pedagogical functions. By simplifying technical or scientific information, visual storytelling facilitates cognitive processing and emotional engagement among followers. Complex concepts such as ecosystem balance, deforestation impacts, or tree-planting benefits are presented through icons, illustrations, short captions, and narrative visuals that resonate with everyday experiences. This approach reduces cognitive barriers and increases the likelihood that audiences will engage with and retain the information presented.

This finding supports the argument of Kansa and Wiriany (2024), who assert that visual attractiveness combined with a conversational communication style strengthens emotional connection and engagement in digital public relations practices. In the case of @dishut_jabar, visual storytelling functions as an educational bridge between government institutions and the public, reducing the perceived distance between bureaucratic entities and citizens. Through accessible visuals and friendly language, environmental issues that are often perceived as abstract or technical become more tangible and personally relevant to the audience.

Moreover, the use of interactive visual elements, such as question prompts, polls, and calls to action embedded within captions or stories, encourages audiences to move beyond passive consumption toward active engagement. This interactive visual strategy aligns with contemporary Digital Public Relations principles that emphasize participation, dialogue, and relationship building rather than one-way persuasion.

Dialogic Interaction and Two-Way Communication

Beyond content production, interaction within the comment section plays a crucial role in the implementation of dialogic communication. The findings indicate that the public relations team actively responds to questions, feedback, and public discussions related to forestry and environmental issues. This responsiveness transforms Instagram from a one-way communication channel into a dialogic public space that facilitates mutual understanding and ongoing discussion.

These practices reflect key principles of Kent and Taylor's Dialogic Public Relations Theory, particularly mutuality and empathy. Communication is not limited to message delivery but is reciprocal and attentive to public perspectives, concerns, and emotions (Kent & Taylor, 2002). By acknowledging public input and engaging in conversation, the Forestry Service positions the public as active participants rather than passive recipients of information.

Dialogic interaction also demonstrates the principle of propinquity, as responses are provided in a timely manner and often adapted to the context of public inquiries. The willingness of the institution to address questions, clarify misunderstandings, and respond to criticism indicates an openness to dialogue and relational risk. This openness is particularly significant in environmental communication, where public skepticism and differing viewpoints are common.

Through sustained dialogic engagement, the Forestry Service strengthens relational trust and enhances its image as a responsive and approachable public organization. In government communication contexts, such responsiveness is essential for fostering legitimacy and public confidence, especially in environmental governance, which requires long-term public support and cooperation.

From Digital Engagement to Offline Public Participation

One of the most significant findings of this study is the observed transition from online interaction to offline public participation. Engagement in the form of comments, discussions, and inquiries frequently leads to tangible actions, such as participation in environmental programs promoted through the Instagram account, including tree planting initiatives and conservation campaigns.

This finding extends previous research on government social media usage, which often focuses on quantitative engagement indicators such as likes, shares, and comment counts. Instead, this study demonstrates that dialogic digital communication can stimulate real-world participation and collective environmental action. Digital Public Relations thus function not only as a communication strategy but also as a catalyst for civic engagement and participatory environmental governance.

The transition from digital engagement to offline participation highlights the strategic importance of educational and dialogic content. When audiences feel informed, acknowledged, and involved through online interaction, they are more likely to translate digital awareness into concrete action. In this sense, Digital Public Relations become an enabling mechanism that bridges digital communication and public behavior.

Challenges and Limitations in Implementing Digital Public Relations

Despite its effectiveness, the implementation of Digital Public Relations on Instagram is not without challenges. One of the primary challenges identified in this study relates to algorithm-driven content visibility. Changes in Instagram's algorithm can affect the reach of educational content, limiting its exposure to broader audiences despite strategic planning and high-quality visual design.

Another challenge concerns audience engagement consistency. While certain content themes generate high levels of interaction, others receive relatively limited responses. This fluctuation requires continuous adaptation and evaluation of content strategies, placing additional demands on the communication team. Furthermore, managing dialogic interaction requires significant human resources, as timely and empathetic responses are essential for maintaining relational trust.

The presence of critical or negative comments also poses a dialogic risk. However, the findings indicate that the Forestry Service generally approaches such situations as opportunities for clarification and education rather than avoidance. This approach aligns with dialogic communication principles and demonstrates institutional maturity in managing public discourse.

Implications for Digital Public Relations in Government Institutions

Overall, the findings indicate that the integration of strategic content planning, effective visual communication, and dialogic interaction enables government institutions to utilize social media as participatory communication spaces. The management of @dishut_jabar illustrates how Digital Public Relations can move beyond institutional self-promotion toward fostering meaningful public engagement, collaboration, and behavioral change.

This study contributes to the field of Digital Public Relations by providing empirical evidence that dialogic communication principles can be operationalized within local government social media management. Furthermore, it highlights the potential of educational and dialogic social media communication to enhance environmental awareness, strengthen public trust, and encourage sustained public participation in government-led conservation efforts.

CONCLUSION

This study concludes that the Digital Public Relations practices implemented by the West Java Provincial Forestry Service through the Instagram account @dishut_jabar are not only structured and strategic, but also relational and participatory in nature. The findings demonstrate that Instagram is utilized as more than a one-way information dissemination channel; rather, it functions as a dynamic digital communication space that integrates public education, dialogue, and engagement in environmental governance. Through systematic content planning, the institution is able to maintain message consistency, visual identity, and institutional credibility while simultaneously adapting to audience behavior and platform dynamics.

The results further indicate that visual communication plays a pivotal pedagogical role in enhancing message accessibility and audience comprehension. The use of infographics, short-form videos, and simplified language enables complex forestry and environmental issues to be translated into relatable and meaningful narratives. Visual storytelling thus serves as an effective bridge between bureaucratic institutions and the public, reducing communicative distance and increasing emotional and cognitive engagement with environmental issues.

In addition, this study finds that dialogic interaction within the comment section reflects the practical application of Dialogic Public Relations principles, particularly mutuality, propinquity, empathy, and openness to relational risk. Through timely and responsive engagement with public inquiries, feedback, and criticism, the Forestry Service positions citizens as active communication partners rather than passive recipients of information. This dialogic approach strengthens relational trust, enhances institutional legitimacy, and supports the development of long-term relationships between government institutions and the public.

Importantly, the findings reveal that digital engagement facilitated through dialogic communication extends beyond online interaction and contributes to tangible offline public participation. Audience engagement on Instagram frequently translates into involvement in environmental programs promoted by the institution, such as tree planting initiatives and conservation campaigns. This demonstrates that Digital Public Relations function not only

as a communication strategy but also as a catalyst for civic engagement and participatory environmental governance.

From a theoretical perspective, this study contributes to the development of Digital Public Relations scholarship by providing empirical evidence that dialogic communication principles can be effectively operationalized within government-managed social media. The findings extend existing literature by illustrating how Digital Public Relations management, dialogic interaction, and public participation are interconnected within an integrated communication model, particularly in the context of environmental communication.

From a practical standpoint, the study offers strategic insights for government institutions seeking to utilize social media as participatory, educational, and relationship-oriented communication tools. Effective Digital Public Relations management requires not only content production and visual creativity but also organizational commitment to dialogue, responsiveness, and continuous adaptation to digital challenges such as algorithmic visibility and fluctuating audience engagement.

Future research is recommended to conduct comparative studies across different government institutions or regions to identify variations in Digital Public Relations strategies, dialogic practices, and participatory outcomes. Further studies may also explore the long-term impact of sustained digital engagement on environmental awareness, behavioral change, and public trust, thereby deepening the understanding of social media's role in supporting inclusive and participatory environmental governance.

REFERENCES

Abitbol, A., & Lee, S. Y. (2022). Dialogic communication and stakeholder engagement on social media: A comparative analysis of public sector organizations. *Public Relations Review*, 48(2), 102178. <https://doi.org/10.1016/j.pubrev.2022.102178>

Alifiyah, I., Wiryany, D., & Tawaqal, R. S. (2025). Strategi komunikasi pemasaran brand Apple pada akun Instagram @ionstore_id. *Journal of Communication Studies*, 3(2).

Bramanta, J. R., Burhanuddin, B., & Burhani, A.-M. A. I. (2025). Pengelolaan digital public relations pada media sosial Instagram @pusdiklatanri. *Journal Media Public Relations*, 5(1), 194–204.

Cahyati, W., Rachman, R. S., Evert, D. P., Nugraha, I., & Dianti, D. (2020). Penggunaan media dalam komunikasi publik juru bicara Pemerintah Republik Indonesia khusus COVID-19 dalam penyampaian pesan kepada masyarakat Indonesia. *Buana Komunikasi: Jurnal Penelitian dan Studi Ilmu Komunikasi*, 1(2), 80–91.

Chand, S. P. (2025). Methods of data collection in qualitative research: Interviews, focus groups, observations, and document analysis. *Advances in Educational Research and Evaluation*, 6(1), 303–317.

Criado, J. I., Sandoval-Almazan, R., & Gil-Garcia, J. R. (2020). Government innovation through social media. *Government Information Quarterly*, 37(3), 101418. <https://doi.org/10.1016/j.giq.2020.101418>

Cutlip, S. M., Center, A. H., & Broom, G. M. (2009). *Effective public relations* (11th ed.). Pearson Education.

Fanindita, N. A., & Fardiah, D. (2025). Transparansi informasi publik digital public relations Dinas Sumber Daya Air Provinsi Jawa Barat di Instagram. *Bandung Conference Series: Public Relations*.

Farida, & Rahman, F. K. (2025). Peran media partner sebagai instrumen public relations untuk penguatan citra Radio Pikiran Rakyat FM Bandung. *Buana Komunikasi: Jurnal Penelitian dan Studi Ilmu Komunikasi*, 6(1), 138–157.

Kansa, F. H., & Wiryany, D. (2024). Analisis strategi komunikasi pemasaran pada akun Instagram @inabauniversityofficial. *Journal of Communication Studies*, 2(2), 471–486.

Kent, M. L., & Taylor, M. (2002). Toward a dialogic theory of public relations. *Public Relations Review*, 28(1), 21–37. [https://doi.org/10.1016/S0363-8111\(02\)00108-8](https://doi.org/10.1016/S0363-8111(02)00108-8)

Kent, M. L., & Taylor, M. (2021). Toward a fully dialogic theory of public relations. *Public Relations Review*, 47(1), 101987. <https://doi.org/10.1016/j.pubrev.2020.101987>

Kim, J. N., & Rhee, Y. (2021). Strategic communication and dialogic engagement in digital platforms. *Journal of Communication Management*, 25(4), 351–368.

Lovejoy, K., Waters, R. D., & Saxton, G. D. (2020). Engaging stakeholders through social media: How nonprofit organizations are using Facebook. *Public Relations Review*, 46(1), 101827.

Lovari, A., & Bowen, S. A. (2020). Social media in government communication: Stakeholders, publics, and engagement. *Journal of Public Affairs*, 20(4), e2166.

Men, L. R., & Tsai, W. H. S. (2022). Strategic content management in digital public relations. *Public Relations Review*, 48(1), 102142.

Men, L. R., Tsai, W. H. S., Chen, Z. F., & Ji, Y. G. (2021). Social presence and dialogic communication on social media. *Journal of Public Relations Research*, 33(1), 1–20.

Miles, M. B., Huberman, A. M., & Saldaña, J. (2019). *Qualitative data analysis: A methods sourcebook* (4th ed.). SAGE Publications.

Putri, J., Hati, S., Meltareza, R., & Wiryany, D. (2025). Pola komunikasi vertikal divisi public relations PT Kereta Api Indonesia dalam pengelolaan akun Instagram @keretaapikita. *Journal of Communication Studies*, 2(2), 359–371.

Sugiyono. (2013). *Metode penelitian kualitatif, kuantitatif, dan R&D*. Alfabeta.

Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Sutisna, A. F., Wiryany, D., Taufiq, A., & Ramdan, M. (2025). Kepercayaan konsumen baju preloved di akun Instagram @prelovedbyifaa. *Journal of Marketing Communication*, 3(2).

Typhina, E., Ile, O., & Bardom, R. E. (2024). Segmenting stakeholders for effective extension education: A case study of sustainable forestry practices. *The Journal of Extension*, 62(3), 14.

Zulhamsyah, F., & Rachmiatie, A. (2025). Pengelolaan media sosial Instagram sebagai bentuk sosialisasi program kerja. *Bandung Conference Series: Communication Management*, 5(2), 1149–1156.