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Implementation of Research, Planning, Implementation, Evaluation (RPIE) in Developing Publish Awareness Through Instagram by Public Relations of Hope Worldwide Indonesia

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Abstract: This research was conducted to determine the implementation of the RPIE concept in the role of PR to develop public awareness through Instagram of the HOPE Worldwide Indonesia organization. This research uses a type of qualitative research with descriptive research methods. The results of the study show that the role of PR in developing public awareness through the use of Instagram is carried out in several steps, namely 1) research, namely finding out the target audience with insight and research features used for making posts using SDG-type hashtags and seeing existing trends, 2) planning, namely PR having SOP, having a workflow in creating content and using digital media to develop wider public awareness, 3) implementation, namely public relations using the Instagram platform and activating all of its features, having a different core message from each content that is relatable, applying SOP in postings to packaging the content properly, 4) evaluation, namely PR HOPE Worldwide Indonesia conducted a review of the performance they had carried out to raise public awareness, look for data by looking at Instagram insights, seeing and feeling the changes and impacts that had occurred. The limitation of this research is that this research is only limited to how to implement the RPIE concept in the Instagram of HOPE Worldwide Indonesia. The Practical Implications of this research can provide benefits for researchers to explain the role played by a public relations person in developing public awareness of non-profit organizations through Instagram. The originality of this research is This research discusses HOPE Worldwide Indonesia as a non-profit organization that operates Instagram as one of its organizational media.

Keywords: RPIE, Public Relations Role, Public Awareness, Instagram.

INTRODUCTION

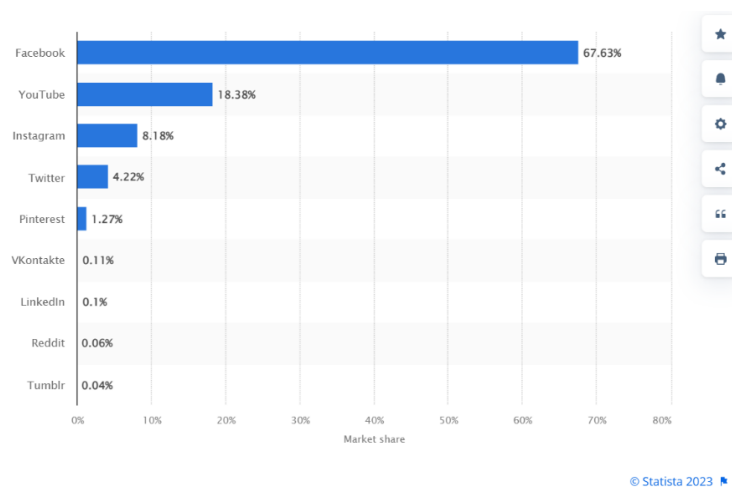
Each individual has different abilities to obtain the welfare they deserve. In the 1945 Constitution, article 28A concerning Human Rights (HAM) states that every person has the right to live and the right to defend his or her life in order to have a decent life in every aspect of his or her life. This was explained by Pratama (2014), namely that the problems that occur

in Indonesian society are quite complex, which originate from the economic scope alone but can originate from the political, cultural and social scope.

Based on data from SMERU, it was found that there were 2,848 Non-Governmental Organizations (NGOs) in Indonesia in March 2017 and the number is increasing to date (Kurniawan, 2017). Then, data was also added by Haru Tamtomo as expert staff at the Ministry of Law and Human Rights in the field of strengthening bureaucratic reform, which explained that the number of NGOs in Indonesia was increasing and had reached more than 390 thousand organizations as of November 14 2018 (Tamtomo in Ariesta, 2018). From these two data, it can be concluded that every year the number of non-profit or non-profit organizations in Indonesia increases.

With the data on the increase in non-profit organizations above, one of the non-profit organizations in Indonesia is HOPE Worldwide Indonesia. HOPE Worldwide Indonesia is a non-profit organization that was founded in 1994 and has been registered with the Ministry of Law and Human Rights and the Social Service of the Republic of Indonesia since 1998. On the Instagram account @hopeworldwideindonesia, the account contains all humanitarian activities or actions that focus on aspects education, health, natural disasters, and community development.

In a situation where every year non-profit organizations are increasing, the role of a public relations person is increasingly needed to develop public awareness. With PR activities conceptualized and operated by an organization, even though they are essentially similar, in certain cases there are differences due to the different types of organizations (Sunarto, 2012 in Hafni, 2019). From this research, public awareness is obtained from the role played by a public relations person in an organization by utilizing existing digital media, one of which is social media.



Picture 1. Social Media Platform in Indonesia on October 2022
Source: Statista.com (2022)

Data published by Statista.com shows that social media Instagram is 8.18% which is in third place as the most popular media in Indonesia. Supported by existing technology with various smart phones and internet networks that are easy to access.

As we know, non-profit organizations can also be said to be non-profit organizations, this indicates that profit is not the goal of the organization, but is useful. Therefore, non-profit organizations need to position themselves as trustworthy by donors, which is in line with the characteristics of non-profit organizations where donors do not expect balanced economic returns from what they have given (Wisataone, 2018).

Following the very rapid development, the role of PR needs to be more effective and strategic to have credibility, image and be able to influence the public, especially non-profit organizations. Widiantera (2018) explained that the right formula is needed to build a non-profit

organization strategy, the main thing is the target component. Existing targets are narrowed through segmentation based on looking at potential problems that arise, whether they have the status of a shared opinion, and the impact they have on the sustainability of non-profit organizations.

On the other hand, the presence of social media can support and persuade people to see and participate in activities that have been designed to make it easier to obtain information (Nchabeleng et al., 2018). Additionally, social media makes it very easy to bring together geographically dispersed individuals who share similar interests or opinions.

Therefore, this research question is how does PR HOPE Worldwide Indonesia implement the RPIE concept in its role in developing public awareness through Instagram? The aim of this research is to describe the RPIE concept implemented by PR HOPE Worldwide Indonesia on Instagram social media to develop public awareness.

METHOD

This research uses qualitative research using descriptive methods. This research consists of research subjects, namely the Part of non-profit organization HOPE Worldwide Indonesia (Employee and others) and the object of this research is non-profit organization HOPE Worldwide Indonesia. Data collection techniques in this research used interview techniques, documentation, observation and literature study. The data analysis techniques in this research use the data analysis model according to Miles & Haberman, namely data reduction, data description, data verification and drawing conclusions. The data validity technique in this research uses Triangulations of Source.

RESULT AND DISCUSSION

General description

HOPE Worldwide Indonesia is a foundation affiliated with HOPE Worldwide, an international non-governmental organization that provides aid and development based in Atlanta, Georgia, United States. Globally, HOPE Worldwide serves around 1 million people every year from 70 developed and developing countries from all over the world. Even though the HOPE Worldwide foundation is spread across various countries, HOPE Worldwide has the same motto and commitment, namely Bringing Hope, Changing Lives.

HOPE Worldwide Indonesia has four main programs covering the main aspects of human life, namely education, health, community and natural disasters. In the HOPE Worldwide Indonesia education program there is Kindergarten, Digital Skills, Saturday Academy, and Life. The health program has a TB Clinic and Integrated Health Program and the community development program has an orphanage, Community Based Disaster Risk Reduction (CBDRR), and also volunteers.

Results of Research

Implementation of the RPIE concept as the role of PR HOPE Worldwide Indonesia to develop public awareness through Instagram

a) Research

Research is the first stage in systematic public relations activities by collecting data and reviewing data (Harahap, 2020). In this research, PR HOPE Worldwide Indonesia looks at the situation of people who don't know HOPE to get to know non-profit organizations like HOPE by making posts on social media, creating campaigns, and looking at market needs more broadly in the presence of things sustainability such as social issues by using hashtags related to the Sustainable Development Goal (SDG). One of the methods used by PR HOPE Worldwide Indonesia is with Instagram which starts by knowing the target audience such as the age and domicile of the audience who use the insight feature on Instagram accounts with an age range of 25-34 years and Jakarta is the dominant target audience. Regarding content research created

by PR HOPE Worldwide Indonesia through main data obtained from posts from the previous month that received the highest engagement and impressions, which will later become posts that will be featured in the following month.

With the current upload of posts on Instagram HOPE Worldwide Indonesia, the content presented is increasingly varied and attracts the attention of the account's followers. This was conveyed by three informants who are followers of HOPE Worldwide Indonesia who saw that the posts on HOPE's Instagram were interesting because they had many useful programs and the photos or videos were taken well. To develop public awareness among its followers, PR HOPE Worldwide Indonesia carries out several special roles that are carried out and required for activities carried out in Instagram posts, namely publications. The followers have also become followers of the @hopeworldwideindonesia account for a period of time and have different stories.

b) Planning

At this stage, public relations practitioners have created and planned the methods used in the form of a plan or program that has been mutually agreed upon. PR HOPE Worldwide Indonesia determines the planning that will be used in the content that will be uploaded in HOPE Worldwide Indonesia Instagram posts, one of which is related to the Standard Operating Procedure (SOP) called child protection which has been used. PR HOPE Worldwide Indonesia carries out activities that have been designed to create content for their Instagram posts from researching content until the content is uploaded to Instagram, and the strategy used is using digital media, especially social media.

HOPE Worldwide Indonesia followers revealed that they became HOPE followers to be able to become volunteers who would later gain many relationships, increase their knowledge and abilities, want to be able to help others and be able to help people in need and carry out the same activities when becoming HOPE Worldwide Indonesia volunteers.

c) Implementation

Seitel (2017) added that in implementation there are specific activities that have been determined, people are assigned, and deadlines are set so that this stage forms the courage of the plans that have been made previously. HOPE Worldwide Indonesia also uses Instagram features to communicate and disseminate information to its followers on Instagram, such as feeds, stories, reels, live and highlights features. HOPE also applies SOP by blurring or creating illustrations and pseudonyms for a post. The key message in each HOPE Worldwide Indonesia Instagram post is to help the people in the post which is taken from various points of view so that each post has a different angle to be used as content. However, HOPE Worldwide Indonesia does not have Instagram active hours which can help them to know when followers are active on Instagram so that it can also help to increase the number of engagements on posted content and the use of customized hashtags.

d) Evaluation

As a program, PR requires monitoring and evaluation in order to make improvements in the future and to increase the level of performance achievements that have been carried out. With this evaluation stage, HOPE Worldwide Indonesia has felt that the presence of Instagram has met the expectations and goals that have been set. HOPE Worldwide Indonesia has not only felt changes, but there have also been many impacts felt so far, both positive and negative impacts.

Discussion

Based on the results of the research above, it can be seen that the role played by HOPE Worldwide Indonesia Public Relations in increasing public awareness is through digital PR practices where all activities related to communication and public relations have started to keep

up with the times using the help of technology not only for companies but also used by organizations such as non-profit organizations. Therefore, researchers try to describe the concept according to Seitel, namely:

A) Research

Not just 1 type of content, but 5-6 types of content uploaded to Instagram HOPE Worldwide Indonesia so that it is varied and the content presented attracts public awareness. The presence of good content packaging, connecting with current trends, relating to current conditions, and different content ideas every day are done well to make the public want to participate in donating or volunteering for existing posts that have been well prepared.

In this concept, PR HOPE Worldwide Indonesia is quite good at seeing the needs of this audience and answering them by conducting research which is the basis for introducing HOPE Worldwide Indonesia to the public.

B) Planning

In creating content, it is carried out in collaboration, namely the PR team consisting of PR from the copy writing section who creates an editorial plan, PR from the creative section, the design team, and until the content design process is complete, it is then uploaded to Instagram by PR HOPE Worldwide Indonesia itself. With a content creation workflow like this, it becomes focused, neat, and makes it easier for each team to create content. Apart from that, the plans that have been made can also develop public awareness from visual displays in the form of images or videos so that followers not only know and have followed HOPE but also want the opportunity to become volunteers through posts on HOPE Worldwide Indonesia's Instagram.

Then, using digital media as a strategy implemented by PR HOPE Worldwide Indonesia is also effective in developing public awareness of HOPE Worldwide Indonesia because of the development of social media which is always emerging and many people have social media, making the steps that have been prepared by PR can be realized well to develop HOPE awareness to the public.

C) Implementation

HOPE has content making that is made to tell stories, be beautiful to look at, write appropriate captions and take appropriate photos or videos so that the value to be conveyed in the post can create public awareness. However, HOPE Worldwide Indonesia does not have a fixed schedule for posting upload hours because as PR HOPE Worldwide Indonesia said, posting upload hours are not important for them. This is very unfortunate because based on the results of sproutsocial research regarding the right time to upload content on Instagram, Monday-Sunday has certain hours for uploading posts. These hours are active hours for users to access Instagram and having post upload hours can help increase engagement on each post and public awareness can also increase through Instagram HOPE Worldwide Indonesia.

D) Evaluation

In this review, public relations can see that the steps taken can be said to be good or effective if the public feels interested and involved in the program being carried out. HOPE Worldwide Indonesia's PR also assessed the importance of the changes and impacts that occurred when they started actively using Instagram as HOPE Worldwide Indonesia's core social media, where changes were felt by more and more people knowing about HOPE Worldwide Indonesia and wanting to be part of HOPE Worldwide Indonesia by becoming volunteers.

CONCLUSION

Based on the research results established in the previous chapter with the results of interviews, observations and documentation that have been carried out, researchers can draw the following conclusions:

- a. Research, PR HOPE Worldwide Indonesia conducted content research as an idea for creating content in the following month, using the insight feature to determine the target audience for its followers on Instagram.
- b. Planning, has an SOP as the basis for content creation, has a content creation workflow from conducting research to uploading content on Instagram, and the use of digital media, especially social media, as a strategy carried out by PR HOPE Worldwide Indonesia.
- c. Implementation, has tactics by using Instagram as HOPE Worldwide Indonesia's main social media and features that are actively used, uploading content that is related to the conditions that occur, packaging the content well, and the key message conveyed in the post has different points of view so that followers can feel.
- d. Evaluation, reviewing the performance that has been carried out and using the insight feature to see increases or decreases as well as obstacles faced in developing awareness in posts. There are changes and impacts that occur, where more and more people know and become part of HOPE Worldwide Indonesia.

Recommendation

Based on the results of research that researchers have carried out from the concept implemented by HOPE Worldwide Indonesia, the evaluation stage is carried out infrequently due to the busy schedule of events every month. Apart from that, HOPE Worldwide Indonesia can also have set active hours for uploading content in posts on Instagram, have an Instagram account at each location HOPE Worldwide Indonesia is located, and be more active in being able to answer questions from followers via the comments column or Direct Message (DM).

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