



**THE ROLE OF PUBLIC RELATIONS IN BUILDING
THE CORPORATE IMAGE OF PT WASKITA KARYA LEWAT
INSTAGRAM SOCIAL MEDIA**

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(Naskah diterima: 1 Maret 2026, disetujui: 31 Maret 2026)

Abstract

As a popular social media site, Instagram was originally used for social interaction and sharing personal moments. As time goes by its use grows. Apart from being a platform for social interaction, Instagram is now used for various other purposes, including promotion and dissemination of information. This research aims to determine the role of public relations in building the company's image on the social media Instagram @waskita_karya. The theory used is new media theory which is supported by the Instagram concept. The research method used is descriptive qualitative with observation and documentation data collection techniques as well as internet reviews, especially on PT Waskita Karya's Instagram activities. The research results show that PT Waskita Karya has succeeded in optimizing the Instagram feature to provide relevant information related to development in Indonesia. Instagram has become the main platform for publishing content with high interactiveness, global reach and easy accessibility, thereby increasing audience engagement. Relevant information is very useful for creating a relationship with the audience. This research shows that Instagram is effective in supporting PT Waskita Karya in disseminating information.

Keyword: Public Relations, Corporate Image, PT Waskita Karya, Social Media, Instagram.

Abstract

Sebagai situs media sosial yang populer, Instagram awalnya digunakan untuk interaksi sosial dan berbagi momen pribadi. Seiring berjalannya waktu penggunaannya berkembang. Selain sebagai platform untuk interaksi sosial, Instagram kini dimanfaatkan untuk beragam tujuan lain, termasuk promosi dan penyebaran informasi. Penelitian ini bertujuan untuk mengetahui peran public relation dalam membangun citra perusahaan pada media sosial Instagram @waskita_karya. Teori yang digunakan adalah teori new media yang didukung oleh konsep Instagram. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data observasi dan dokumentasi serta tinjauan internet khususnya pada aktivitas Instagram PT Waskita Karya. Hasil penelitian menunjukkan bahwa PT Waskita Karya berhasil mengoptimalkan fitur Instagram untuk memberikan informasi yang relevan terkait pembangunan di Indonesia. Instagram menjadi platform utama untuk publikasi konten dengan interaktivitas tinggi, jangkauan global, dan aksesibilitas mudah, sehingga meningkatkan keterlibatan audiens. Informasi yang relevan sangat berguna untuk menciptakan hubungan dengan audiens. Penelitian ini menunjukkan bahwa Instagram efektif mendukung PT Waskita Karya dalam menyebarkan informasi.

Kata Kunci: Public Relation, Citra Perusahaan, PT Waskita Karya, Media Sosial, Instagram.



I. INTRODUCTION

Basically, humans always want to be in contact with other humans. He wanted to know the surrounding environment. It even wants to know in itself and curiosity when it interacts with other humans. Humans live in group bonds, developmental dependence on group life greater than the dependence of any other being. The essence of group life is the interaction of exchanging activities between its members. The process of social interaction moves two other common processes. First, social interaction, which is the tendency towards opposite social development, such as differences in biological characteristics between humans. Interaction between agencies or institutions with the local community is inseparable. Because society is a subject that will always be encountered by society, both as a beneficiary and a party that helps social entrepreneurs achieve their goals. The image or reputation that people have about a brand is an important factor in increasing brand awareness and influencing the perception or trust of potential customers towards a company or individual. In the digital age, sometimes brand publicity cannot be completely controlled. Therefore, public relations or Public Relations is an effective tool in participating in shaping public perception. Public Relations improves a win-win environment for both the organization and the community. This includes cooperation, volunteer activities, philanthropic contributions, and community participation. As well as designing key messages that play a role in shaping people's perceptions of an organization, increasing brand understanding, and interacting with key target markets.

Based on the view above, the researcher relates several problems that exist from the presence of companies in an area. Not infrequently, the presence of companies in an area can invite conflicts in the community, both conflicts between fellow communities and conflicts between the community and the company. This conflict occurs usually due to errors in the communication process between both the community and the community with the company. Based on the explanation above, of course, the company does not stay silent, they will try to minimize the conflicts that occur. Because this conflict will have a great effect on the good relationship between the company and the community in the image of the company.

II. THEORETICAL STUDIES

The researcher explained several views that the *position of Public Relations* of a company in improving good relations with the public is very important, especially in getting a positive image. Because *public relations* has as a management that assesses public attitudes, identifies policies and procedures of individuals or organizations on the basis of public interest on the basis of implementing a work plan to gain public recognition. Based on the concept of

this research, public relations is very important for an organization because its activities can be a vehicle for internal integration, bridge mutual understanding among community members, thereby generating loyalty among employees and strengthening work ethic among directors/managers. This is where public relations activities play an important role. Because the role of public relations is very dominant in establishing relationships between the company and its public, as well as the internal public or external public, because all public relations activities contain elements, namely good image, good will, mutual understanding, mutual appreciation, and tolerance that can lead the company to a good relationship in the end will form a positive image for the company.

This advancement in information and communication technology has connected the public with companies, so that information can be disseminated quickly, in quality and quality. The use of social media in a company is an innovation that makes the most of technology. One of them is using Instagram social media as a means of communication with the public, the use of Instagram is not only shown to one group of people, but can be accessed by all groups easily. Instagram is superior in its use because of its use because there are many interesting tools such as filters, Instagram stories, IGTV, and making it easier to interact with others adding to the attractiveness of Instagram for users. Since its launch in 2010, Instagram has attracted 25,000 people to sign up at the time of its launch. Instagram presents various features with a simple design, then it can make it easier for new users to master this application. In today's technological era, its role is very important to support various community activities. Nowadays, interaction in social media is wider for reasons that provide ease of interaction and communication.

In providing information to the public, PT Waskita Karya's public relations team tries to convey information carefully and completely. The activities carried out by public relations are related to social media, where PT Waskita Karya's public relations currently chooses to convey information through an Instagram account created in 2012. Because publication through Instagram social media is more effective because people, both young and old, have used Instagram as a medium to read news. Instagram was chosen as an effective media platform to build the image of PT Waskita Karya through social media management. By sharing information, activities, and services provided by PT Waskita Karya. The Instagram account of PT Waskita Karya is @waskita_karya. With publications on social media, people can comment and share the news so that more people can know. Social media aims to facilitate the

publication process or how to convey information to the public, and one media is the aspiration of the community and the other.

III. RESEARCH METHODS

The method applied in this study is a qualitative research method that produces findings that cannot be achieved through quantification or other statistical techniques. Straus and Corbin explained that qualitative research can be applied in examining various aspects of people's lives, including history, behavior, organizational dynamics, social movements, and family relationships. To be able to obtain relevant data in accordance with the problems in the research, the data collection method is used, namely:

1. Observation,

that is, the process of directly observing the behavior, interaction, and social context of the participants involved in the phenomenon. Observations can be made in natural or regulated situations according to research needs. Observation is divided into two, namely direct and indirect observation. Direct observation is made at the time the event occurs while indirect observation is made through an intermediary to observe it and is not present at the time of the event. At this observation stage, the researcher uses indirect observation by observing content and videos on Instagram accounts @waskita_karya.

2. Documentation,

By collecting data from written sources such as reports, archives, records, letters, or other relevant official documents. This technique is useful for understanding the historical context or developments related to the object of research.

IV. RESEARCH RESULTS

4.1 Important aspects of Pt Waskita Karya's public relations role in creating and broadcasting content on the Instagram account @waskita_karya

1. Relevance: information or content messages created by PT Waskita Karya are selected based on information relevant to the interests of the target and the needs of @waskita_karya followers.

2. Truth of information: PT Waskita Karya must ensure that the content uploaded comes from an accurate, reliable, and accountable source.

3. Visual content: Engaging visual content can help to attract attention and increase @waskita_karya Instagram followers. The visual content used includes, photos, videos, graphics, and illustrations.

4. Conformity of values or norms: the information or message conveyed must be in accordance with the values or norms embraced by @waskita_karya followers, then the content, The information, or message conveyed is considered unethical and can cause rejection from the target followers of @waskita_karya itself.

4.2 Aspects of the duties and functions of public relations on the Instagram account @waskita_karya

1. Provide the latest information about Pt Waskita Karya. By providing information such as activity information, and relevant information for followers and the public.

2. Public relations Pt Waskita Karya plays a role in displaying consistency of achievement and commitment in building infrastructure in Indonesia.

4.3 Aspects of plans and programs carried out by PT Waskita Karya's public relations on the Instagram account @waskita_karya

1. Target audience: A PR should understand who the target audience of @waskita_karya account is, what their needs and interests are, and how to deliver relevant content to @waskita_karya followers.

2. Use Instagram features to increase viewers' interest by using features such as Feeds, Reels, Instagram stories, and metaads to present a variety of promotions and reach followers appropriately.

The results of data collection, then processed by selecting important data and grouped with the same data needed by the author for the research which will be explained as follows:

Instagram is the most powerful media platform to provide information related to builders in Indonesia compared to TikTok @waskita_karya. The audience gets the most information through Instagram media, rather than TikTok social media. Because Instagram @waskita_karya has been created since February 2016, while TikTok social media is @waskita_karya not publicly available, so the audience is more familiar with Instagram @waskita_karya than on TikTok.

- Working with various parties, promoting through hashtags and creating advertisements on Metads is a strategy carried out by PT Waskita Karya's Public Relations to achieve the target audience in providing information related to what is conveyed by @waskita_karya.

By using various features on Instagram to publish content carried out by public relations, PT Waskita Karya allows for a dynamic two-way relationship with the audience.

Through posts uploaded through Instagram public relations, PT Waskita Karya has managed

to attract the attention of the public through educational and informative content. By using Instagram as the main platform. Pt Waskita Karya has succeeded in utilizing new media to publish content effectively. Then the accessibility of content on Instagram ensures that users can access information anytime and anywhere.

V.CONCLUSION

The purpose of this descriptive qualitative research is to test the digital approach used by PT Waskita Karya's public relations to increase the number of followers and increase the audience's interest in infrastructure development in Indonesia on Instagram by using the Instagram social media account @waskita_karya. Based on the results of the author's writing, it can be concluded that bringing the theory of New media to Instagram can @waskita_karya be used as an effective medium. By carrying out digital strategies that utilize Instagram features, collaborating with various parties, and through Metaads ads. Through the content uploaded on Instagram @waskita_karya followers or non-followers feel helped by the existence of an Instagram account @waskita_karya they become easier to find everything information about PT Waskita Karya. Because @waskita_karya access is easy to reach through smartphones, we can find out what updates or the latest information exist easily and flexibly.

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