

Digital Public Relations on Instagram in Building Public Trust: A Content Analysis Study of the @damkarjogjaistimewa Account

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ABSTRACT

Instagram has increasingly been utilized by public service institutions as a digital public relations platform to build and maintain public trust. This study aims to analyze digital public relations practices through Instagram in building public trust on the @damkarjogjaistimewa account. The research employs a qualitative approach using descriptive content analysis of Instagram posts representing institutional communication activities. Data were collected through non-participant observation of visual content and captions, which were then analyzed based on the theoretical framework of public trust encompassing competence, care, and integrity. The findings reveal that operational documentation content is the most dominant category compared to educational and informational content. This dominance indicates that the institution's digital communication strategy emphasizes the visibility of real performance as the primary foundation for building public trust. Educational and informational content serves as supporting elements that strengthen communication through safety literacy and information transparency. This study concludes that digital public relations practices oriented toward performance representation, safety education, and transparent communication constitute an effective strategy for emergency service institutions in building public trust in the digital era.

***Keywords:** Digital Public Relations; Instagram Social Media; Public Trust; Emergency Service Institution; Content Analysis.*

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INTRODUCTION

Digital transformation has brought fundamental changes in organizational communication practices, including in the field of public relations. The development of information technology and social media has encouraged a paradigm shift in communication from a one-way model to two-way communication that is dialogical, participatory, and oriented towards building long-term relationships with the public (Fakhriyyah Asmay Aidha, Khoirunnisa, & A'yun, 2025). In this context, digital public relations is present as a strategic approach that integrates the use of digital media with public relations principles to build public engagement, transparency, and trust in a sustainable manner (Fernando, 2025).

For institutions, public trust is a strategic asset that determines the legitimacy, effectiveness of services, and the success of the implementation of institutional tasks (Sari, Rosita, Putri, Amelia, & Misidawati, 2025). Trust is not only built through operational performance alone, but also through a consistent, credible, and responsive communication process to the needs of the community (Azzahra, Astuti, & Cholagi, 2025). Social media is an important means for public institutions to show accountability, open access to information, and strengthen relationships with the public in a more open and interactive communication space.

Instagram as one of the visual-based social media platforms with a high level of user engagement is increasingly being used by public organizations in digital communication practices (Puspitasari, Farhany Abdillah, & Chelsea Verro Juvenia Triyanto, 2025). Instagram's visual character allows for a more persuasive and humanist message delivery, allowing institutions to build narratives that are not only informative, but also emotional and contextual (Ilyas, Saputra, & Patrianti, 2025). Through visual content, the public can see

firsthand the activities, performance, and values carried out by the institution, which in turn has the potential to strengthen the perception of trust in the organization.

The use of Instagram has become particularly relevant for emergency service institutions, such as the Fire and Rescue Service, which have a strategic role in protecting public safety. Emergency services institutions operate in high-risk contexts and critical situations, so the level of public confidence in the competence, professionalism, and preparedness of the institution is a crucial factor (Silviah, 2025). The success of an institution is determined not only by its technical capabilities in handling emergencies, but also by how it builds positive perceptions and public trust through effective communication.

The Instagram account @damkarjogjaistimewa is an example of digital communication practices of public service institutions that actively utilize social media as a means of public relations (Situmorang, 2025). This account is used to convey operational information, fire prevention education, documentation of rescue activities, and safety appeals to the public. These communication activities show the institution's efforts to build closeness with the public, increase transparency of performance, and strengthen long-term relationships through digital channels (Hasanah, Putri, Hamka, & Nisa, 2025).

Theoretically, the practice of digital public relations is closely related to the concept of trust in organizational communication (Zakia, 2025). Public trust is understood as the public's belief in the competence, integrity, and goodwill of institutions in carrying out their roles (Rosidah, Ghassani, Arsita, Nisaa, & Artamevia, 2025). In the context of digital communication, trust is not only formed through informative message content, but also through message consistency, clarity of information, visual authenticity, and quality of interaction between institutions and the public. Social media allows the public to directly assess how institutions represent themselves, respond to issues, and interact with the public, so that digital communication practices have direct implications for the formation or strengthening of public trust.

Previous studies have shown that social media has a strategic role in modern public relations practices. Content that is educational, informative, and transparent tends to increase public engagement and contribute positively to an organization's image (Irzami, Purwaamijaya, & Prehanto, 2025). Two-way communication through social media has also been proven to be able to strengthen organizational relationships with the public and increase the perception of trust. Most of the research still focuses on business organizations or government institutions in general, while studies that specifically examine digital public relations practices in emergency service institutions through social media Instagram are still relatively limited (Luluk Latifah & Muhammad Danu Winata, 2025).

The limitations of the study show that there is a research gap in digital communication and public relations studies. Emergency service institutions have different communication characteristics, both in terms of message context, public expectations, and the level of information sensitivity (Nasim, 2025). It is important to analyze how social media content strategies are used by emergency services institutions in building public trust, particularly through the visual and educational approaches offered by Instagram.

Based on this background, this study aims to analyze the practice of digital public relations through Instagram social media in building public trust in @damkarjogjaistimewa account. This research specifically focuses on the identification of content types and

characteristics, message delivery patterns, and digital communication strategies that reflect institutional efforts in building public trust (Jaya & Yamin, 2025). Theoretically, this research is expected to enrich the study of digital communication and public relations, especially in the context of public service institutions. Practically, the results of this research are expected to be a reference for public institutions in designing digital communication strategies that are more effective, transparent, and oriented towards building public trust.

METHOD

This study used a qualitative approach with a descriptive content analysis method to examine in depth the practice of digital public relations through Instagram social media in building public trust. The qualitative approach was chosen because this study aims to understand the meaning, context, and communication strategies represented through social media content, not to measure the cause-and-effect relationship statistically or test a certain hypothesis (Bahja, Hakim, & Afidah R, 2025). With this approach, the research seeks to comprehensively explore how public institutions use social media as a means of strategic communication in building relationships and trust with the community.

The descriptive content analysis method is used to identify, classify, and interpret communication messages conveyed through Instagram posts. Content analysis allows researchers to systematically examine the characteristics of messages, both visually and narratively, so that the digital communication patterns used by institutions can be understood. In the context of this research, content analysis is not only directed at the frequency or type of content, but rather on the meaning of messages and their relevance to digital public relations practices and the formation of public trust.

The object of this research is the content uploaded on the official Instagram account of @damkarjogjaistimewa managed by the Yogyakarta City Fire and Rescue Service. The account was chosen because it is actively used as a public communication medium and represents the activities of emergency service institutions in conveying operational information, safety education, and documentation of institutional activities. The activeness of the accounts and the diversity of the content displayed make them relevant to be analyzed in the context of the digital public relations practices of public institutions.

The focus of the research is directed at digital communication content published through the account, which includes visual elements in the form of photos and videos, as well as text elements in the form of captions that accompany each upload. The visual element is analyzed to understand how the institution represents the professionalism, preparedness, and performance of public services, while the text element is analyzed to examine the informative, educational, and persuasive messages conveyed to the community. By analyzing the two elements in an integrated manner, this study seeks to obtain a complete understanding of the digital communication strategies used by institutions.

Data collection was carried out through non-participant observation techniques on Instagram uploads @damkarjogjaistimewa within a predetermined research period. Researchers observe and document published content without being directly involved in the communication activities of those accounts. Non-participant observations were selected to maintain the objectivity of the research and allow researchers to observe the content as consumed by the general public. The data collected includes the type of content, the theme of

the message, the visual presentation pattern, the language style in the caption, and the context of the communication that accompanies each upload.

The sample determination was carried out using the purposive sampling technique, which is the selection of samples based on certain criteria that are adjusted to the purpose of the research. The uploads selected as samples are content that clearly represents digital public relations practices and is related to efforts to build public trust. These criteria include safety education content, operational activity reports, public appeals, and documentation that displays the professionalism and preparedness of officers. Purposive sampling techniques are used to ensure that the analyzed data is relevant, representative, and able to provide in-depth information in accordance with the focus of the research.

Data analysis is carried out gradually and systematically. The initial stage of analysis begins with the grouping of content based on the type and function of communication messages, such as educational, informative, persuasive, and documentary content. This grouping aims to identify the general patterns of digital communication used by institutions. The next stage is an interpretive analysis of the content of the message, both visual and text, by paying attention to the context of the presentation, the consistency of the message, and the values represented through the content. Interpretive analysis is carried out to understand the meaning behind the message conveyed and how the message shapes the public's perception of the institution.

The results of the analysis are then interpreted using the theoretical framework of public trust (trust theory) as a conceptual foundation. At this stage, researchers associate empirical findings with trust dimensions, such as competence, integrity, and institutional concern. This theoretical framework is used to interpret how digital public relations practices through Instagram reflect institutional efforts in building and strengthening public trust. Thus, the analysis does not stop at the description of the content, but also generates a conceptual understanding of the relationship between digital communication and public trust.

The validity of the data in this study is maintained through diligence of observation and consistency of analysis. The researcher conducts repeated observations of the analyzed content to ensure the accuracy of the classification and interpretation of the data. In addition, the use of relevant and consistent theoretical frameworks is used as the basis of analysis to improve the conceptual validity of research results. This approach is expected to produce credible and academically accountable findings.

RESULTS AND DISCUSSION

Result

The results of the study are based on content analysis of uploads on Instagram accounts @damkarjogjaistimewa as a representation of digital public relations practices of emergency service institutions. The results of the study focused on the characteristics of the content, the classification of the type of upload, the pattern of message presentation, and the form of digital communication displayed by the account.

The results of observations show that Instagram accounts are @damkarjogjaistimewa actively and consistently used as a medium of public communication. The uploads displayed represent various institutional activities, especially those related to firefighting, rescue, safety education, and rescue and evacuation activities. In general, the content presented reflects the

orientation of public services and the institution's efforts in building a professional image in the digital space.



Figure 1. Of @damkarjogjaistimewa Instagram feed
Source: Instagram @damkarjogjaistimewa

Based on the results of content classification, uploads on @damkarjogjaistimewa account can be grouped into several main categories, namely safety education content, operational informative content, public appeal content, and documentation content for institutional activities. Safety education content contains information about fire prevention, handling emergency situations, and risk mitigation measures that can be taken by the community. This content is presented visually and narratively to facilitate public understanding.

Table 1. Classification of Instagram content types @damkarjogjaistimewa

No	Content Categories	Number of Uploads	Content Description
1	Educational	25	Content that provides practical guidance on evacuation procedures, handling small fires, risk mitigation tips, and fire simulations. It is presented through infographics, short videos, field documentation, and text narration to facilitate public understanding.
2	Informative	15	Content that contains general information, activity announcements, or descriptive messages related to public safety, aims to provide additional context for the audience.
3	Operational Documentation	8	Content that showcases the institution's real activities, such as fire simulation exercises,

No	Content Categories	Number of Uploads	Content Description
			evacuation training, and field operational activities, to strengthen the institution's credibility and legitimacy.
Total	–	48	–

Source: Instagram @damkarjogjaistimewa

Operational informative content features a brief report on the firefighting and rescue activities that have been carried out, usually accompanied by information on the location and type of incident. This type of upload shows the real activity of the institution in carrying out emergency service duties. The operational documentation content features internal activities, training, and operational activities related to rescue and evacuation.

In terms of message presentation, the results of the study show that @damkarjogjaistimewa accounts rely on authentic visuals in the form of field photos and videos as the main element of communication. The visual shows the activities of officers directly at the scene as well as in training and preparedness activities. The captions that accompany the upload are structured in an informative, concise manner, and use formal, communicative language.



Figure 2. Documentation of rescue operational activities

Source: Instagram @damkarjogjaistimewa

Figure 2 above is an operational documentation that displays rescue activities, empirical evidence of the implementation of institutional duties. Through visual documentation and brief narratives, the public not only receives claims regarding institutional readiness, but can also see firsthand how these tasks are carried out. This is in line with the concept of public trust which emphasizes the importance of competence and reliability as the basis for the legitimacy of public institutions.

Discussion

The use of Instagram social media by @damkarjogjaistimewa accounts reflects the increasingly relevant digital public relations practices in the context of public service institutions, especially emergency services. The results of the study show that operational documentation content is the most dominant upload category compared to educational and informative content. These findings confirm that the digital communication strategy implemented by institutions is not solely oriented to the delivery of information, but rather to the representation of real performance as the basis for the formation of public trust (Koestiono, Hapsari, Permadi, Muchlis, & Metalia, 2025). In the context of emergency service institutions, public trust has a central position because the legitimacy and effectiveness of institutions are highly dependent on public confidence in the institution's ability to respond quickly and appropriately to crisis situations (Fransiska, Pratama, Jumiaty, & Saputra, 2025).

The content of operational documentation is more numerous and can be understood through the framework of public trust theory that emphasizes competence as one of the main dimensions of forming trust. Public trust in institutions is not only built through normative or symbolic statements, but through empirical evidence that can be observed and verified by society (Rahmania et al., 2025). Visual documentation of firefighting, rescue, and preparedness exercises serves as a concrete representation of the institution's competencies. Through these uploads, the public can see firsthand how institutions carry out their duties, how coordination between officers is carried out, and how risks are faced in real conditions. Social media is used as a means to show performance, not just to claim it (Chotimah, Nurmandi, & Fridayani, 2025).

Instagram's visual character provides a strategic advantage in the context of communication of an emergency service institution. This medium allows for the delivery of messages quickly, directly, and based on visual evidence. From a visual communication perspective, images and videos have a stronger persuasive power than text alone because they are able to convey emotions, situations, and the complexity of events simultaneously. When institutions display operational documentation in the field, the message conveyed is not only informative, but also symbolic, reflecting the professionalism, courage, and preparedness of the officers. This contributes to the formation of public perception that institutions have adequate technical capacity and human resources in handling emergencies (Iqwanti, Lestari, & Rostikawati, 2025).

The dominance of operational documentation also shows a shift in the paradigm of public communication in the digital era. If in conventional public relations practices, public institutions tend to prioritize administrative and formal communication, then social media encourages a more open, transparent, and performance-based approach (Yandinata, Sri Widnyani, & Utari, 2024). In this case, @damkarjogjaistimewa account serves not only as a channel of information, but also as a space for the representation of institutional identity. The identity is built through a consistent visual narrative of fieldwork, team collaboration, and operational preparedness. This representation strengthens the legitimacy of the institution because the public not only knows the role of the institution in the abstract, but also witnesses its implementation in real terms.

Although operational documentation is the most dominant content category, the existence of educational content still has strategic significance in the overall digital communication pattern of institutions. Educational content that presents evacuation guidance,

risk mitigation, and fire simulations demonstrate the institution's role as a public safety education agent (Elizabeth Tawlyn Bogar & Hadiyanto, 2025). In risk communication theory, public education is an important component of disaster mitigation efforts, because people who have basic knowledge about safety tend to be better prepared and able to take appropriate action before professional help arrives. Thus, educational content serves as a preventive effort that complements the responsive approach demonstrated through operational documentation.

The smaller proportion of educational content compared to operational documentation indicates that the communication strategy applied is more oriented towards proving the performance of the institution. This does not diminish the significance of educational content in building long-term relationships with the public. In fact, the existence of educational content reflects the institution's concern for community capacity building (Darmayanti & Almasdi, 2025). Within the framework of the theory of organizational social responsibility, public institutions have an obligation to not only respond to problems when they occur, but also contribute to preventing or minimizing the impact of those problems through education and raising public awareness.

The presentation of educational content through infographics, short videos, and visual narratives shows the adaptation of institutions to the characteristics of social media audiences. Social media tends to be consumed quickly and selectively, so the message conveyed must be concise, visual, and easy to understand. This adaptation strengthens the effectiveness of communication because complex safety messages can be simplified without losing the essence of their information. Educational content serves not only as a means of conveying knowledge, but also as a form of strategic communication that takes into account the characteristics of the media and the audience (Coal & Angelica, 2025).

Informative content, despite having the least number of uploads, still plays an important role in building institutional integrity. This content contains activity announcements, general information, and descriptive messages that provide context regarding institutional activities and policies. From the perspective of good governance, information disclosure is one of the main principles in building public trust (Chafik & Benjelloun, 2025). By providing relevant and accessible information, institutions demonstrate a commitment to transparency and accountability. Although it does not show operational activities directly, informative content helps the public understand the role, function, and agenda of the institution more comprehensively.

The distribution of the three content categories shows that the digital communication strategy implemented is complementary. Operational documentation serves as the main foundation in building a perception of competence, educational content strengthens the dimension of care, and informative content supports integrity through information disclosure. These three dimensions are in line with the public trust framework that emphasizes that trust is built through a combination of competence, care, and integrity (R & Saputra, 2025). These findings reinforce the argument that effective digital public relations practices cannot rely on just one type of message, but rather require a balance of communication that is consistent and relevant to the needs of the public.

The results of this study can also be compared with the findings of previous research that highlighted the role of social media in increasing transparency and public participation. Several studies show that the presence of public institutions on social media can increase public trust

if used actively and responsively. However, this study makes an additional contribution by emphasizing that in the context of emergency service institutions, visibility of operational performance has a more significant role than just the delivery of information. This shows that the characteristics of the public service sector influence the most effective digital communication strategies (Zulfauzan & Untung, 2025).

From a methodological point of view, the use of qualitative content analysis with light quantification allows this study to identify empirically emerging communication patterns without ignoring the context and meaning of the message. This approach is in keeping with the characteristics of dynamic and visual-based social media (Wijayanto, 2025). By classifying the types of content and analyzing their distribution, this study was able to show the tendency of institutional communication strategies in a systematic manner. The findings on the dominance of operational documentation provide an empirical basis for the development of public communication studies, especially in the context of digital public relations of emergency service institutions.

The practical implications of the study's findings suggest that social media, particularly Instagram, can be strategically leveraged by public service institutions to build public trust. The effectiveness of these strategies is highly dependent on the consistency of uploads, visual quality, narrative clarity, and relevance of the content to the needs of the community. Consistently displayed operational documentation can reinforce the perception of professionalism, but without the support of educational and informative content, communication has the potential to become reactive and less oriented to the public's long-term interests. Structured and balanced content planning is a key prerequisite for sustainable digital public relations practices (Arlinda, Turganbaevna, & Arindra, 2025).

The findings of this study have policy implications for the communication management of emergency service institutions. The success of using Instagram as a public communication medium shows the need to strengthen the capacity of human resources in the field of digital communication (Farhan & Rachmawati, 2025). Institutional social media managers need to have an adequate understanding of the principles of public communication, crisis management, and communication ethics. Thus, social media not only functions as a showcase for institutional activities, but also as a strategic tool in public service and building public trust.

This discussion emphasizes that the digital public relations practices carried out by @damkarjogjaistimewa accounts reflect communication strategies that are oriented towards building public trust through performance visibility, safety education, and information disclosure (Mhd Fauzi Damanik, Angel Sinambela, Jihan Alzaazera, Elman Wira Selamat Lafau, & Flores Tanjung, 2025). The findings of this study make a theoretical contribution by strengthening the understanding of the role of social media as a performance representation tool for public institutions, as well as practical contributions as a reference for other public service institutions in designing more effective and sustainable digital communication strategies. Thus, this research is not only academically relevant, but also has applicative value in public service practices in the digital era.

CONCLUSION

This research shows that Instagram social media has a strategic role in the digital public relations practices of emergency service institutions, especially in building and maintaining public trust. Through the content analysis of @damkarjogjaistimewa Instagram accounts, it was found that Instagram is not only used as a means of disseminating information, but also as a space for institutional performance representation that contributes to the formation of a perception of professionalism and legitimacy. The dominance of operational documentation content indicates that institutional digital communication strategies emphasize the visibility of real performance as the main basis of public trust, where visual documentation of firefighting, rescue, and preparedness exercise activities serves as empirical evidence of the institution's competence and operational readiness. Educational and informative content plays a supporting role that complements the institution's digital communication strategy. Educational content reflects concern for improving public safety literacy, while informative content shows a commitment to information disclosure and public accountability. The combination of these three types of content represents the integration of the dimensions of competence, care, and integrity within the framework of public trust. Overall, this study confirms that digital public relations practices that are oriented towards performance visibility, safety education, and information transparency are effective communication strategies for public service institutions in the digital era, while providing academic contributions and practical implications for the communication management of emergency service institutions that are more credible and oriented to the interests of the community. For scientific development, further research is recommended to combine content analysis with other approaches, such as surveys or audience interviews, in order to gain a more comprehensive understanding of the effectiveness of digital public relations practices of public service institutions.

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