

Analysis of Digital Public Relations Media Management on Instagram @riliv

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Abstract. *Social media is essential in building relationships between companies and their audiences. Not only playing a role in creating content and disseminating information, but the company's social media management team also needs to develop a strategic plan that is consistent and sustainable. This study examines how the Riliv Social Media Strategist team manages Instagram @riliv social media. This research focuses on the activities carried out in digital media, the characteristics of the use of digital media to represent the company in terms of the use of writing style, to strategies structured in such a way as building public trust and awareness of followers. The method used is a qualitative approach with a descriptive type of research. The results showed that the social media management efforts carried out by the Riliv Social Media Strategist team were structured and scheduled, starting from upload mapping, collaboration, creating content ideas, and activity evaluation. The forms of uploaded content are also very diverse with valid and consistent information on Riliv's philosophy as a psychology service start-up. Almost all the features on the Instagram application are used to build good relationships and closeness with their followers, especially the comment feature and direct message feature as interactive media that are more private..*

Keywords: *Instagram, social media, social media management, social media strategist*

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INTRODUCTION

PT Riliv Psychology Indonesia, a mental health start-up company, has successfully launched the first online counseling and meditation application in Indonesia under the name Riliv (riliv, n.d.). This application aims to achieve its mission to make it easy for everyone to access integrated mental health services. The use of digital media by the company is an effort to disseminate the information so that their targets can obtain information, have awareness, then receive and ultimately utilize the information. They disseminate information by utilizing digital media like Instagram, Tiktok, Twitter, Youtube, Facebook Page, LinkedIn, and the Website.

The beginning of Riliv's formation was inseparable from the concerns of Riliv's CEO and Co-Founder, Audrey

Maximillian Herli, regarding mental health problems in the realm of psychology in Indonesia. The purpose of making Riliv is so that all Indonesian people can be mentally healthy because the number of personnel in the field of psychology is still limited in number, with an uneven distribution in every region in Indonesia. Furthermore, the price of each face-to-face consultation with a psychologist cannot be said to be affordable either. In addition, the spread of negative stigma in society states that people who come to psychologists are strange, so they are used as jokes when this should not be underestimated, so Riliv was formed to overcome these problems.

Mental health problems have become an unresolved health problem in society at the global and national levels. Especially during the COVID-19

pandemic, mental health problems will be even more challenging to solve. The impact of the COVID-19 pandemic is not only on physical health but also affects the mental health of millions of people, both those directly exposed to the virus and those not. Director General of Disease Prevention and Control, Ministry of Health, dr. Maxi Rein Rondonuwu said that currently, people are still struggling to control the spread of the COVID-19 virus, but on the other hand, it has spread feelings of anxiety, fear, and mental stress due to isolation, restrictions on physical distance and social relationships, and uncertainty. The 2018 Basic Health Research (Riskesdas) shows that more than 19 million people over 15 suffer from mental and emotional disorders and more than 12 million people over 15 experience depression. In addition, based on the Sample Registration System conducted by the Research and Development Agency in 2016, data on suicides per year is 1,800 people or every day, five people commit suicide, and 47.7% of suicide victims are aged 10-39 years who are adolescents and productive age. The Director of Prevention and Control of Mental Health and Drug Problems, Dr. Celestinus Eigya Munthe, explained that mental health problems in Indonesia are related to the problem of the high prevalence of people with mental disorders. For now, Indonesia has a prevalence of people with mental disorders, around 1 in 5 inhabitants, meaning that about 20% of the population in Indonesia has the potential for mental disorders (Widyawati, 2021).

Since internet users continue to increase every year, a company's public relations must actively disseminate information through digital media. The results of a survey conducted by APJII (2020) showed that the number of internet users in Indonesia reached 73.7%. This figure has increased by 8.9% since 2018. Of the total population of internet users,

Hootsuite We are Social (Kemp, 2020) in 2020 revealed that the percentage of internet users who use each platform (based on surveys), social media Youtube, Whatsapp, Facebook, Instagram, Twitter, and LinkedIn are six of the ten social media most frequently used by Indonesian people. In this regard, PT Riliv Psychology Indonesia's public relations company actively conveys information about programs and activities, which are currently being, and will be implemented by the company through its digital public relations media.

PT Riliv Psychology Indonesia's Instagram with the official account name @riliv has obtained a verified badge, meaning that Instagram has confirmed the account's authenticity. This account has 324K followers, with 1,850 posts, and follows three other accounts, namely @rilivforcompany, @riliv_ambassador, and @rilivgoods. The contents of feed posts on Riliv's Instagram account are related to knowledge in the world of psychology, such as emotional numbness (the reason why feelings feel empty), control freak (a term for people who like to regulate), smiling depression (depression behind a smile). There is much more explanation of other psychological terms that are rarely known so that it helps us in increasing our understanding or knowledge. Not only that, several Instagram story uploads are used as highlights so that the public can see them at any time, one of which is the Riliv story which contains an initial picture poster of the news that is uploaded to the Riliv website with the addition of the swipe up feature to be able to connect directly to the reading news on their website.

The management of digital media, especially Instagram, managed by Riliv's public relations officer, is an interesting thing that the author will discuss in this study. How could it not be, Riliv's PR team or, more specifically, the company's Social

Media Strategist team can take advantage of various features of Instagram so that the content displayed is not only informative, educative, but also up to date. Moreover, the packaging of attractive visual content designs makes the content they present easier to understand and able to trigger the audience to interact directly. Another exciting thing is that the clear objectives and characteristics of the audience and the consistent intensity of uploading content do research on managing digital public relations media on Instagram @riliv social media engaging and worthy of further research. It is also supported by a statement from (Pienrasmi, 2015) in his research which says that the critical key in managing social media is strategic planning regarding information content that will be disseminated to the audience, where the information must be consistent and sustainable.

In addition, considering that social media is the gateway to open digital communication that eliminates the barriers between institutions and their audiences, it is interesting to research how Riliv, as a mental health start-up company manages its Instagram. In managing social media, Nasrullah (2021) emphasizes that the institutions do not only have social media accounts without any purposes and upload contents randomly, but it is about the understanding of institutions, especially the social media management team in formulating management strategies ranging from research, planning, operations, evaluation, to the understanding of the audience and how to interact in the context of digital communication itself.

The purpose of this study is to find out how the Social Media Strategist team manages social media of Instagram @riliv, where this research focuses on activities in digital media that are carried out, the characteristics of using digital media in terms of the use of

writing style, to the strategic planning that is prepared. Analyzing social media activities, writing style characteristics, and detailed preparation strategies in a mental health start-up company is a hallmark and a differentiator from other studies. According to Blanchard (2011), the significant benefits for corporate public relations in managing social media with good planning are being able to have a positive influence on the company's reputation, being more relevant and more frequently involved with public situations, being able to build public awareness and trust in the company, being easier to adjust the company's value to potential customers in order to create positive sentiment and loyalty.

The theory used to examine this research is the social media model, The Circular Model of SoMe for Social Communication, proposed by Luttrell (2018). This model is used to help implement organizational strategies related to individual campaigns, which consists of four stages, namely: (1) Share, stages to connect, build trust, and identify channels that allow real interaction through uploading content, spreading messages, to following the latest trends; (2) Optimize, a step to strengthen communication planning by optimizing content and maximizing conversations. At this stage, the management team needs to consider what content is being shared and whom the people involved; (3) Manage, where social media managers consider relevant messages to make it easier to monitor and measure; (4) Engage, where the management team develops strategies to build engagement with the audience, starting from when, how, and how often.

Pratama (2020) explained that the emergence of social media has connected everyone to a new digital world without boundaries. However, Nasrullah (2021) argues that although the company manages social media,

content is produced and processed by the audience themselves, where the presence of the audience can provide and influence institutional activities, sentiments, and promotion extensions. Thus, content managed and published by Riliv on Instagram can change their audience in their work and view of life and drastically change the future.

METHOD

This study used a postpositivism paradigm that relies on the ability to observe the object under study directly. According to Creswell (2013), postpositivism research sees research as a series of steps that are logically connected, believes in the diversity of participants' perspectives rather than a single reality, and supports appropriate and rigorous methods of data collection and data collection analysis. The research lasted for five months, starting from September 2021 to January 2022, using a qualitative approach with a descriptive type of research, where the research findings could not be achieved using statistical or measurement procedures. The presentation is done by using the data obtained from the results of interviews and observations utilizing social media monitoring and then presented in the form of a narrative. In selecting informants, purposive sampling is done, namely the technique of determining informants with specific considerations or criteria (Sujarweni, 2014). Based on predetermined criteria, the informant in this study was Social Media Manager Riliv Alfiyatul Hidayah.

RESULTS AND DISCUSSIONS

Yosephine & Diniati (2021) suggested that public relations are essential in establishing communication with a company's internal and external public. It aims to persuade the public as the message recipient from the

cognitive, affective to conative aspects. Seeing the development of information and communication technology that is increasingly advanced and all digital, Riliv implements online communication with external companies. According to Riliv Social Media, Alfiyatul Hidayah, Instagram is a primary social media that a company must own. When a company resists relying on today's digital applications and do not want to adapt to the times, it will not be able to compete with other competitors.

The primary function of Public Relations is to build and maintain a positive image of the company in the community, as well as establish two-way communication with the public. Where there is a public, that is where the company must take part. It is reinforced by the results of research presented by Azhary (2020) that the use of social media platforms is considered safer by public relations publications in Indonesia for reasons of hackers, maintaining the image of negative public comments, and the culture of using Indonesian language which is sometimes impolite and disrespectful by the public. Most people now have social media, especially Instagram, as their digital communication medium, especially among teenagers to early adulthood. It is the main purpose of using Instagram for Riliv.

Riliv's Instagram social media username @riliv packs various forms of content that contains information about mental health in the world of psychology and the promotion of features in the Riliv application. Not only that, but Riliv also, on several occasions, often makes quizzes with prizes and webinars by presenting experienced psychologists and several influencers to discuss various phenomena in the world of psychology. The selection of public figures made by the management team shows the company's seriousness in educating about psychology. According

to Syadhana et al. (2020), determining the third party to be invited to cooperate is a reasonably crucial stage. Moreover, the third party should have credibility and experience in handling similar matters.

In the Riliv application, the target audience is a group of adults and company employees already earning because of the counseling services offered directly by experienced psychologists, in contrast to @riliv Instagram, whose reach ranges from young people who already understand the importance of maintaining mental health to adults since everyone can enjoy the content distributed through social media for free.

Broadly speaking, audience segmentation is based on geographic location, the @riliv Instagram account targets urban areas with a broader internet network distribution. However, it is also possible in rural areas as long as internet access is adequate.

Demographically, audience segmentation focuses more on generation Y (born between 1980-1995) with an age range of 26-41 years and generation Z (born between 1995-2010) but in the age range of 20-26 years, as reported by one service. Hello Sehat, most mental health disorders appear in adolescents in their early 20s because it is not possible if they only occur in adulthood, where usually when they appear as adults, it can be ascertained that the symptoms began to appear when they were small or entered adolescence but were not treated, so that become sustainable (Yani, 2021).

If observed through @riliv's Instagram followers with 320K followers and the comments column, audience segmentation can be grouped through the following characteristics: (1) Age range 17-40 years (early teens-adults); (2) Male and female gender; (3) All ethnic groups in Indonesia because the entire content uses Indonesian language except for some terms which are stated in English; (4) All

religions; (5) SMA, Strata-1, Masters, and Doctoral Education; (6) Occupation of students, university students, office employees, and homemakers; (7) Upper-middle socioeconomic status.

Psychographically, Riliv uses the Instagram account @riliv to share information about the world of psychology, so it tends to be for everyone who is curious and needs a variety of information to overcome mental problems. Specifically, it can be described as follows: (1) Modern lifestyle, healthier lives in lifestyle, and thrift lifestyle. Reporting from www.grumsa.com (Wahdana, 2021), the explanation of the three types of lifestyle is included in the psychographic category of Instagram @riliv.

In the modern or digital lifestyle, everyone continues to follow the flow of information technology developments to avoid being left behind. Then the healthier live in lifestyle focuses on people who want to live physically and mentally healthy by continuing to think and do positive things to form a healthy lifestyle. In contrast, the thrift lifestyle focuses on people who want to live frugally by enjoying various information in the world of psychology for free through the @riliv Instagram account.

(2) In terms of interest, the psychographic targets are those who have an interest and curiosity in the world of psychology related to mental health; (3) Have the motivation to follow a healthy lifestyle or live a healthy lifestyle, especially mentally; (4) Judging from the opinion based on the issue, it is people who understand that mental health is very important in human life, so they need this information to form a healthy lifestyle.

Based on the audience segmentation analysis, the Social Media Strategist Instagram @riliv team planned management on every digital media they had, including their Instagram social

media. In this case, the author will divide the explanation into three parts, namely the activities in digital media that are carried out, characteristics of the use of digital media; and strategic planning carried out.

Activities in Digital Media

Activities in digital media carried out by Riliv's Social Media Strategist team utilise various features found on Instagram. Packaging of visual content designs with various supporting vectors that look eye-catching to support each article so that followers will not be bored if only served with writing. The colour selection used as the feed background also tends to be calm and unobtrusive, including the colour adjustment of the writing, which is quite good so that each

content can be read easily as shown in Figure 1.

Instagram Feeds. Riliv takes advantage of this Instagram feed feature to upload content in the form of images, audio, video, or a combination of the three. In one day, Riliv can upload 2-4 content on his Instagram feed, a single post or 2-7 carousel content per feed box. The uploaded content varies widely but remains in the same topic and realm in the field of psychology.

The types of content uploaded to the Instagram feed feature are (a) positive prohibition content to improve and implement a psychologically healthy lifestyle for the audience. These contents utilize various vectors that are adapted to the discussion at each stage so that it can make it easier for readers to understand



FIGURE 1. Riliv Instagram Feed Content Display

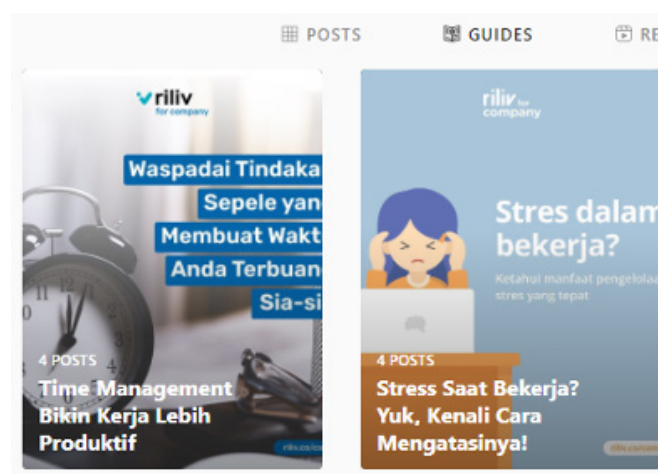


FIGURE 2. Instagram Guides Content Display

the meaning of the sentences made; (b) the content in the form of Riliv's live Instagram poster named #REALTALK with a single post type uploaded one or two days before the D day of the activity. The implementation of the #REALTALK live Instagram activity often collaborates with other digital media, one of which is popbela.com as a digital media that discusses the lifestyle of Indonesian women; (c) promotional content; tips content that can be used as suggestions, input, or recommendations from Riliv for the audience to do something; (d) Mood tracker content depicted through vectors and emoticons with their respective meanings. This content is more accessible to interact with because it intends to ask questions and get answers; (e) survivor story content from people who have experienced bad conditions in their lives, including being victims of bullying, impacts mental health. Then they try to continue to change themselves and heal. This inspirational story is packaged in the form of content to provide life lessons for the audience to continue to behave well to anyone regardless of one's physique or degree.

(f) Furthermore, reminder content serves as a reminder of important matters and a means of building better habits in daily life; (g) challenge content with a monetary reward organized by Riliv,

of course, with several requirements that must be met. This type of content is usually held for 7-14 days until a winner is selected and re-announced; (h) recommended content in the form of playlists of songs, plays, and books as a form of additional information for the audience when they want to fill their spare time and unwind from work; (i) image-audio content labelled "SOUND-ON". This content is a form of content variation from Riliv in the form of audio recordings with each story title, where the results are published in Riliv's application with the title "sleep story".

The second feature used is Instagram Guides. Guides is a new feature released by Instagram to create content from curated results. In its use, there are three categories that users can choose from, namely places (used to provide place recommendations), products (used to provide recommendations for favourite products), and posts (used to provide recommendations for uploads that have previously been posted). The content available on Riliv's Instagram account guides is the result of curation from content on the @rilivforcompany Instagram account, so it is clear that Riliv uses one of the guides categories, namely posts that are used to recommend posts that previously existed on the @rilivforcompany account.

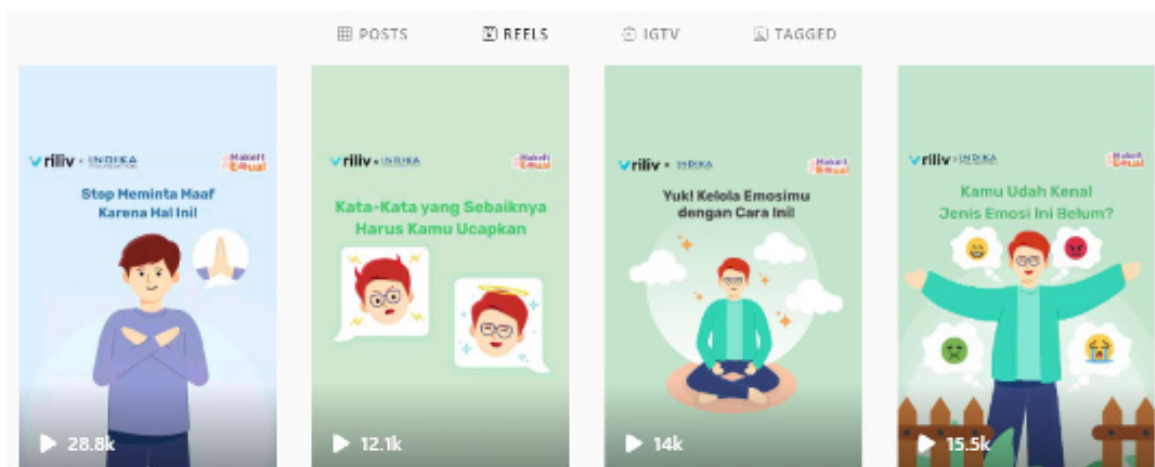


FIGURE 3. Riliv Instagram Reels Video Content Display

TABLE 1. Riliv Instagram Story Monitoring Results

Monitoring Results for 1 Week			
No.	Date/Time	Post Time	Number of Contents
1.	Tuesday, 30 November 2021	10.00 AM	11 contents
2.	Wednesday, 1 December 2021	09.00 AM	8 contents
3.	Thursday, 2 December 2021	10.00 AM	10 contents
4.	Friday, 3 December 2021	09.00 AM	14 contents
5.	Saturday, 4 December 2021	09.00 AM	6 contents
6.	Sunday, 5 December 2021	10.00 AM	7 contents
7.	Monday, 6 December 2021	11.00 AM	8 contents

Source: Researcher’s Processed Data, December 2021

The third feature is Instagram Reels. In Figure 3, it can be seen that the upload of video reels content looks quite enthusiastic from the followers, as evidenced by the audience in each video, which always number in the thousands. Reels is an Instagram feature that allows users to upload content in the form of vertical videos lasting 15-30 seconds with additional Instagram music or not. Not only that but this feature can also be used to do video editing directly without the need for the help of other editor applications. Until now, Riliv’s content reels have totalled 86 content containing various information and each content is also displayed on the Instagram feed.

The fourth feature is Instagram Videos, which can upload videos much longer than Reels. Not only can self-made videos with duration of 1-2 minutes be uploaded, but Instagram live results with a duration of more than 50 minutes can be

automatically saved to this feature after the live is finished. According to Manurung et al. (2020), a series of video content created by a company or organization can help the company show its brand identity. It can be done by creating creative content with a unique storyline and tailored to the target audience on the company’s social media.

The fifth feature is Instagram Stories. Based on observations, it can be concluded that Riliv uploads 6-14 content daily starting from 09.00 WIB to 11.00 WIB in the morning. In this case, Riliv looks quite active in managing Instagram as one of the company’s digital media through the Instagram story feature. The content uploaded through Instagram stories varies greatly, such as Trivia in the form of quizzes, posters with the use of the poll sticker feature, emoji slider stickers, question box, quiz stickers, or adding music to increase engagement

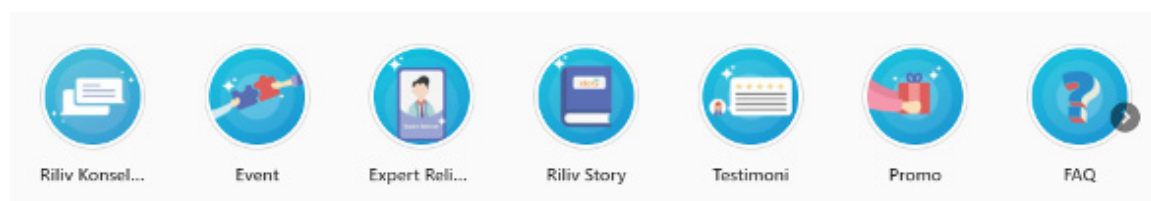


FIGURE 4. Instagram Videos Content Display

and build interaction with followers, posters of psychologist expertise. Riliv, combined in one highlight, information about the procurement of live Instagram, promotion of Riliv application services, and others.

The sixth feature is the Highlight feature, a content storage feature or Instagram story poster previously uploaded. In Figure 4, it can be seen that the highlights of Riliv's Instagram account so far have numbered eight groupings, including: (1) Riliv Counseling (a saver feature related to the information content of two online counseling options on the Riliv application, namely with a Psychologist as "S2 Psychology graduates" or a Counselor as "Bachelor Degree in Psychology"); (2) Events (saver features of various #REALTALK live instagram posters and webinar posters held through zoom meetings); (3) Expert Reliever (saver feature for content or posters introducing Riliv's psychologists of expertise); (4) Riliv Story (a saver feature for several article posters with additional links that can take readers to a website where articles are loaded with one click, so that the contents of the article can be read in full); (5) Testimonials (saver feature for the results of reposting Instagram stories published by Riliv from Riliv's reviewers or audiences); (6) Promo (saver feature for promo posters such as 50% to 100% cashback for online consultation services on the Riliv application via gopay or shopee); (7) FAQ (saver feature in the form of information posters related to partnership info, whatsapp contact, email, or line account belonging to Riliv's customer relations who can be contacted to submit complaints or require other additional information); and (8) Products (a saver feature in the form of posters of information on services available in the Riliv application).

The seventh feature is Instagram

Live. This feature allows users to live stream to build a two-way interaction, where viewers can comment or ask questions in the live Instagram comments column to get direct responses from users who live stream. One of Riliv's live streaming activities is the #REALTALK event. This activity is usually carried out in collaboration with Indonesian public figures or only filled by Riliv's psychological expertise. Streaming duration is between 30 minutes to 1 hour or more, depending on the subject matter. The live results will then be saved and used as IGTV so that they can be watched by followers who missed the live session directly. According to Datubara & Irwansyah (2019), Instagram TV is a form of media convergence where the audience's activities, when giving direct comments, make the audience feel that they are watching together with other audiences.

Managers also establish a two-way relationship with followers by interacting with each other. The several replies evidence this to comments made by the manager on almost all uploads on Riliv's Instagram account. Building engagement with the audience is essential. Palapah (2020) stated in his research results that user involvement is fundamental where information sharing or clarification, confirmation, and question and answer can be directly done on Instagram or other social media.

Characteristics of Using Digital Media

In addition to analyzing the activities carried out in digital media, the author also analyzes the characteristics of digital media used to represent the company in terms of writing style. Judging from the writing of the caption as a description of the content, Riliv often uses informal language, so it does not seem stiff and is more easygoing. Not only that, at the beginning of the sentence, the word



FIGURE 5. Example of Riliv Logo Placement

“Rilivers” or the greeting “Hi, Rilivers” is permanently attached as a particular form of greeting for Riliv’s followers. Then to build interaction in the comment’s column, at the end of the sentence in the caption also often uses a question sentence with a question mark, or instead of attracting followers to comment, Riliv uses the sentence “share in the comments column, yuk!”.

Not only writing captions, but the characteristic of the writing style used is also the use of hashtags (hashtags). Hashtags not only function as a tool for grouping the topics of content but are also used as a branding tool for a company to obtain a greater number of visitor accounts so that they are increasingly known to the wider community. Riliv includes hashtags in the content captions and content designs, but usually, in the designs, he only includes #REALTALK without any other sentences. The hashtags in the content captions that are most often used are #riliv, #rilivapp, #mentalhealth, #kesehatanmental, the rest adjusts to the topic of conversation in the content such as #selftalk, #REALTALK, #RilivMenhearmu, #selfharm, #mindfulness, #mentalillness, #parenting, #anxiety, #selfcare, #meditation, #mondayblues, #toxicrelationship, #braingym, #selfreminder, #depression.

The following characteristic of the writing style is the placement of the

logo. The placement of the Riliv logo is usually always placed in the middle of the content design or on the left side if there are topics that are discussed more specifically that have their logo, as shown in Figure 5, or if Riliv is collaborating with other parties. The logos of the parties or business partners are usually placed together with the Riliv logo in the middle or on the right side for balance.

Next is a special greeting for the audience. As previously discussed in the use of captions, Riliv has a special greeting to address his audience with the name “RILIVERS”. This greeting can be used to build closeness in interacting with followers. Due to a large number of Riliv followers, this special greeting is used to make it easier for the account admin to greet everyone simultaneously.

The fifth characteristic of writing style is the content visual design colour palette. Colour in psychology is related to the depiction of emotions where the meaning of each colour also varies. The content design on Riliv’s Instagram account does not only use one type of colour that seems monotonous but uses a variety of colours, especially the ones that seem calm and not too flashy, such as sky blue, nighttime blue, lavender, orchid, baby green or mint, pink, light sand, and others. As in the example in Figure 6 it looks like Riliv uses pink as the background for the content design but



FIGURE 6. Example of a Content Design Colour Palette

still gives a touch of other colours such as red, orange, or white to the vector or image. The pink colour gives a romantic impression and follows the theme of the uploaded content, which is related to self-love (Muliastari, 2021).

Digital Public Relations Media Management Strategy

Based on observations and interviews with Social Media Manager Riliv Alfiyatul Hidayah, it is known that in managing Instagram, Riliv has several strategies that are structured in such a way as to build public trust and awareness of followers, starting from upload mapping, collaboration, creating content ideas, and activity evaluation.

The first strategy is upload mapping, which is making a schedule for uploading Instagram content on the feeds, reels, and story features. In Instagram feeds, two contents are uploaded daily but with different topics. The content on feeds and reels is more flexible with a broader topic, in contrast to the scheduled content on Instagram stories. Uploading content on Instagram stories is usually done at four different times each day, namely at 10.00 AM, 12.00 PM, 4.00 PM, and

6.00 PM. The content plan is different every time, for example, on Monday at 12.00 WIB in the first week, the content will be uploaded that discusses mental health myths and facts, but it will be different again the following week so that the content is more varied and not monotonous. Upload mapping itself is a critical planning stage to do. Cangara (2014) states that planning is the starting point for the work of an organization and is made so that it can function to provide direction to the goals to be achieved.

The second strategy is collaboration, which is collaborating with start-ups and other agencies. In the collaborative planning process, a joint meeting will usually be held to discuss the topic of the activities to be implemented along with the agreement of both parties in the form of an activity SOP which will be handled directly by the Marketing Manager. This collaborative activity is free of charge but still prioritizes the 'symbiotic mutualism' system to benefit both parties. The selection of partners who will be invited to collaborate with Riliv must also look at the suitability of Riliv's profile as a start-up that discusses mental health so that it

does not come out of Riliv's persona and branding previously formed.

The third strategy is to create content ideas, where the creation of content ideas must be carried out more carefully and carefully if the manager's expertise is not in the field of psychology to avoid word errors that may harm followers as content readers.

Social media managers carry out several activities to obtain valid content, including (1) Looking for content references obtained from competitors' Instagram, but not entirely applied because Riliv also has to produce unique content with its uniqueness in order to have differentiation; (2) Second, content ideas are taken from the experience of the manager himself. It relates to events or feelings experienced personally; (3) Conducting research on the audience to find out the interests of content topics that are liked and needed by the audience. The information is obtained from messages sent by the audience through the direct message feature as their media to vent. From the monitoring results, content about depression is usually much more frequently discussed and liked by the audience; (4) Reading research journals on mental health to obtain more valid and accurate data; and (5) The last alternative is to use Google Trends service and trending topics on Twitter to find out the latest information or news that is being talked about, so that it can be used as a gap for content production when it comes to mental health.

The last strategy used in managing Instagram @riliv social media is activity evaluation. The evaluation process is needed when an activity is completed to review the shortcomings that occurred during the activity process. The results of the evaluation can then be used as reference material when you want to do similar or other activities to avoid mistakes that have been made before. In

the Riliv Instagram management process, managers usually carry out evaluation activities in two stages, namely evaluation with the team, which is held every week and evaluation with superiors which is held once a month.

Managing social media owned by a company, of course, cannot be separated from the challenge of determining the steps or methods that need to be taken to build closeness with followers through content. Social media managers are only content creators, but the challenge is how managers know what kind of content should be created. Also, because Riliv has to upload Instagram content every day with different topics, it requires extra effort to quickly produce content with valid information according to the audience's needs. However, on the other hand, using social media, Instagram, as a communication medium can still bring opportunities for a company, especially for the company's business because of the increasingly advanced digital era. Concerning the company's business, Riliv's Instagram provides better profit opportunities because the promotional content of psychological services on the Riliv application is also carried out on Instagram accounts. The more digital media that is used, the more audience there will be, so it is likely that it will also become a medium for obtaining more profit from selling services.

Liu, Arnett, Capella, & Beatty suggest that organizations can use social media networks to build relationships with their public and provide various kinds of information and services related to the organization to various audiences, both directly and indirectly related to the organization (McLennan & Howell, 2010). By seeing information and communication technology growing rapidly from time to time, there is still a possibility that new digital media will emerge in the future. If this happens, Riliv, as a start-up company,

cannot apply it directly without prior research or experimentation. The thing that needs to be seen from the new digital media is its ability and influence on Riliv before finally deciding to use it.

CONCLUSION

Based on the results of the analysis described previously, it can be concluded that Riliv manages the company's Instagram account very well, as can be seen from the structured and scheduled management efforts, starting from making upload mappings, implementing collaborations with other parties, creating content ideas, to evaluating activities. Not only that, but Riliv can also be said to be successful in adapting to the development of an increasingly digital era by utilizing social media Instagram as a means of long-distance communication with external parties of the company. When viewed from the contents of the @riliv Instagram account, the form of uploaded content is also very diverse with information that is certainly valid and sticks to the philosophy of Riliv being formed, namely as a psychology service start-up. Riliv uses almost all the features on the Instagram application to build good relationships and closeness with his followers, especially the comment feature that everyone can see and the direct message feature as an interactive media that is more private.

It can be seen from the interviews that the creation of content ideas primarily still relies on Social Media Manager Riliv, who is not an expert in psychology. The management of Instagram @riliv has been successfully carried out, but it is better if the content creation involves the reliever experts, namely Riliv's trusted psychologist, who provides digital services on the Riliv application. If the reliever experts can get involved too, then Riliv can certainly produce mental health content that is more diverse and

informative because it is obtained directly from the experts.

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