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CYBER PUBLIC RELATIONS VIA INSTAGRAM TO IMPROVE THE KNOWLEDGE OF TOURISM VISITORS BUILDING *ADAPTIVE REUSE* OLD CITY OF JAKARTA

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ABSTRACT
This research was conducted in the Old City Tourism area of Jakarta. This research aims to discover the role of Cyber Public Relations Instagram @kotatuajakarta.id and also wants to know how this Instagram page processes information. This research was conducted using a qualitative approach and descriptive methods with data collection techniques using interviews, observation, documentation, and literature study. The research results show that the role of cyber public relations carried out by @kotatuajakarta.id is to disseminate information transparently, clearly, and concisely. Also, having weight in the information by using the Instagram platform as a forum for disseminating information while building good relationships aimed at the audience tour of the Old City of Jakarta, and through the information obtained, the audience can gain much new knowledge, starting from operating hours to historical stories about the Old City buildings which currently carry the concept of adaptive Reuse.
Keywords : Cyber Public Relations, Instagram, Knowledge

INTRODUCTION

Social media is currently used by many companies/organizations as a means of information to the public. This relates to the primary duties and functions of a public relations practitioner. Activities that are usually carried out by a public relations practitioner on social media are usually called Cyber Public Relations.In line with the development of the online revolution, the role of Public Relations is to build good relations between the organization/company and its public, building a brand and maintaining trust, understanding, and image of the organization/company to the public. The key to the success of Cyber Public Relations activities is interactive one-to-one communication that must be maintained continuously.

Cyber Public Relations activities use the internet and social media as publicity. The reason public relations practitioners carry out cyber public relations activities is, of course, based on several factors in the use of social media, such as the popularity and multifunctionality of social media, which is a strength in building brands, maintaining trust, understanding, and the image of the organization/company. Indonesia is currently ranked 3rd in Asia in countries with the highest internet users, with 212.35 million users. In first place is China, with 989.08 million media users and second place is India, with 755.82 million internet users. Japan ranks fourth with 118.63 million internet users, and Bangladesh ranks fifth with 116.14 million social media users.

Through several samples from Asian countries, the total number of internet users in Asia reached 2.77 billion out of a total population of 4.33 billion. Asian internet users reached 53.4% of the world's 5.17 billion people as of March 2021. (Source: https://datareportal.com/reports/digital-2022-indonesia).Based on research results from Hootsuite (We Are Social) in February 2022, the highest data in Indonesia regarding the use of social media, WhatsApp was ranked first with users reaching 88.7% of the population, Instagram was ranked second with users reaching 84.8% of the total population, and Facebook

is in third place with the number of users reaching 81.3% of the total population.
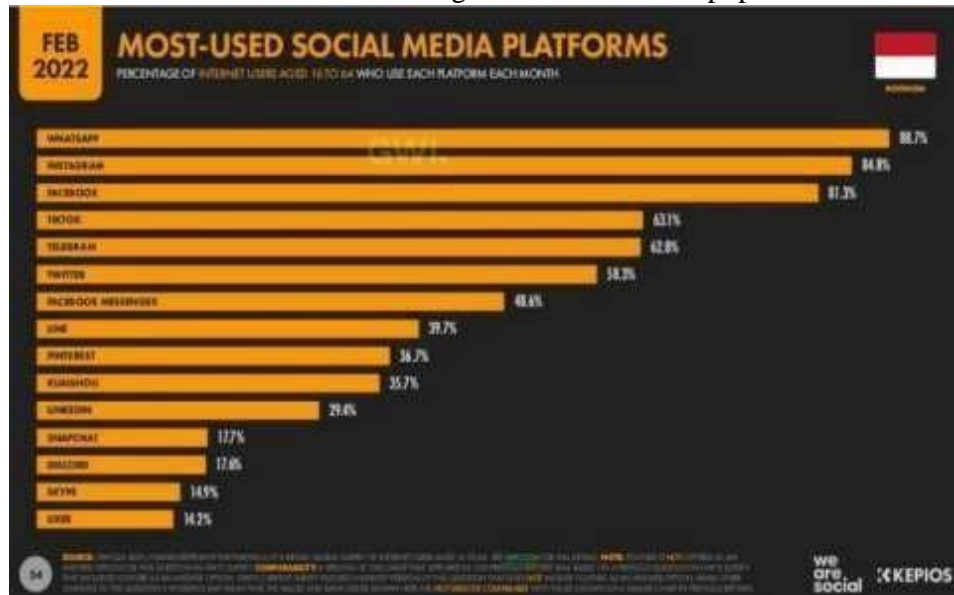

Figure 1. Levels of Social Media Platform Users in Indonesia Source:
https://datareportal.com/reports/digital-2022-indonesia

Instagram is a viral social media with various exciting features offered to users. Through social media, Instagram usually allows users to take photos or videos on the user's personal Instagram account with more exciting results (Wahana, 2018). Through the various interesting editing features Instagram offers, it can undoubtedly become capital for business people. It can also be a unique attraction for consumers if the photos/videos uploaded via Instagram can provide clear information and quality photos/videos that can be enjoyed by a broad audience (Aliansyah & Ali, 2017).

Presenting information via Instagram social media will make it easy for prospective visitors to tourist destinations to have new knowledge before visiting that destination. Through this research, the researcher intends to find out whether the role of cyber public relations carried out by the social media Instagram @kotatuajakarta.id is already known by the broader audience as an alternative for getting information related to tourism in the Old City of Jakarta and what the photo and video features on Instagram are. @kotatuajakarta.id has made audiences use Instagram @kotatuajakarta.id as their preferred media to gain more knowledge about Kota Tua Jakarta tourism.

Figure 2. Visitors to the Old City of Jakarta
Source: Instagram @kotatuajakarta.id

Knowledge can be interpreted as the result of knowing that occurs after someone senses a particular object. Knowledge plays a vital role in determining complete behavior because knowledge forms beliefs that, in turn, perceive reality, provide a basis before making decisions, and determine behavior towards a particular object.As is the case with tourist destinations in the Old Town area of Jakarta, which have high historical value as Indonesian cultural heritage, currently carrying a new concept for buildings that need better maintenance. Even though some of the historic buildings in the Old City are well maintained, they are pretty old, and some buildings have been abandoned because they have weathered with age. One of the steps that can provide great potential for these buildings to function perfectly is to re-function and maintain existing buildings around the Kota Tua area of Jakarta so that they have many new benefits from various aspects such as economic and cultural benefits. as well as social; this step is usually called Adaptive Reuse (Saputra & Purwantiasning, 2013).

Several studies related to cyber public relations have been carried out, including regarding the Cyber Public Relations Activities of the Tara Yogyakarta Hotel during the COVID-19 Pandemic Period Through Instagram (Arista and Nurjanah. 2021. UMY Grace Journal of Proceedings); Public et al. of the Indonesian Ministry of Communication and Informatics in Socializing the Lambe Hoaks Program (Multaza et al. 2021. Journal of Cyber Public Relations, Vol 1. Edition (1)); The Role of P.T. Public Relations. Indonesian Commuter Railway Juanda Station in Conveying Persuasive Messages Using Digital Media (Maida.2019 Journal of Communication Research, Vol 1. Edition (1)); Cyber et al. in Improving the Quality of Public Information Services 4.0 at the State Civil Service Agency (Hasugian and Hendrayani. 2021. Communication Journal, Vol 1. Edition (2)); and New Media in Assisting Pokdarwis Public Relations Performance in Promoting Natural and Cultural Tourism in Ponorogo (Judge and Putro. 2022. Journal of Social Dynamics).Cyber Public relations activities carried out by companies/organizations aim to build brands, maintain good relations with the public, and maintain an optimistic company image.

Several benefits can be felt from using cyber public relations activities in today's digital world, such as interactive two-way communication between companies/organizations and the public, fast response, the ability to reach global markets, and more affordable costs.P.R. practitioners must consider five essential elements of online public relations. As explained by Phillips & Young (2009:37), these elements are transparency, porosity, the Internet as an agent, Richness in content, and reach.

First, Transparency in Cyber Public Relations, where public relations activities are carried out online, transparency is alive and well. Companies are invited to be more transparent in providing information to stakeholders via social media. Transparency is one of the main elements in online public relations. Internet Porosity Refers to Phillips and Young (2009: 45). Second, porosity can be interpreted as unintentional transparency. Currently, many companies/organizations communicate using the Internet, such as via e-mail, instant messaging, blogs, and social media. When a company begins interacting with external parties through cyberspace, information about the company will be disseminated more informally and transparently. Third, The Internet as an Agent Phillips and Young (2009: 52) say that what is meant by Zagency is that the message is given from one person to another online, which then provides new context and understanding. Internet agency, when a message or story changes during the process through cyberspace, is a common phenomenon. The proof is that many blog posts reinterpret content from other sources, also called human internet agencies. Fourth, Richness in Content and Reach Richness and reach elements in online public relations practices cannot be separated. Phillips and Young (2009:55) explain that the Richness of information is the process by which transparency is executed. This wealth of information can be created and conveyed because of the reach of the Internet. Organizations and third parties provide a great deal of information online. The company's website page is covered by many other pages in cyberspace that give an impression about the company online. The company, several others,

and Internet and computer technology (agents) provide this wealth of online information.

Cyber PR activities are carried out by strengthening these elements to increase public knowledge. Knowledge can be interpreted as the result of knowing that occurs after someone senses a particular object. Knowledge plays a vital role in determining complete behavior because knowledge forms beliefs that perceive reality, provides a basis for making decisions, and determines behavior toward a particular object. (Sahara, Iqbal, Sanawiri 2016).This study takes the object of Tourism Visitor Knowledge Building Adaptive Reuse Old City of Jakarta. Sari and Purwantiasning 2018) explain adaptive Reuse, namely re-functioning buildings or places that are no longer used according to their function, or you can say that abandoned buildings become something that has new functions and can bring many benefits and advantages, both in terms of economy and socio-cultural. A conservation concept usually accompanies the Adaptive Reuse or Reuse of historic buildings. The Meaning of conservation itself is preservation or protection. In other words, if these two concepts are juxtaposed, it will create an optimal change in function while still protecting or maintaining the authenticity of something you want to function, both from the facade (physical) and the historical value of the place or building. According to Plevoets and Cleempoel (2012) (Susanti, Efendi, 2020), adaptive Reuse is the process of working on existing buildings or places by repairing or restoring them so that they can be used continuously and still have relevant functions according to needs, at the moment.Based on the background above, this research aims to determine the role of Cyber Public Relations Instagram @kotatuajakarta.id in increasing the knowledge of tourist visitors Old City of Jakarta and to determine the social media process of Instagram Kota Tua in presenting information on the Instagram page @kotatuajakarta.id.

METHOD

This research uses qualitative research methods, namely the research method used to research the condition of natural objects. Where researchers act as key instruments, technique collection data is done in a manner triangulation (combined), analysis data characteristic inductive/qualitative, and more research results emphasize meaning rather than generalizations. Meaning is data Which Actually, Where data characteristic original is marked from data Which looks.Whereas type his research, study This use method approach qualitative descriptive meaning as a research procedure producing data in the form of written words or oral from people And behavior observed with method observation, documentation, And Interviews with @kotatuajakarta.id followers who are visitors to Kota Tua tourism Jakarta.

The focus of this research is the Role of Cyber Public relations in the media social Instagram @kotatuajakarta.id in managing post and video features as a means of information to followers And tourist visitors Old City Of Jakarta.

Table 1. Operationalization Concept

Concept	Element	Technique collection data
Role *cyber public relations* (Phillips & YOUNG (2009: 37))	- Transparency - Porosity - The Internet as an agent - *Richness in content* - reach	- Interview - Observation

Concept	Element	Technique collection data
Instagram (Aliansyah ALI, _ 2019)	- Brand engagement - Information dissemination forum - Post feature - Video features	- Interview - Observation - Documentation
Knowledge (Notoatmojo, 2016)	- Know - Analysis - Understand - Synthesis - Application - Evaluation	- interview - observation

RESULTS AND DISCUSSION

Profile and History of the Old City DKI Jakarta is the capital city of the Republic of Indonesia. Since independence in 1945, Jakarta has been an icon for historical heritage from the Dutch colonial era, currently known as the Old City of Jakarta. The position of the Old City of Jakarta occupies a very strategic location. Visiting is easy, so the kingdom often fought over control of its territory in ancient times. The Old City of Jakarta is located between 2 municipalities, West Jakarta and North Jakarta, in the Pinangsia village, Tamansari sub-district. The Old City of Jakarta is also called Oud Batavia or Old Batavia. This area was previously known as Batavia, which has now changed to Kota Tua Jakarta. The very strategic location meant that the Old City was fought over in the past by several kingdoms, such as the Tarumanegara Kingdom, the Padjadjaran Kingdom, the Sultanate of Banten, the VOC, and even Japanese allies also fought over the Old City of Jakarta.

Figure 3. Jakarta Old Town Icon
Source (https://id.wikipedia.org/wiki/Kota_Tua_Jakarta).

Kota Tua Jakarta has an area of around 1.3 hectares. This area was once a strategic trade center in Asia with abundant agricultural products, earning Kota Tua the nickname the Jewel of Asia and the Queen of the East. Therefore, many kingdoms were unwilling to let go of the Old City of Jakarta; this city with a million abundant natural resources certainly would have been challenging to let go of during the colonial period.

Jakarta Old Town as An Interesting Tourist Destination With The Adaptive Reuse Concept

As one of Indonesia's tourist destinations, it is still being preserved. Jakarta Old Town Tourism is now implementing the Adaptive Reuse building concept. Adaptive Reuse is the aesthetic process of adapting buildings with new functions and benefits while still maintaining the history of the building. Through this definition, it can be assumed that the core of the notion of adaptive Reuse is to utilize existing buildings; most of these buildings are weathered with age, and some have even been abandoned and located in the Old City area of Jakarta, of course, with even more benefits and functions. This research raises the issue of the role of Cyber Public Relations carried out by the management of Instagram @kotatuajakarta.id in disseminating information and increasing visitor knowledge regarding the Old City of Jakarta tourism. The problem of disseminating this information is very influential for followers or visitors to the Old City of Jakarta Tourism who will visit later, especially during the transition period to the new average era due to the Covid-19 pandemic; all 55 daily activities are carried out through digital technology or utilizing cyberspace. Therefore, researchers are very interested in knowing the role of Cyber Public Relations carried out by the management of Instagram @kotatuajakarta.id.

Figure 4. Kota Tua Instagram profile

This Instagram profile lets followers see information about Old City Tourism in Jakarta. Starting from operational hours, forms for submitting activities, telephone numbers that can be contacted, and so on. Instagram @kotatuajakarta.id currently has 8,884 active followers, with a total of 1,338 posts which are information related to activities at Kota Tua Tourism.

Role Cyber Public Relations

To build interactive communication, Jakarta Old City Tourism management takes advantage of current technological developments by using the Instagram platform as a publication medium to disseminate information. This is appropriate with what was stated by Onggo 2004 in (Sary et al., 2018). Where Wrong One utilization of currently developing technology, often used by public relations practitioners, is a cyber public relations activity in cyberspace. Moreover, through understanding, which is stated by (Phillips & Young (2009: 37)), Instagram @kotatuajakarta.id has proven. Information dissemination, done by applying the concept of cyber public Relations, has several elements that form the basis of this

information. Among them are transparent data, internet media as a container, rich in information packaged in attractive content, and achievements information according to the intention of Which has been established. Instagram @kotatuajakarta.id is made with its Meaning And objective, which is Certain For the development of the economy, specifically in the field of tourism. This is proven by the increase in visitors who come because they have received information via Instagram.

The role of cyber public relations on Instagram has proven where internet media is Currently. It is beneficial in expanding the dissemination of information. In implementing activities, Cyber Public Relations will create good relationships between the management of Old City Tour and followers or visitors. Starting from providing related information, Tour Old city answers questions from followers through direct messages or stage.

Process Presentation Information on page Instagram @kotatuajakarta.id

In disseminating information, the role of cyber public relations via Instagram @kotatuajakarta.id is constructive for potential visitors who need information regarding Jakarta's Old City Tourism before visiting. The importance of conveying information transparently so that the audience can understand the information's clarity, density, and weight. The rapid development of technology during the last pandemic means that the audience needs time to go on holiday; one of the Kota Tua tourist destinations is an option for just coming. Moreover, most visitors also seek information through social networks, including Instagram @kotatuajakarta.id.

As a liaison between the management of the Old City of Jakarta and the public, effective communication using a two-way communication method is necessary to maintain the excellent image of the management of Old City Tourism with the public. The social media Instagram is the right choice to serve as a publication medium for disseminating information related to Old City Tourism in Jakarta. With a variety of exciting features, Instagram also has attractive visualizations that can be seen by everyone who accesses it. After the management of Instagram @kotatuajakarta.id implemented the role of Cyber Public Relations, many visitors found it helpful to obtain information regarding Kota Tua Jakarta Tourism. This is maintained and maintained by the management and admin so visitors can get fast and accurate information. The direct message feature is the link between the audience and the admin of Instagram @kotatuajakarta.id. Through the post and video features on Instagram, the management always tries to post and repost photos from each visitor to establish good relations with visitors.

Instagram also has a vital role in the development of Jakarta's Old City Tourism, where this application provides exciting features that can be seen by everyone who accesses it. Presenting content on the Instagram page @kotatuajakarta.id is also very important for increasing visitors and continuing the wheels of the economy after experiencing a crisis during the COVID-19 pandemic. According to Aliansyah Ali (2019), there are four elements in building active communication via Instagram; this is done so that the audience can get information through the target Instagram page. The first element is building brand engagement, the most essential element every organization or company must have. All organizations or companies should own concepts like this because this will be a plus and build a positive image in the public audience. However, this activity must be carried out in a process and consistently to form a good assessment. Furthermore, Instagram is a forum for disseminating information that currently has many devotees, from teenagers to adults. Through Instagram, we can build good branding according to the background of the company or organization.

In his research, Aliansyah Ali (2019) also said that two features on Instagram are commonly used to disseminate information, namely posts and videos. However, from Instagram @kotatuajakarta.id, many features have been utilized, such as Instagram stories,

direct messages, and graphics.Based on the results of interviews conducted with several informants, it can be concluded that with the presence of Instagram @kotatuajakarta.id here, it is hoped that it will be able to become a bridge between management and its audience. This is also starting to be implemented by the management because it is essential to establish good relationships with visitors as a form of expression of gratitude for helping to support the economy in the world of tourism.Through Instagram, visitors also feel that they have their understanding after seeing the content presented, so new knowledge and knowledge regarding Jakarta's Old City Tourism arises. Starting from information on operational hours, various art performances at Kota Tua Tourism, and information regarding buildings that have implemented the adaptive reuse concept.

Every individual has their own needs in seeking information. The role of Cyber Public Relations through Instagram is an alternative that is carried out by management to be able to establish good relations as well as interaction between managers and their audience. Each individual who accesses Instagram @kotatuajakarta.id through a stimulus will experience a cycle of knowing, understanding, and then analyzing the information obtained so that they can add new knowledge to their audience.

Table 2. Cyber Public Relations via Instagram in Increasing the Knowledge of Visitors to the Adaptive Reuse Building Concept in Kota Tua Jakarta

Element	Research result	Interpretation
The Role of Cyber Public Relations	- The management of Instagram @kotatuajakarta.id provides transparent general information. - I am using the Instagram application as a bridge between Kota Tua Tourism managers and the public by presenting quality information. - Instagram @kotatuajakarta.id has also brought changes and developments in disseminating information in the digital world. - Has a wealth of content from information presented on Instagram @kotatuajakarta.id. - Dissemination of information through social media is very influential in reaching a wider audience.	- Monitor traffic results from Instagram to measure the effectiveness of the information conveyed - The content must be more exciting and neatly arranged so the audience is more interested. - Trying to use other social media to reach a wider audience

Instagram	- Responses via Instagram direct messages are quick and build good relationships with the audience. - Instagram acts as social media, a forum for disseminating Old City Tourism information. - Many features can be utilized on the Instagram media platform, but post and video features are the most frequently used.	- Utilize all existing features to achieve good engagement with the audience. - Applying a concept that has its characteristics from Instagram @kotatuajakarta.id
Knowledge	- The result of recalling memories that have occurred makes each search for those memories again. - Audiences who have received information via Instagram @kotatuajakarta.id will analyze this information. - After successfully analyzing the information, the individual will understand the information obtained. - The next stage is that the audience will describe the object of this information. Some audiences will usually choose the spots from the Old City objects. - Furthermore, the audience will feel interested and visit Kota Tua to be able to visit in person. - After visiting, the individual will be evaluated while in Kota Tua, determining whether he will return to visit. Moreover, whether the moment while in Kota Tua will be shared through their social media.	- Provides more additional information about the buildings in Kota Tua and its history - It also explains more about the adaptive reuse building concept that Wisata Kota Tua has promoted. - Hold a giveaway for visitors who succeed in making exciting photos while in Kota Tua.

CONCLUSION

Conclusion

Based on the results of the research that has been done, it can be concluded that the role of Cyber Public Relations carried out by the management of Kota Tua Tourism is by

disseminating information in a transparent, clear, concise manner and also has weight in the information, by using the Instagram platform as a forum for disseminating information. At the same time, building good relations is aimed at the Kota Tua Jakarta tourist audience. However, several things must concern the manager: suggestions and input from the audience. With the existence of Instagram, it is hoped that it can reach a wider audience because the information conveyed through Instagram is the initial source of information that anyone who has accessed it can obtain. As we know, Instagram @kotatuajakarta.id, if it is described in the theory of the role of cyber public relations, there are two very influential elements, namely the Internet as an agent and Richness in content. Where is the use of Instagram, which involves internet signals that bring changes in disseminating information related to Kota Tua Tourism? Apart from that, many features can be used before content is posted via Instagram @kotatuajakarta.id, a source of a wealth of content.

Recommendation

Based on the conclusions above, there are three recommendations proposed. First, Instagram @kotatuajakarta.id is expected to be able to improve the presentation of information in the form of feeds on Instagram so that it is more organized and neat. Matter This Can done by looking for a time to determine characteristics that become differentiators Instagram This with place Tour other. Second, Instagram @kotatuajakarta.id is expected to update content about buildings in the Old City of Jakarta Tourism, especially now that many buildings have started to apply draft adaptive reuse. Third, Instagram @kotatuajakarta.id is expected to be able to create another cyber public relations concept, such as stage cooperation with several schools or campuses and organize activities like webinars or seminars. Activity This Also Can become active learning for the para students.

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