

THE EFFECTIVENESS OF INSTAGRAM SOCIAL MEDIA IN IMPROVING THE IMAGE OF THE POLICE (EPIC MODEL ANALYSIS ON INSTAGRAM ACCOUNT @humas_polres_singkawang)

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Abstract

Instagram social media offers various advantages as well as precise and fast solutions in the information exchange process. The nature of social media is two-way communication which is very helpful in the role and function of public relations, especially Singkawang police public relations in informing programs and provisions, as well as monitoring public opinions and responses quickly. The aim of this research is to determine: (1) the dimensions of the EPIC Model that are most dominant in the effectiveness of the Instagram account @humas_polres_singkawang in improving the image of the police in Singkawang City; 2) the effectiveness of the Instagram account @humas_polres_singkawang in improving the image of the police based on the EPIC Model. This research approach is a quantitative approach with the EPIC Model analysis method which is then supported by questionnaire data distributed to respondents using Google forms. The sampling technique used accidental sampling, with a total research sample of 99 respondents who were followers of the Instagram @humas_polres_singkawang account. The results of this research show that: 1) the empathy dimension is the dimension that has the highest average score in this research among the three dimensions of persuasion, impact and communication with an average score of 4.21. Based on this, the Empathy dimension is included in the effective scale range. 2) Based on the results of data calculations using the EPIC Model, the Instagram account @humas_polres_singkawang was declared effective in the process of implementing policy transparency and information disclosure to improve the image of the police, with a cumulative average score of 4.04.

Keywords: Effectiveness, Instagram, Public Relations, Image

INTRODUCTION

The development of social media in Indonesia has experienced a significant increase up to the present time. The need and desire of individuals to continuously obtain evolving information, along with the desire to engage in online social interactions, are ever-growing. People from various backgrounds and ages in Indonesia almost all have and use social media as one of the means to obtain and convey information to the public (Cahyono, 2016).

New media refers to media that uses the internet and technology-based online platforms, characterized by variability, offering interactive opportunities, and can be utilized both privately and publicly (Laughey, 2007). According to data from BPS (Central Statistics Agency) from 2017-2019, the proportion of internet users in West Kalimantan Province showed an increase year by year. In 2017, it was 24.17%, followed by 30.99% in 2018, and 38.38% in 2019. This increase indicates public awareness regarding the current use of the internet, as well as social media, which can be easily accessed through internet networks.

The development of the internet has brought a new way of communication within society. Social media emerged and transformed the current communication model. There are no longer any limitations of distance, time, or space in today's communication model. Social media is an online-based platform where users can easily share and participate in the virtual world. Social media is the most frequently used activity by the public over time. Internet users spend an average of one hour and 40 minutes per day on social media sites (Juwita, 2017)

One of the social media platforms, Instagram, was launched on October 6, 2010, and over time, its user base has continued to grow. Instagram was created by Kevin Systrom and Mike Krieger. It is an application designed for sharing photos, allowing users to take pictures, apply digital filters, and share them across various social networking services, including its own. Instagram also serves as a platform for self-image creation; the more followers and likes a user has on their photos, the higher their perceived self-image appears. It can also make them a role model for today's teenagers.

The social media platform Instagram offers various advantages and effective solutions for the rapid exchange of information. The nature of social media today enables two-way communication, which is very helpful for the role and function of public relations, especially government public relations, in promoting programs and regulations, as well as quickly monitoring public opinions and responses. As a result, public opinions and suggestions can be communicated and subsequently addressed periodically, which can influence the formation, enhancement, and maintenance of a positive image and quality to generate public interest and attention (Zakirah, 2018).

Public relations (PR) serves as an intermediary with the public. PR, in particular, encompasses all planned communications, both internal and external, between an organization and its audience to achieve objectives based on mutual understanding. At its core, PR is always focused on creating understanding through knowledge, and it is hoped that these activities will lead to a positive impact and change.

According to Law No. 3 of 2002, Article 5, Paragraph 2, the Resort Police (Polres) is the command structure of the Indonesian National Police in districts/cities. The Resort Police in urban areas is commonly known as the "City Resort Police." The City Resort Police (Polres) is a state apparatus that functions to maintain public security and order, enforce the law, and provide protection, safety, and services to the community in order to uphold domestic security, carry out its duties, and maintain public order and safety.

The Instagram account @humas_polres_singkawang is one of the media platforms directly managed by the Public Relations of the Singkawang City Resort Police. This account was created on April 28, 2015, and it currently has 8,656 followers. These followers include people from Singkawang and those outside the city. Posts on the Instagram account @humas_polres_singkawang consistently provide up-to-date information about developments in Singkawang. Many of the posts also contain updates regarding the spread of COVID-19 cases, particularly in Singkawang (IG @humas_polres_singkawang, 2015).

Therefore, it is interesting to identify and understand how the effectiveness of the Instagram social media account of the Singkawang City Resort Police Public Relations in enhancing the image of the police can be analyzed using the EPIC Model on the account @humas_polres_singkawang.

METHODOLOGY

The research approach used in this study is a quantitative approach with the EPIC Model analysis method. The data sources utilized in this research are: Primary data is data collected directly from research respondents through the distribution of questionnaires. The type of questionnaire used by the researcher is a closed-ended survey. This study aims to determine the effectiveness of using Instagram as a public relations medium for the Singkawang City Resort Police by employing the EPIC Model. The questionnaire is distributed to respondents who are followers of the @humas_polres_singkawang Instagram account. The researcher distributes the questionnaire using Google Docs online to the followers of @humas_polres_singkawang, who are then asked to fill out the survey.

The research sample is a subset of the population that will be used as the research object. The sample is also referred to as the examined community. To estimate the minimum number of samples needed for this research, the researcher will use Slovin's formula with a significance level of 10%, as follows:

$$\begin{aligned}n &= \frac{N}{1 + Ne^2} \\ &= \frac{8.656}{1 + 8.656 \cdot (0,1)^2} \\ &= \frac{8.656}{87,56} \\ &= 98,8 \\ &= 99\end{aligned}$$

From the calculations above, a sample size of 99 followers has been obtained, which will represent the population of 8,656 followers.

RESULTS AND DISCUSSION

The Most Dominant EPIC Model Dimension in Enhancing the Police Image on the Instagram Account @humas_polres_singkawang

The EPIC Model consists of four dimensions: empathy, persuasion, impact, and communication. Based on these four dimensions, an analysis will be conducted to identify the most dominant dimension in enhancing the positive image of the police on the Instagram account @humas_polres_singkawang. Below is an overview of each dimension of the EPIC Model along with the calculation results.

1. Empathy Dimension (E)

The empathy dimension in this research measures the level of affection a person has towards the Instagram account @humas_polres_singkawang, consisting of affective aspects based on feelings and cognitive aspects based on public perceptions. The measurement of the empathy dimension in this study is based on two question items:

- a. I feel happy about the existence of the Instagram account @humas_polres_singkawang
- b. The Instagram account @humas_polres_singkawang serves as an appropriate medium for implementing transparency in policies and openness in information.

Below is a summary of the questionnaire results from the empathy dimension questions, measured using a Likert scale among 99 respondents who are followers of the Instagram account @humas_polres_singkawang.

Scale	Frequency
Strongly Disagree	
Disagree	
Neutral	
Agree	
Strongly Agree	
Total Frequency	

Next, the data from the table will be calculated to find the average score in order to determine the effectiveness level of the empathy dimension.

Average Score of the Empathy Dimension (E)

The formula for calculating the average score is as follows:

$$X = \frac{\sum fi, wi}{\sum fi}$$

$$X (E1) = \frac{(0 \times 1) + (0 \times 2) + (14 \times 3) + (45 \times 4) + (40 \times 5)}{99}$$
$$= \frac{0 + 0 + 42 + 180 + 200}{99}$$

= 4,26

$$X (E2) = \frac{(1 \times 1) + (0 \times 2) + (12 \times 3) + (56 \times 4) + (30 \times 5)}{99}$$
$$= \frac{1 + 0 + 36 + 224 + 150}{99}$$

= 4,15

Thus, the cumulative average score for the Empathy dimension (E) is :

$$X(E) = \frac{4,26 + 4,15}{2}$$

= 4,21

Based on the data from the analysis of the effectiveness measurement of the Instagram account @humas_polres_singkawang in the empathy dimension, a cumulative average score of **4.21** was obtained. This indicates that the empathy dimension falls within the very effective range, in enhancing public trust through social media, specifically the Instagram account @humas_polres_singkawang, based on the measurement of followers' affection towards the account. Consequently, it can be stated that the respondents have a favorable view of the Instagram account @humas_polres_singkawang.

2. Dimensi *Persuasion*(P)

The persuasion dimension in this research measures the level of change in beliefs, attitudes, and actions of the followers of the Instagram account @humas_polres_singkawang, resulting from the activities conducted by the Singkawang City Police through their Instagram posts. In the persuasion dimension, the researcher measures it based on four question items:

- a. I have come to believe in the importance of public information transparency after seeing the Instagram account @humas_polres_singkawang.
- b. After viewing the Instagram account @humas_polres_singkawang, I believe that the Public Relations of Singkawang City Police has implemented policy transparency and openness of information effectively.
- c. The information on the Instagram account @humas_polres_singkawang is reliable and trustworthy for the public.
- d. The posts on the Instagram account @humas_polres_singkawang provide a positive perspective on the importance of public information transparency.

The following is a summary of the questionnaire results from the persuasion dimension questions measured using a Likert scale, administered to 99 respondents in this study, specifically followers of the Instagram account @humas_polres_singkawang.

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ngly Agree
Frequency

Next, the data from the table will be calculated to find the average score in order to determine the effectiveness level of the persuasion dimension.
 Average Score for the Persuasion Dimension (P):
 The formula for calculating the average score is:

$$X = \frac{\sum fi, wi}{\sum fi}$$

$$X (P1) = \frac{(0 \times 1) + (3 \times 2) + (13 \times 3) + (44 \times 4) + (39 \times 5)}{99}$$

$$= \frac{0 + 6 + 39 + 176 + 195}{99}$$

= 4,2

$$X (P2) = \frac{(0 \times 1) + (2 \times 2) + (24 \times 3) + (49 \times 4) + (24 \times 5)}{99}$$

$$= \frac{0 + 4 + 72 + 196 + 120}{99}$$

= 4,06

$$X(P3) = \frac{(0 \times 1) + (1 \times 2) + (19 \times 3) + (52 \times 4) + (27 \times 5)}{99}$$

$$= \frac{0 + 2 + 57 + 208 + 135}{99}$$

= 4,06

$$X (P4) = \frac{(0 \times 1) + (0 \times 2) + (11 \times 3) + (50 \times 4) + (38 \times 5)}{99}$$

$$= \frac{0 + 0 + 33 + 200 + 190}{99}$$

= 4,27

Thus, the cumulative average score for the persuasion dimension (P) is:

$$X(P) = \frac{4,20 + 3,95 + 4,06 + 4,27}{4}$$

$$= 4,12$$

Based on the data from the analysis measuring the effectiveness of the Instagram account @humas_polres_singkawang in the persuasion dimension, it resulted in a cumulative average score of **4.12**. This indicates that the persuasion dimension falls within the effective range for enhancing public trust through social media, specifically the Instagram account @humas_polres_singkawang, based on measurements of changes in beliefs, attitudes, and actions of the followers of the account. Consequently, it can be stated that the Instagram account @humas_polres_singkawang is a trustworthy account in terms of information dissemination in each of its posts.

3. Impact Dimension (I)

The impact dimension in this study measures the level of knowledge of followers of the Instagram account @humas_polres_singkawang through posts on that account, as seen from the level of involvement of followers with the postings on @humas_polres_singkawang. In the impact dimension, the researcher measures it based on three question items:

- a. receive good information about the Singkawang Police Department through the @humas_polres_singkawang account.
- b. I am very aware of the developments of the @humas_polres_singkawang Instagram account.
- c. The @humas_polres_singkawang Instagram account provides positive change through the messages/information conveyed.

The following is a summary of the questionnaire results from the impact dimension questions measured using a Likert scale, directed to 99 respondents, who are followers of the @humas_polres_singkawang Instagram account.

	Frequency
Strongly Disagree	0
Disagree	1
Neutral	22
Agree	50
Strongly Agree	26
Total Frequency	99

Next, the data from the table is calculated to find the average score to determine the effectiveness level of the impact dimension.

Average Score of Impact Dimension (I):

Average Score Formula:

$$X = \frac{\sum f_i \cdot w_i}{\sum f_i}$$

$$X(I1) = \frac{(0 \times 1) + (1 \times 2) + (22 \times 3) + (50 \times 4) + (26 \times 5)}{99}$$

$$= \frac{0 + 2 + 66 + 200 + 130}{99}$$
$$= 4,02$$

$$X(I2) = \frac{(0 \times 1) + (1 \times 2) + (37 \times 3) + (43 \times 4) + (18 \times 5)}{99}$$
$$= \frac{0 + 2 + 111 + 172 + 90}{99}$$
$$= 3,79$$

$$X(I3) = \frac{(0 \times 1) + (1 \times 2) + (19 \times 3) + (52 \times 4) + (27 \times 5)}{99}$$
$$= \frac{0 + 2 + 57 + 208 + 135}{99}$$
$$= 4,06$$

Thus, the cumulative average score for the Impact (I) dimension is:

$$X(I) = \frac{4,02 + 3,79 + 4,06 + 4,06}{3}$$
$$= 3,92$$

Based on the data analysis of the effectiveness measurement for the Instagram account @humas_polres_singkawang in the impact dimension, it yielded a cumulative average score of **3.95**. This shows that the impact dimension falls within the effective scale range in enhancing public trust through social media, specifically the @humas_polres_singkawang Instagram account, based on respondents' knowledge of the content posted. The results indicate that the followers of the @humas_polres_singkawang Instagram account are well-informed about the developments and information shared through the account.

4. The communication dimension (C)

The communication dimension in this study measures three aspects: the ability of @humas_polres_singkawang Instagram followers to recall the messages shared through the account's posts, the followers' understanding of the messages conveyed in the posts, and the strength of the impressions created by the posts on the @humas_polres_singkawang Instagram account. In the communication dimension, the researcher measured it based on four questionnaire items:

- a. I can recall the information and policies implemented by the Singkawang City Police through the @humas_polres_singkawang Instagram account.
- b. I fully understand the messages conveyed by the Singkawang City Police Public Relations through their posts in the effort to implement policy transparency and information openness.

- c. The posts on the @humas_polres_singkawang Instagram account always present information clearly.
- d. I am impressed by the photos, videos, and captions uploaded on the @humas_polres_singkawang Instagram account.
- Below is a summary of the questionnaire results from the questions on the communication dimension, measured using a Likert scale with 99 respondents, who are followers of the @humas_polres_singkawang Instagram account.

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ngly Agree
Frequency

Next, the data from the table is calculated for the average score to determine the effectiveness level of the communication dimension.

Average Score Formula for Communication Dimension (C):

$$X = \frac{\sum fi, wi}{\sum fi}$$

$$X (C1) = \frac{(0 \times 1) + (2 \times 2) + (35 \times 3) + (47 \times 4) + (16 \times 5)}{99}$$

$$= \frac{0 + 4 + 105 + 188 + 80}{99}$$

$$= 3,80$$

$$X (C2) = \frac{(0 \times 1) + (0 \times 2) + (26 \times 3) + (53 \times 4) + (20 \times 5)}{99}$$

$$= \frac{0 + 0 + 78 + 212 + 100}{99}$$

$$= 3,93$$

$$X (C3) = \frac{(0 \times 1) + (0 \times 2) + (27 \times 3) + (55 \times 4) + (17 \times 5)}{99}$$

$$= \frac{0 + 0 + 81 + 220 + 85}{99}$$

$$= 3,90$$

$$X (C4) = \frac{(0 \times 1) + (1 \times 2) + (33 \times 3) + (47 \times 4) + (18 \times 5)}{99}$$

$$= \frac{0 + 2 + 99 + 188 + 90}{99}$$

$$= 3,82$$

Therefore, the cumulative average score of the Communication (C) dimension is:

$$X(C) = \frac{3,80 + 3,93 + 3,90 + 3,82}{4}$$
$$= 3,87$$

Based on the data from the analysis of the effectiveness measurement of the Instagram account @humas_polres_singkawang in the communication dimension, it resulted in a cumulative average score of **3.87**. This indicates that the communication dimension falls into the effective scale range in enhancing public trust through social media, specifically the Instagram account @humas_polres_singkawang, as measured by the strength of message recall, understanding, and impression from each post on the account. Based on these results, it can be stated that followers of the Instagram account @humas_polres_singkawang are able to recall the messages, understand the meaning of each policy conveyed through the posts, and are impressed with the photos, videos, and captions in each post on the account.

The Effectiveness of the Instagram Account @humas_polres_singkawang in Enhancing the Police Image Based on the EPIC Model.

Based on the calculations and presentation of the research data results, the next step is to determine the level of effectiveness of the research object, aiming to assess the effectiveness of the Instagram account @humas_polres_singkawang in enhancing the police image by using the EPIC Rate formula.

$$\text{EPIC Rate formula} = \frac{X \text{ Empathy} + X \text{ Persuasion} + X \text{ Impact} + X \text{ Communication}}{N}$$
$$= \frac{4,21 + 4,12 + 3,95 + 3,87}{4}$$
$$= 4,04$$

Based on the data, hypothesis testing can be conducted as follows:

If the EPIC Rate result is greater than 1.00 – 2.60, then H_a is accepted.

If the EPIC Rate result is less than 3.40 – 5.00, then H_o is rejected.

Based on the results of this study, the EPIC Rate value obtained is 4.04. Since the EPIC Rate is greater than 1.00 – 2.60, H_a is accepted and H_o is rejected. Therefore, the Instagram account @humas_polres_singkawang is declared effective in implementing policy transparency and information openness to enhance the image of the police, measured using the EPIC Model.

With an EPIC Rate score of 4.04, which falls within the effective range on the Likert scale (between 3.40 – 4.20), this account is shown to be effective. The effectiveness of this account is expected to have a positive impact on the community, such as increasing public attention, particularly towards the Singkawang Police Department. It enhances the role of the Instagram account as a medium for applying policy transparency and openness of information, both for informing policies and as a measure of public trust regarding policies implemented by the Singkawang Police Department. This Instagram account can serve as a medium for interaction between the institution and its community.

CONCLUSION

Based on the research findings and the analysis of the effectiveness of the Instagram account @humas_polres_singkawang in enhancing the image of the police using the EPIC Model, the researcher concludes that:

1. The dimension of empathy has the highest average score among the other three dimensions—persuasion, impact, and communication—with an average score of 4.21. Therefore, the empathy dimension falls into the very effective range, which is between scores of 4.20 – 5.00. This indicates that the Instagram account @humas_polres_singkawang has a strong appeal, creating a positive perception among the public regarding their liking of the account, both affectively (emotionally) and cognitively (intellectually).
2. The persuasion dimension yields a cumulative average score of 4.12, placing it in the effective range, measured by changes in belief, attitudes, and actions. The impact dimension achieves a cumulative average score of 3.95, thus also falling within the effective range, based on the measurement of the respondents' knowledge regarding each post. The communication dimension results in a cumulative average score of 3.87, which still falls within the effective range, measured by the strength of memory regarding the messages, understanding, and impressions from each post.
3. Based on the data calculations using the EPIC Model, the Instagram account @humas_polres_singkawang is deemed effective in implementing policy transparency and information openness to enhance the police image, with a cumulative average score of 4.04.

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