

Public Service Communication in the Digital Age: The Effectiveness of Instagram @samsatkelilingpekanbaru

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Abstract

This research aims to determine the effectiveness of the Instagram account @samsatkelilingpekanbaru in conveying information regarding the mobile Samsat service schedule in Pekanbaru City. This account is managed by the Regional Revenue Agency (Bapenda) of Riau Province as one of the digital communication media to reach the public widely and efficiently. This research uses a descriptive quantitative approach with the 4C theory (Context, Communication, Collaboration, and Connection) as the basis for analysis. A total of 376 respondents were selected as a sample using the simple random sampling technique. Data was collected using questionnaires and analysed with SPSS version 27. Validity testing was conducted using the product moment correlation technique, while reliability testing used Cronbach's alpha. The research results show that the Instagram account @samsatkelilingpekanbaru is very effective in conveying relevant, accurate, and easily understandable information to its followers. This account also shows active interaction between the admin and users, as well as collaboration with other relevant institutional accounts. This finding indicates that social media can function optimally as a means of digitally disseminating public service information.

Keywords: Effectiveness, Instagram, Information Sources, Samsatkeliling.

INTRODUCTION

Social media is a new type of media that allows its users to disseminate information. All social media users have an equal opportunity to use social media as a tool to disseminate information. Because on social media, anyone can upload content (Supriyono, 2024).

One of the most popular social media platforms is Instagram. According to a survey by Databooks (2024), Instagram ranked second after WhatsApp with a percentage of 85.3% as of January 2024. This indicates that Instagram is highly popular and widely used by Indonesians to obtain and share information in the form of videos, images, and audio.

One of the government agencies in Riau Province, the Regional Revenue Agency (Bapenda), offers easy access to information thru the social media platform Instagram via the Mobile One-Stop Administration System (Mobile Samsat). Mobile Samsat is a four-wheeled vehicle that operates daily, is

stationed in strategic locations, and can move according to a predetermined schedule (Fariska & Andini, 2023). The mobile Samsat program aims to provide easy access for the public in managing vehicle taxes, such as paying Motor Vehicle Tax (PKB) or validating Vehicle Registration Certificates (STNK) (Susilowati & Pangestu, 2023).

The Instagram account @samsatkelilingpekanbaru contains informative content about the mobile samsat service schedules in Pekanbaru and various government activities of the Riau Province Revenue Agency (Bapenda). Individuals who need to pay Motor Vehicle Tax (PKB) can check the Instagram account @samsatkelilingpekanbaru to find out the service schedule. In most cases, Instagram content contains information about when mobile Samsat busses will operate, where they will be located, and important announcements about the schedule and activities of the Riau Province Regional Revenue Agency (Bapenda).

Pekanbaru's Mobile Samsat uses Instagram, which is the second most popular social media platform in Indonesia. Pekanbaru Mobile Samsat hopes many residents of Pekanbaru City will use Instagram to obtain accurate and regular service schedule information. Those 7 accounts upload the service schedule every day at 07:00 from Monday to Friday. This research will explain how effective the @samsatkelilingpekanbaru account is in meeting the information needs about the mobile Samsat service schedule in Pekanbaru.

THEORETICAL FRAMEWORK

Digital Communication

Digital communication is the process of exchanging messages, information, and ideas through the use of digital platforms and technologies (Gumelar & Fardiah, 2023). Due to the ever-changing dynamics of communication, digital communication has become a major concern. Rapid changes in technology, such as 5G, the Internet of Things (IoT), and artificial intelligence (AI), have influenced the way we communicate (Andzani & Irwansyah, 2023). Communication technology is the latest frequency of social evolution in society, making a difference in all aspects of human life. The advent of digital communication has changed people's behavior, changing norms, culture, and ethics (Boestam & Derivanti, 2022). Technological advances such as smartphones, tablets, personal computers (PCs), and others have become the primary media people use today to access digital communication. Due to their mobility and connectivity, these devices facilitate communication and access to information. Communication through digital media has developed into an effective way to drive social interaction (Mahsin et al., 2023). Digital communication takes many forms and is useful in various aspects of personal and professional life.

Digital communication media is also called social media communication because it uses the internet (Firmansyah & Solihat, 2022). Many tools and platforms used to send and receive information are considered digital communication media. These include social media, email, websites, instant messaging applications, blogs, and various types of multimedia content such as videos and podcasts. These media enable fast and interactive communication, and audiences can often participate directly. The following are forms of digital communication (Asari et al., 2023): email, social media such as Instagram, TikTok, X, Facebook, LinkedIn, WhatsApp, Telegram, Line; video conferencing such as Zoom, Google Meet, Skype; and gaming applications such as Discord. A variety of communication applications are available to choose from, aiming to make it easier for people to socialize without the constraints of space and time. Essentially, digital communication platforms have become essential tools for everyone.

Effectiveness

Essentially, effectiveness is often associated with the achievement of individual, group, or organizational goals (Dethan, 2019). Effectiveness is the result of whether or not a predetermined target is achieved. The closer the target is to the outcome, the higher the degree of effectiveness (Ramadan, 2021).

To determine how effective Instagram is in improving daily routines, consider the level of trust its users have. If a social media account has a large following, viewers, and visitors and receives positive feedback, then the content presented on that account is engaging and contains relevant information. This demonstrates that user trust is a crucial indicator in assessing the effectiveness of an Instagram account as a medium for conveying information.

Every individual activity inevitably involves a communication process, whether interpersonal, intrapersonal, group, or mass communication. Five factors contribute to effective communication (Wibawa & Mayangsari, 2022):

- 1) Understanding
- 2) Enjoyment
- 3) Influencing attitudes
- 4) Good social relationships
- 5) Action

Theory 4 C (Context, Communication, Collaboration, and Connection)

The 4 C theory developed by Chris Heuer focuses on how modern technology and tools can improve the way an organization collaborates and communicates effectively in a larger context and across a wider range. In Brian Solis' book entitled *“Engage : The Complete Guide For Brand And Business To*

Build Cultivate And Measure Success On The Web” Chris Heuer explains that there are stages for evaluating the effectiveness of social media.

There are four components to social media use, namely (Lufthfu & Mubarak, 2023):

1. Context: How to construct a story or message according to its own meaning. The use of language, as well as the core message to be conveyed, can be found within this context.
2. Communication: The process of sharing stories, such as listening, responding, and developing. This component explains the sharing of stories or messages that can make users feel comfortable, as well as how messages can be conveyed successfully.
3. Collaboration: Working together to make things better and more efficient.
4. Connection: This can be achieved through (ongoing) communication between companies and their consumers via social media. Teori yang dijelaskan oleh Chris Heuer menjelaskan bahwa komponen 4 C adalah komponen yang harus ada di setiap media sosial. Hal ini bertujuan agar media sosial menjadi mudah untuk digunakan serta dapat memenuhi setiap tujuan yang sudah direncanakan dari setiap orang yang menggunakannya. (Hidayah & Esfandar, 2019).

Instagram @samsatkelilingpekanbaru

The name Instagram comes from the word "insta," which is derived from the word "instant," referring to a Polaroid camera, which was then known as "instant photos." While the word "gram" comes from the word "Instagram," which refers to a device that instantly sends information to others (Triaputri & Muljono, 2022). Instagram has become a popular social media platform in recent years. It offers features such as photo and video uploads, direct messages (DMs), and live broadcasts. Information exchange can be one-way or two-way. The process of information exchange on Instagram is known as "effectiveness," which enables effective communication, achieving message content objectives, and providing feedback (Triaputri & Muljono, 2022).

This digital application packages information exchange with the aim of uploading photos or videos taken by users, applying filters, and sharing them with other users (Sabila & Amanah, 2022).

Picture 1. Instagram Post @samsatkelilingpekanbaru



Source: Instagram account @samsatkelilingpekanbaru, 2024.

Instagram makes it easy for users to upload photos or videos using its various features, including hashtags, location, following, sharing, and mentioning (Izzah et al., 2023).

Badan Pendapatan Daerah (Program Samsat Keliling)

Tax payments can currently be made at the government-provided tax office, Badan Pendapatan Daerah (Bapenda), in each city. The government has also established numerous Bapenda branch offices throughout the city, but population growth inevitably leads to long tax payment queues. This has led to the creation of a new innovation: the Mobile One-Stop Administration System (Samsat).

Picture 2. Bus Queue Conditions Samsat Keliling Pekanbaru at SPBU Hangtuh



Source : Researcher Documentation, 2025.

The Mobile Samsat (Vehicle Registration Office) program is available in all provinces in Indonesia. Provincial or local government policies determine the availability and schedule of this service. Areas with high population densities have active services, such as Pekanbaru, Greater Jakarta (Jabodetabek), Yogyakarta, West Java, West Sumatra, and others. The Mobile Samsat program functions to provide all forms of services, from annual vehicle registration validation and tax payments to Jasa Raharja insurance on vehicles. The program utilizes a proactive approach, namely by visiting vehicle owners/taxpayers located far from Samsat service centers (Maulana et al., 2022).

The introduction of the Mobile Samsat service will facilitate taxpayers' tax payments, thereby increasing public compliance in national development (Mustoffa et al., 2022). The implementation of this Mobile Samsat service is expected to have a positive impact on increasing public awareness of taxpayers. Improved service will encourage taxpayers to fulfill their obligations, thereby increasing tax compliance. On the other hand, poor service will encourage taxpayers to fulfill their obligations (Ardiyanti & Supadmi, 2020).

METHODOLOGY

This research uses descriptive quantitative research methods. The population in this study were all 6,142 followers of the Instagram account @samsatkelilingpekanbaru (accessed on September 28, 2024). In this study, the sample was taken using probability sampling, a sampling technique that is carried out by providing opportunities for all members of the population to be selected as samples (Fauzy, 2019). The researcher used a simple random sampling technique, a method of taking samples from members of the population using random sampling without considering the level in the population (Sinaga, 2014). In determining the number of samples, the researcher used the Slovin formula because the population obtained was already known (Amelia et al., 2023). The data collection technique in this study was a questionnaire. Data processing and analysis techniques used quantitative statistics using SPSS Statistics 27. From the results of calculations using the Slovin formula, the maximum sample size in this study was 376 respondents. In this research, the data collection techniques used were questionnaires via a Google Form link.

RESULTS AND DISCUSSION

Respondent Identity

Based on the data obtained and processed by the researcher, consisting of 376 respondents, the researcher distributed a questionnaire created using Google Forms and then distributed it online to followers of the Instagram account @samsatkelilingpekanbaru. The researcher then distributed the questionnaire link to the direct messages of these followers. The respondents' identities can be described as follows:

The majority of respondents were female, at 53.1%. Furthermore, the majority of respondents were aged 17-24 (46.5%). Furthermore, the majority of respondents were students, at 39.4%.

Description of Effectiveness Percentage

The calculation of the percentage of effectiveness is carried out to determine whether data is declared effective or ineffective, using the following formula:

$$\begin{aligned} \text{Effectiveness Percentage} &= \frac{\text{average weight}}{\text{number of levels of success criteria}} \times 100\% \\ &= \frac{3,458}{4} \times 100\% \\ &= 86,45\% \end{aligned}$$

The results of the calculation of the level of effectiveness of the Instagram account @samsatkelilingpekanbaru as a source of information on service schedules in Pekanbaru City were then interpreted according to the effectiveness score interpretation values, which can be seen in the following table:

Table 1. Interpretation of Effectiveness Scores

Percentage	Criteria
0% - 20%	Very Ineffective
21% - 40%	Ineffective
41% - 60%	Quite Effective
61% - 80%	Effective
81% - 100%	Very Effective

Source: Permatasari & Marlina (2022)

Based on the calculation results, the overall average score for the 23 statements reached 86.45%, which falls into the very effective category. This percentage indicates that, in general, respondents gave a very positive assessment of all aspects measured in the evaluation instrument.

DISCUSSION

Based on the data analysis conducted, the effectiveness of the account in disseminating service schedule information was determined using theory. The theory used in this study is the 4C theory (Context, Communication, Collaboration, and Connection). These four indicators are divided into 11 sub-indicators, which are then further elaborated into 23 statement items.

Based on the summary results of the four 4C digital communication indicators (Context, Communication, Collaboration, and Connection), the overall effectiveness of the @samsatkelilingpekanbaru Instagram account is categorized as very effective, with a total percentage of 86.45%. This indicates that the account meets the essential elements of delivering structured and participatory digital public information. The context indicator received the highest score, at 87.52%, reflecting that the content presented by this account is visually appealing, informative, and tailored to the audience's needs. Therefore, it can be concluded that the @samsatkelilingpekanbaru Instagram account is highly effective in conveying public information regarding Mobile Samsat services, both in terms of visual aspects, information accuracy, and ease of access for the public.

Furthermore, the communication indicator recorded a value of 85.97%, indicating that two-way communication between account managers and followers is running well through active admin responses, the use of easy-to-understand language, and clear information delivery. Communication established through the @samsatkelilingpekanbaru account has proven very effective in bridging information between managers and the public using the service, through openness, activeness, and clarity in the delivery of information. This makes it easy for the public to obtain accurate and up-to-date information regarding mobile samsat services. In addition, social media also plays an important role in building a more responsive and interactive relationship between institutions and the public.

For the collaboration indicator, this account scored 86.37%, demonstrating its success in building collaboration between agencies and encouraging follower participation in disseminating information. These results demonstrate that the account builds interactive and participatory relationships with its followers.

Finally, the connection indicator scored 85.97%, demonstrating strong relationships and user engagement in activities and services delivered through social media. Overall, these four indicators demonstrate that the

@samsatkelilingpekanbaru account has fulfilled its role as an effective and responsive public communication channel in conveying tax service information to the public. The information conveyed through the account is clear, timely, and relevant to public needs. Furthermore, the two-way interaction between the account administrator and users reflects an openness to questions and input from the public. This role is increasingly important in the digital era, where speed and accuracy of information are key factors in building public trust in government services.

Overall, the @samsatkelilingpekanbaru account has proven highly effective in maintaining information consistency, building public trust, and fostering positive interactions with its followers, key factors in successful public communication through social media.

CONCLUSION

The data analysis of this study aims to assess the effectiveness of the communication implemented. The research is based on the theory used, namely the 4C theory (context, communication, collaboration, and connection), which serves as the measurement indicator for this study. These indicators determine the effectiveness of the Instagram account in disseminating service schedule information. The data analysis revealed that respondents' responses were positive, indicating that the communication conducted by the Instagram account @samsatkelilingpekanbaru was deemed effective, making it easier for the public to access the information they need.

It can be concluded that the Instagram account @samsatkelilingpekanbaru has fulfilled the elements in the 4C theory, especially in terms of the relationship between the context of information and the needs of the community, the clarity of the communication delivered, the existence of collaboration with related agencies, and the connection with followers or audiences. The effectiveness reflected in the average value of 86.45% indicates that the digital communication strategy used has run optimally and contributed positively to the dissemination of service schedule information. Thus, the results of this study indicate that social media, especially Instagram, can be an effective means of communication in public services.

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