



DIGITAL BRANDING STRATEGY IN THE INSTAGRAM CONTENT OF THE STATISTICS INDONESIA (BPS) SOUTH SULAWESI PROVINCE

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Abstrak

This study aims to analyze the digital branding strategy implemented by the Statistics Indonesia (BPS) of South Sulawesi Province through its Instagram content. In the digital era, social media has become a crucial communication tool for government institutions to build their image and gain public trust. This research adopts a descriptive qualitative method with data triangulation through interviews, documentation, and observation. The findings reveal that BPS South Sulawesi actively utilizes Instagram by delivering informative, educational, and interactive visual content. The branding strategy includes presenting statistical data via infographics, using accessible language, and fostering two-way engagement with the public. Despite its effectiveness in disseminating information, there are still areas for improvement, such as content consistency, creative execution, and strengthening visual identity. This study recommends optimizing Instagram features and enhancing the role of public relations in building the institution's credibility.

Keywords: *Digital Branding, Instagram, BPS, Social Media, Public Communication*

INTRODUCTION

The Central Statistics Agency (BPS) is a non-ministerial government institution directly responsible to the President and plays a strategic role in providing national and regional statistical data. Originally named the Central Bureau of Statistics, this institution was established based on Laws No. 6 and 7 of 1960, which were later replaced by Law No. 16 of 1997 concerning Statistics. BPS has three main tasks: providing statistical data and information, coordinating and standardizing statistical implementation, and establishing inter-agency and international cooperation in order to build a National Statistical System. BPS data serves as the basis for formulating public policies in various sectors, such as economic, social, and development. In today's information age, the need for accurate, timely, and relevant data is increasing, making BPS's role vital in supporting the planning and evaluation of national development programs.

In recent decades, advances in information and communication technology have transformed the way government institutions, including the Statistics Indonesia (BPS), deliver information and communicate with the public. Rapid digitalization requires government institutions to adapt to new ways of conveying information. In this digital era, people, especially the younger generation, are increasingly relying on the internet and social media for information. This has prompted BPS to adapt to technological changes, including utilizing social media as a means of disseminating information.

Unfortunately, despite BPS's vital and strategic role in government, many people are still unfamiliar with its name. This can be seen in the results of the 2023 Agricultural Census Publicity Trial Survey conducted by BPS in 2022. This survey involved 190 respondents spread across four regions: the Mentawai Islands (West Sumatra), Subang (West Java), Kebumen (Central Java), and Pangkajene and the Islands (South Sulawesi). The survey results indicated that the majority of respondents, 65.8%, were unfamiliar with BPS (BPS Public Relations, 2022).

Some people in South Sulawesi Province are not yet familiar with the South Sulawesi Provincial Statistics Agency (BPS), including its duties and products. Based on interviews with the BPS Public Relations Team at the Provincial Anniversary event, only 30% of respondents were familiar with BPS, while the other 70% were unfamiliar and often equated it with BPJS (Social Security Agency). This condition shows the importance of the role of public relations in introducing BPS to the public. According to Lattimore et al. (2010), public relations has three main roles: as a policy consultant, a facilitator of two-way communication, and a problem-solving facilitator with management in building public image and trust.

In an organization, particularly within the government, public relations plays a crucial and strategic role. Furthermore, as a communications activity, public relations serves as a platform for proactively and anticipatorily enhancing the organization's role and activities in responding to and serving public demands. *stakeholders* both internally and externally in order to build the image of government institutions in the eyes of the public.

This study aims to analyze the digital branding strategy implemented by the Statistics Indonesia (BPS) of South Sulawesi Province through social media, as an effective means of conveying information and building the institution's image. Several previous studies serve as important references. Ferbita et al. (2020) examined LIPI's digital branding strategy using the I-Branding approach, encompassing customer understanding, marketing communications, interactivity, and content. This approach aims to build LIPI's image as a trusted scientific reference institution. Ersyad & Safira (2022) analyzed the digital branding strategy of the Semarang City Culture and Tourism Office in facing the Tourism 4.0 era through various digital platforms such as websites, social media, and the Smart City Lunpia application. Hidayanto & Kartosapoetro (2020) studied the startup kitabisa.com, which uses sustainable internal and external communication strategies to maintain its brand image. Globally, Bäck et al. (2018) emphasized the importance of consumer engagement and outcome evaluation in digital brand management.

Another study was conducted by Yangjing Wu of Hong Kong Baptist University, Hong Kong, China. The study, published in the journal *Highlights in Business, Economics, and Management*, is entitled "*Research on Digital Marketing Strategies for Brands based on the Internet Context*". This research discusses digital marketing strategies in improving a brand using a case study approach and *Integrated Marketing Communication Strategy*. The results of the study revealed that the strategy *digital marketing* can help increase public attention to a brand while increasing company profits (Wu, 2022).

These five studies share similarities with the author's research, namely the digital branding strategies implemented by a company. However, the author's research focused on the BPS of South Sulawesi Province, with the type of data *platform*, social media Instagram. In the previous discussion, it was mentioned that the Statistics Indonesia (BPS) is a government agency tasked with implementing basic statistical activities through censuses and surveys. As a vertical agency, BPS has representative offices throughout Indonesia, from the central, provincial, and district/city levels, with a total of 17,528 employees (Central Statistics Agency, 2023).

Based on Law Number 16 of 1997, BPS conducts three types of censuses every ten years: the Population Census (years ending in 0), the Agricultural Census (ending in 3), and the Economic Census (ending in 6). In addition, BPS also conducts various surveys such as the Consumer Price Survey (SHK), Sakernas, KSA, and Susenas. These activities involve respondents from three categories: households, businesses, and non-household non-businesses. One of the challenges facing BPS South Sulawesi Province is the community's refusal to be registered, which is largely due to the low level of public awareness of BPS. This has resulted in a lack of trust in census and survey officers.

To address the challenge of low public awareness, the Statistics Indonesia (BPS) of South Sulawesi Province implemented a digital branding strategy through social media, particularly Instagram, which has 12,800 followers. This strategy aligns with the shift in public communication in the digital era, where social media has become a primary means of interaction and source of information (Ferbata et al., 2020). According to Nardo et al. (2024), branding is a strategy for shaping positive brand perceptions, while Bäck et al. (2018) emphasize that digital branding uses digital channels to differentiate an institution's image. Social media enables effective two-way communication, strengthening the positive image of an institution previously perceived as rigid (Lintang, 2024).

The Statistics Indonesia (BPS) of South Sulawesi Province strives to build rapport with the public through a branding strategy that not only presents data but also emphasizes consistent and transparent communication. This strategy aims to increase public trust in BPS as an official and credible data provider. Public trust in data is crucial for supporting decision-making across various sectors. This study examines how BPS South Sulawesi utilizes Instagram to build a positive image and credibility for the institution. The primary focus is to evaluate the implemented branding strategy and its impact on public perception and the institution's relationship with the community.

The implementation of digital branding strategies on the South Sulawesi Province Statistics Agency's Instagram account remains informative but does not fully prioritize interactive and emotional elements that can strengthen audience engagement. Although the content presented is relevant and in line with institutional functions, the visual approach, narrative, and public participation still need to be improved for digital branding to run more effectively. Therefore, strategy optimization is needed through a more structured approach, such as integrating the I-Branding concept and utilizing social media algorithms more strategically, to

increase public engagement and brand awareness of the South Sulawesi Province Statistics Agency.

This research presents a novelty by specifically analyzing the digital branding strategy of a local government institution, namely the Statistics Indonesia (BPS) of South Sulawesi Province, through the Instagram platform. This focus has not been widely studied before, especially in the local context of provincial-level statistical institutions. Furthermore, this research also contributes to the literature on public sector digital branding by emphasizing the importance of an interactivity-based content approach and public trust as the foundation for building the image of government institutions through social media.

Ultimately, this research is also expected to serve as a reference for other government institutions in utilizing social media as an effective branding and communication tool. With the increasing development of technology and changes in information consumption patterns among the public, government communication strategies must also continue to adapt and evolve. Branding through social media, such as that implemented by the South Sulawesi BPS on Instagram, can serve as a model for other institutions in building public trust in this digital era. Based on this background, the research title was chosen. "**Digital Branding Strategy in Instagram Content of the Central Statistics Agency of South Sulawesi Province**".

LITERATURE REVIEW

Strategy Branding

According to Stephanie K. Marrus (in Sukristono), strategy is the process of determining plans by the highest leadership of an organization to achieve long-term goals by developing ways to achieve them. Hamel and Prahalad added that strategy is a continuous and increasing action, based on a view of future customer needs. Thus, strategy starts from what will happen, not from what has happened. In this context, core competencies (*core competencies*) is crucial because market innovation and changes in consumer behavior require companies to have a competitive advantage derived from their core business strengths. Branding is not just about creating a logo or name, but encompasses all communication activities to build a strong brand image (Mujib & Saptiningsih, 2020). In marketing communications, a brand becomes an organization's promise to customers, both functionally and emotionally. According to Kotler (2000), a brand is a crucial element that forms emotional connections with consumers and forms the basis for an organization's financial strength and long-term strategy.

Social media

Social media is a platform that emphasizes user presence and facilitates their activities, sharing, and collaboration. This media functions as an online facilitator that strengthens relationships and social bonds between users. Social media is a convergence between personal and public communication without individual boundaries. Boyd in Nasrullah (2015) states that social media is a collection of software that allows individuals and communities to gather, share, communicate, and even collaborate. The main strength of social media lies in user-generated

content (UGC), where content is created by users. According to Puntoadi (2011), social media originated from the concept of Sharing, Collaborating, and Connecting, which encourages two-way interaction in written, visual, and audiovisual forms.

Instagram

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Thinking Framework

A conceptual framework is a model that describes the relationship between key concepts or variables in a study and serves as the theoretical basis for the research design (Creswell, 2014). This study refers to the framework of social media branding, organizational credibility, and public trust. Social media branding includes message consistency, engaging visuals, and public interaction. In the context of the South Sulawesi Statistics Agency (BPS), Instagram branding is used to display logos, infographics, and educational content. Organizational credibility is established through data accuracy, transparency, and consistent communication (As'ari & Nugraha, 2023). Public trust in BPS is influenced by their perceptions of the quality of information and BPS's involvement in responding to public needs (Azizah & Kholifah, 2023).

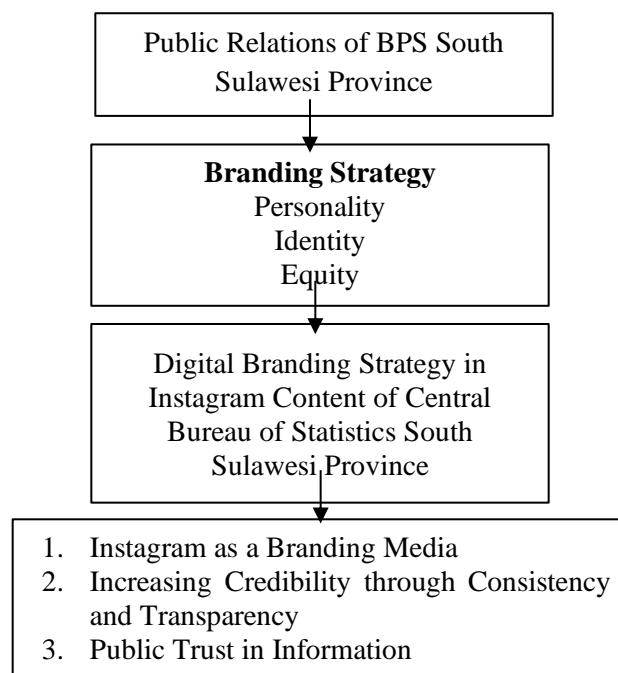


Figure 1 Conceptual Framework

METHOD

Qualitative research is a method based on post-positivism or interpretive philosophy, examining the natural conditions of objects with the researcher as the primary instrument. Data is collected through triangulation (observation, interviews, documentation) and analyzed inductively. The results focus on understanding the meaning and construction of phenomena (Sugiyono, 2017). Qualitative descriptive methods are used to describe phenomena in concrete terms, with analysis in the form of word clouds to identify key words and pie charts to observe the tendencies of respondents' answers to semi-open-ended questions.

Time and Location of Research

The research was conducted for 2 months, namely from May to July 2025. Implementation was carried out offline at the BPS of South Sulawesi Province or online via Zoom Meeting.

Data Types and Sources

1. *Data Types*: Qualitative data used to gain in-depth understanding through interviews, observations, and text analysis of service users and social media followers of BPS South Sulawesi.
2. *Data source*: Primary data (obtained directly from informants through interviews, observations, and documentation related to branding strategies on Instagram of BPS South Sulawesi) and secondary data (obtained from relevant literature, books, and journals as a complement to primary data).

Data Collection Techniques

Using triangulation techniques to reduce inaccuracies, namely:

1. *Interview*: To dig up in-depth information from a limited number of respondents.
2. *Bibliography Data*: Literature study from books, journals, and related references.
3. *Documentation*: Data collection in the form of photos that depict situations and behavior during the research.

Research Informants

In qualitative research, the term informant is used, not population or sample. Informants are individuals who possess data and information related to the research object. The researcher selected seven key informants who played a role in analyzing the implementation of digital branding at the South Sulawesi Statistics Agency (BPS). The informants were selected using a purposive sampling technique, where the researcher independently identified relevant informants, such as members of the BPS Public Relations department, the Head of BPS, and social media users. The number of informants was adjusted to meet the principle of data saturation.

Data Analysis Techniques

This study employed a qualitative approach with the researcher as the primary instrument, and data collection was conducted through triangulation through interviews, observation, and documentation. Data analysis employed triangulation techniques to simultaneously ensure data consistency and validity. The analysis process followed the interactive and continuous model of Miles and Huberman, encompassing data collection, data reduction by summarizing key information, data presentation using applications such as R and Excel, and drawing verified conclusions to comprehensively answer the research questions.

RESEARCH RESULTS AND DISCUSSION

Research result

Wordcloud and Pie Chart Analysis of Each Question Item on the Digital Branding Instagram of the Central Statistics Agency of South Sulawesi Province

1. What feature do you like most about the BPS Sulsel Instagram account?

Word cloud analysis shows that infographics are users' top favorite feature. Infographics were chosen because they present data visually in a concise and easy-to-understand manner. Furthermore, educational content, videos, and reels were also appreciated for their engaging and interactive presentation of information. This indicates that effective visual design significantly impacts the delivery of statistical data on social media. Therefore, developing accessible and engaging visual content is crucial for reaching diverse audiences (Ismail et al., 2020).

2. What features do you think need to be improved on the BPS Sulsel Instagram account?

The word cloud shows that words like highlight, interactive, video, content, and regular dominate. Respondents want content that is regularly updated and interactive, with engaging videos and highlights. The words "content," "data," and "related" indicate a desire for more relevant and in-depth content. These findings align with the theory that successful public communication on social media relies heavily on user engagement, consistency, and visual quality (Alhabash & Ma, 2017).

3. Do you follow the BPS South Sulawesi Instagram account? If so, why? If not, why not?

The pie chart results show that all respondents follow the BPS South Sulawesi Instagram account because they find it helpful in obtaining the latest information on BPS data and activities. Reasons for following vary, including the need for statistical data updates, understanding institutional activities, and the benefit of engaging educational content. Students use the account as a learning resource, while civil servants (ASN) follow it because it's relevant to their work. Instagram is considered an effective channel for conveying official data quickly and informatively, according to research by Rahman & Amelia (2020) and Aini & Syarifuddin (2022).

4. What do you think about the language used in BPS Sulsel's Instagram content? Is it easy to understand or not?

The majority of respondents considered the language used easy to understand due to the use of familiar, everyday Indonesian and simple narrative. However, some highlighted the use of technical terms and formal language as obstacles for non-experts, suggesting the need for simplifying terms and adding context for greater inclusiveness. This finding is consistent with research by Aulia & Astuti (2021), which emphasizes the importance of dialogic and fluid narratives in public institution communications.

5. Do you think the BPS South Sulawesi Instagram account is effective in conveying statistical information to the public?

The majority of respondents considered this account quite effective, with relevant content and visual presentations such as infographics and reels that facilitate practical understanding of technical information. Some highlighted the need for increased posting frequency, more engaging titles, and content that better aligns with audience needs. These findings align with studies by Fitriani & Hermawan (2021) and Putra & Lestari (2022), which emphasized that the effectiveness of public communication on social media depends on regularity, clear visuals, and content relevance.

6. How can BPS Sulsel's Instagram reflect the gap between expectations and needs?

The word cloud featured terms such as needs, expectations, community, data, comments, and analysis. Respondents emphasized the importance of a deep understanding of community information needs and the expectation that BPS South Sulawesi would be responsive to user input. Accurate, educational, and relevant data analysis is essential. A participatory and transparent approach is highly recommended to build trust and meet expectations (Mergel, 2013).

7. How can BPS Sulsel's Instagram social media provide pleasure to followers and Instagram users?

Respondents highlighted the importance of visually and thematically engaging content, active interactions such as responding to comments, and participatory features like polls and quizzes. The combination of entertainment and educational information was deemed effective in increasing user enjoyment and trust. This finding aligns with Lovejoy & Saxton (2012), who stated that effective government communication combines information and active participation.

8. Public relations is the spearhead of BPS South Sulawesi, what does BPS South Sulawesi public relations do so that Instagram social media can compete with other agencies?

The word cloud displays the words "public relations," "content," "engaging," "creative," and "relevant." Audiences expect public relations to produce innovative, distinctive, and on-trend content, especially for young people. The role of public relations in creating engaging interactions and building a positive image is crucial for competing on social media (Effendy, 2009). Creativity and local values must be continuously enhanced to align with the preferences of young Instagram users.

9. How can BPS Sulsel's Instagram reflect satisfaction, pride, and provide value to its consumers?

The words "followers," "Instagram," "satisfaction," "needs," and "value" dominated the word cloud. Fast, interactive, and tailored information delivery can build user satisfaction. Public institutions' social media functions not only as an information channel but also as a public relations tool that shapes follower perceptions and loyalty (Lovejoy & Saxton, 2012).

10. How can BPS Sulsel's Instagram reflect a solid and strong brand?

The word cloud displays the words "brand," "visual," "consistent," "strong," and "identity." To strengthen a brand, public relations must be consistent in the use of visual elements such as color and typography, and maintain a professional and credible content style. A strong brand is formed from messaging and visual content that aligns with the institution's identity (Keller, 2003). It is important for BPS South Sulawesi to build and maintain a distinctive visual identity to gain public recognition and trust.

Thus, the results of this study confirm that the South Sulawesi Provincial Statistics Agency's Instagram account has been an effective medium for conveying statistical data in an engaging and educational manner. However, increased interactivity, content frequency, and simplification of technical language are needed to reach a wider audience and increase user engagement. A responsive, creative, and consistent digital branding strategy will further strengthen BPS South Sulawesi's image as a trusted and adaptive source of information in the digital age.

Discussion

1. User Favorite Features as Key to Visual Engagement

The research results show that the infographic feature is the most preferred element among BPS South Sulawesi Instagram users. Infographics are able to present complex statistical data in a concise, easy-to-understand, and aesthetically appealing visual format. This finding is consistent with the theory *Digital Visual Communication* which states that presenting data visually helps users' brains absorb information more efficiently. Furthermore, the use of short, educational videos or Reels has also been praised for leveraging Instagram's algorithm, which prioritizes video content to expand reach and increase user engagement.

The strategy of packaging content in visual formats such as infographics and reels effectively increases brand awareness while strengthening BPS South Sulawesi's position as a credible and accessible source of official data. This content goes beyond simply conveying data; it also builds a more emotional and interactive brand experience. Therefore, visual features like these must be continuously maintained and developed as a core strength of BPS South Sulawesi's digital branding.

2. Weaknesses That Need to be Overcome for Digital Branding Optimization

Although the digital branding strategy has been implemented, several weaknesses remain that hinder the effectiveness of public communication. One major issue is the content's language, which is still too technical and difficult for non-academics to understand. The use of complex statistical terms without simple explanations makes it difficult for some users.

Therefore, it is recommended to adopt a popular narrative approach, storytelling, and add features such as a mini-glossary to make the content more inclusive and user-friendly.

Visual consistency is also a key concern. Variations in templates, colors, and design styles can weaken the visual identity of BPS South Sulawesi. This can be addressed by establishing guidelines. *Visual Identity Guidelines* Consistent use of blue and white corporate colors and standard templates for infographics and reels will strengthen brand recognition. The minimal two-way interaction is also a critical note. The BPS South Sulawesi Instagram account tends to maintain one-way communication by posting content, but has not optimally utilized interactive features such as polls, Q&A, quizzes, and live streaming. Using a participatory communication strategy will encourage more intensive user engagement and build follower loyalty. This approach also conveys the impression of responsive and humane customer service.

3. Effectiveness of Statistical Information Delivery

Most respondents stated that the BPS South Sulawesi Instagram account was quite effective in conveying accurate and relevant statistical data, particularly on important issues such as inflation, poverty, and economic growth. Presenting data through infographics and short videos facilitates public understanding of technical and complex information. However, barriers such as formal language and technical terms still hinder comprehension for non-specialists. This aligns with the theory. *Cognitive Load* which states that users' cognitive load increases when faced with complex information without simplification, thereby reducing communication effectiveness (Sweller, 1988). Therefore, the use of simpler language and the addition of narration or subtitles to video content are highly recommended to increase understanding and engagement.

The effectiveness of the delivery is also supported by regular content updates and high audience engagement through likes, comments, and views. This indicates a positive response to BPS South Sulawesi's public education efforts on digital platforms.

4. Communication Strategy and Increasing User Engagement

Research shows that even though informative communication is already underway, active user engagement is still suboptimal. Two-way communication strategies are only implemented sporadically by responding to DMs and comments, but they haven't fully utilized the potential for interaction through polls, Q&A, or live streaming. According to the theory, *Customer Engagement* Audience engagement encompasses cognitive, emotional, and behavioral aspects. One-way communication tends to limit emotional experiences and tangible actions like sharing and commenting. Therefore, BPS South Sulawesi needs to adopt a more consistent and personalized two-way communication strategy to build long-term relationships with its followers.

A humanistic approach, friendly language, and interactive activities like quizzes and online discussions can foster a sense of closeness and audience engagement. Thus, BPS's Instagram is not only an information channel but also an effective and trusted public relations tool.

5. The Strategic Role of Public Relations in Digital Branding Management

The Public Relations of BPS South Sulawesi plays a central role in building the institution's digital image through managing its Instagram account. Public Relations is responsible not only for content production but also for determining a communication style that reflects professionalism and engagement with the public. Respondents expressed appreciation for informative content and collaboration with other agencies, but also encouraged Public Relations to be more creative and innovative in leveraging social media trends. Approaches involving collaboration with the younger generation, local content creators, or campuses can increase the appeal and relevance of the BPS South Sulawesi brand among millennials and Gen Z.

According to public relations theory, public relations must maintain message consistency, build a positive narrative, and proactively respond to audience dynamics. In this way, public relations can transform the perception of an institution, making it more open, responsive, and credible in the digital age.

6. Branding Through Consistent Visuals and Narratives

Effective digital branding requires a consistent combination of visual elements and narrative style. Research found that while the South Sulawesi BPS (BPS-Sulsel) had established a visual identity through the use of infographics and reels, consistency in elements such as color, font, and template was still lacking. The content narrative was also deemed too formal and technical, making it less likely to reach a general audience.

Brand identity according to Kapferer (2012) includes dimensions *physique* (visual) and *personality* (speaking style). Consistent visuals strengthen brand recall, while a friendly and digestible narrative builds trust and emotional connection. BPS South Sulawesi needs to develop standard visual guidelines and a more communicative, simple, and humanistic tone of voice to improve communication effectiveness and strengthen brand image on the Instagram platform.

7. Two-Way Communication as the Foundation of Engagement

Two-way communication isn't just a complement to social media, but a key to successfully building follower engagement and loyalty. Interview results indicate that BPS South Sulawesi has initiated interactions through comment replies and direct messages (DMs), but has not yet optimally implemented interactive features. Meaningful engagement occurs when audiences feel heard, valued, and able to contribute to the communication. Providing participatory spaces through polls, live Q&As, and quizzes will build a sense of brand ownership and strengthen long-term relationships with the community.

A symmetrical and reciprocal approach according to the two-way communication theory can help BPS South Sulawesi adapt content to audience needs and increase the relevance of the messages conveyed.

8. Educational Value Propositions That Need Strengthening

The BPS South Sulawesi Instagram account's primary value proposition is as an educational and easily accessible source of official data. However, to truly embrace this value,

the content needs to be presented in a more personal, engaging, and interactive way. For example, this could include humorous data content, user testimonials, or inspiring stories about how BPS data is used.

According to theory *Perceived Usefulness* (Davis, 1989), content will be valued if it is perceived as useful in the user's real life. Therefore, simplifying language, relatable narrative visualization, and interactivity will strengthen the perception of usefulness and trigger audience loyalty.

9. Adaptation and Innovation Based on Social Media Trends

In the dynamic digital era, adapting to social media trends and the communication styles of the younger generation is crucial for maintaining relevant and engaging Instagram accounts. Respondents suggested that BPS South Sulawesi adopt content trends such as statistical memes, weekly quizzes, collaborations with local influencers, and utilizing the reels feature with popular music or challenges.

Theory *Innovation Diffusion* Rogers (2003) explains that the success of innovation depends on its suitability to user needs, ease of communication, and the innovation's appeal. Content innovation that combines education and entertainment (edutainment) will accelerate user adoption and engagement. This adaptation doesn't mean eliminating formality, but rather packaging the message in a more communicative and interactive manner without sacrificing the institution's credibility.

Table 1 Identifying Weaknesses in the Reels “Remember Orange, Remember the Economic Census”

Aspect	Weaknesses
Visual	Too static and formal; lacking dynamic elements or interesting graphics
Narration	There are no subtitles or explanatory text to aid understanding.
Presentation Style	Formal and instructional; less friendly to Gen Z or the general public
Engagement	There are no calls to action such as CTAs (Call to Action) or polls.
Accessibility	Lack of audio or text support for people with disabilities or users without sound

BPS South Sulawesi's digital branding strategy on Instagram has shown significant progress, particularly in presenting data through infographics and educational videos. However, to increase communication effectiveness and strengthen brand image, improvements are needed in terms of simpler language, visual consistency, more intense two-way interaction, and content adaptation to social media trends. The role of public relations as digital branding managers must be strengthened through creative and participatory content innovation.

CONCLUSION

Based on research findings from interviews with respondents from various backgrounds, it can be concluded that the digital branding strategy of the South Sulawesi BPS Instagram account has demonstrated significant success, particularly in the use of engaging and educational visual

content such as infographics, videos, and interactive features. Consistent content quality and responsiveness to follower needs and interactions are crucial in building public satisfaction, trust, and pride in this account. Visual features such as infographics and reels are a key attraction that strengthens the identity and brand image of South Sulawesi BPS. Although the delivery of statistical information is considered quite effective and reliable, the biggest challenge lies in the use of technical language that is still difficult for the general public to understand. Therefore, a lighter, more popular, and participatory communication approach is essential to improve the effectiveness of data delivery.

BPS South Sulawesi's digital branding still needs to be strengthened through visual consistency and a communication tone that suits the characteristics of its audience, especially the younger generation. Public relations plays a strategic role as a driving force for branding, not only in presenting content but also in fostering cross-sector interactions and collaborations. Furthermore, content innovation and adaptation to social media trends through the use of polls, Q&As, interactive quizzes, and collaboration with content creators are key to BPS South Sulawesi remaining relevant and competitive in the ever-evolving digital era. Therefore, the BPS South Sulawesi Instagram account has the potential to become an effective, educational, and public-facing data communication medium.

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