

# Instagram Social Media Content Management @Beraucoal.id through CSR Program in Building Corporate Image in 2023

Benny Cahya Ramadhan\*, Zuhdan Aziz

Communication Science, Muhammadiyah University of Yogyakarta, 55183, Indonesia

\*Corresponding author's email: bennycahya123@gmail.com

## ABSTRACT

### Keywords

Instagram Content Management;  
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Mining activities often receive mixed reviews from the public, depending on the benefits felt and the negative impacts caused. In 2023, PT Berau Coal was considered successful in implementing various company initiatives, such as providing educational facilities, community empowerment programs, environmental conservation, humanitarian assistance, and health programs, which led to it winning a number of awards related to the Corporate Social Responsibility (CSR) program. A well-managed CSR program plays an important role in creating a positive perception and building and maintaining a company's image in the eyes of the public. As one of the largest companies in the mining sector operating in Berau Regency, East Kalimantan, PT Berau Coal utilizes the Instagram platform @beraucoal.id as an effective means of communication. In managing its content, Instagram @beraucoal.id has characteristics that reflect the company's identity through consistent visual design and the right choice of colors. This study aims to analyze the management of Instagram social media content @beraucoal.id through the CSR program in building the company's image in 2023. A qualitative approach with a case study method and the theory of four media management functions according to Morissan (Planning, Organizing, Actuating, and Controlling) were used in this study, with data obtained through documentation and interviews with related parties in the management of the company's social media. The results of the study indicate that the Instagram account @beraucoal.id has carried out the stages of content production management which include planning, organizing, implementing, and supervising. In addition, the management of Instagram content @beraucoal.id also applies the SOME perspective (Share, Optimize, Manage, Engage) by Regina Lutrell. However, in its implementation, several stages have not been implemented optimally, such as at the Share stage, especially at the connect point in terms of communication and interaction through the comment's column and direct messages. Likewise, at the Optimize stage, especially at the Listen & Learn point, where @beraucoal.id has not been fully optimal in listening, monitoring, and responding through the mention feature on Instagram. By improving and optimizing these two stages, @beraucoal.id Instagram content management can be more effective in increasing engagement and strengthening the company's positive image on social media.

## 1. Introduction

The development of information and communication technology (ICT) has brought about major changes in human life, especially in terms of communicating and accessing information. Over time,

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this technological transformation has shifted from print and written media to digital media that relies on long-distance connectivity. The internet allows humans to connect quickly, efficiently, and on a large scale. The presence of the internet as one of the main products of ICT is the foundation for the creation of social media which has now become an inseparable part of people's lives. According to data from Hootsuite (We Are Social) quoted from Databoks Katadata, internet users in Indonesia reached 213 million people in January 2023, or around 77% of the total population (Annur 2023).

Amidst the high internet penetration, social media has developed into a major platform for disseminating information and building interactions between individuals, communities, and institutions or companies. Instagram is one of the most widely used social media platforms, especially because of its ability to display attractive, interactive, and easily accessible visual content. Features such as photo and video uploads, captions, hashtags, and comments make Instagram a strategic medium for building engagement and two-way communication with the audience (Sari 2020).

In the business world, social media not only functions as a communication tool, but also as a means of building and maintaining a company's image. A company's image is the public's perception of a company's identity, values, and social responsibilities, which are greatly influenced by how the company conveys messages and information to the public. Therefore, strategic management of social media content is important, especially in building public trust (Trisari 2018).

One of the communication strategies used by companies in building a positive image is through the Corporate Social Responsibility (CSR) program. CSR reflects the company's commitment to the environment and society through various development and empowerment programs. Not only as a form of social responsibility, CSR is now also used as a strategic communication instrument to show the company's concern and positive values. In the digital era, publishing CSR programs through social media is one of the effective ways to reach the community widely, quickly, and transparently. Currently, CSR programs in Indonesia are getting more attention, especially from companies that actively manage natural resources (Diansyah 2023).

Throughout 2023, the Instagram account @beraucoal.id consistently displays various programs that demonstrate the company's social concern. These programs include educational programs in the form of providing scholarships to students and college students around the operational area, which aims to increase access to better education. In addition, community empowerment programs are also implemented through entrepreneurial skills training and MSME development, in order to encourage increased economic welfare for local communities. In the environmental sector, Berau Coal actively carries out environmental conservation programs, such as tree planting and reforestation that involve the participation of the surrounding community. On the other hand, the company also shows its concern for humanitarian issues by providing assistance to victims of natural disasters, as well as organizing health programs such as health education and free medical services for people in need. All of these CSR activities not only have a direct impact on the community but also function as an effective communication strategy in building and strengthening the company's positive image in the eyes of the public (Bhattacharya 2010).

PT Berau Coal, one of the leading coal mining companies in Indonesia, is an example of a company that actively utilizes Instagram social media to convey information about CSR programs. The content management on the @beraucoal.id account is considered quite good, marked by the use of attractive visuals, informative narratives, and active audience involvement. This is reinforced by PT Berau Coal's achievement in winning the highest Star 5 award at the TOP CSR Awards 2023 and the TOP Leader on CSR Commitment 2023 award to its Operational and HSE Directors (Yasmin 2023).

This phenomenon is the basis of the researcher's interest in exploring how the management of Instagram social media content @beraucoal.id is used as a strategy in building a company's image through CSR programs. Different from previous studies that discussed more marketing strategies or public communication in general, this study will focus on how the role of social media, especially Instagram, is used in communicating CSR activities as a form of social responsibility as well as an effort to form a positive company image in the eyes of the public.

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## **2. Method**

This study refers to the case study method, a case study is a detailed examination of a subject, document storage location, or special event. This method limits the technical aspects by delving into its identity (Yin 2005). Data Collection Techniques in this study use interview and documentation techniques, the data obtained are then analyzed with the concept expressed by Patton (Moleong 2018) namely through three stages, namely Data reduction, Data presentation, drawing conclusions and verification. The validity of the data in this study is through the application of source triangulation, a method that involves collecting data from various available sources. This concept is in accordance with Moleong's opinion which describes triangulation as a technique for validating data by utilizing various existing sources of information (Moleong 2018).

## **3. Result and Discussion**

In this section, the researcher explains the findings from in-depth interviews at PT. Berau Coal located at Jl. Pemuda No. 40. Tanjung Redeb, Tanjung Redeb District, Berau Regency, East Kalimantan. These findings focus on the strategy for managing Instagram content @beraucoal.id through the Corporate Social Responsibility (CSR) program in 2023. The data used in this study were obtained through documentation and interviews with several informants who had been previously selected by the researcher and were related to the research topic. They have opinions regarding the management of Instagram content production @beraucoal.id according to the four indicators in the POAC theory, which is a media management function.

### **3.1. Instagram Content Production Management @beraucoal.id**

#### **Planning**

Planning in production management, which includes vision, mission, established goals, and strategies to achieve them, is very important to produce optimal output (Shaifudin 2021). In the planning stage, the company has set a clear vision and mission for their CSR Program, which is reflected in every content published on the Instagram account @beraucoal.id. The company's vision in this case is to become a socially responsible company, with a focus on developing the surrounding community and environmental sustainability. The mission is to improve the quality of life of the community through programs that touch various aspects of life, such as education, health, and economic empowerment.

#### **Organizing**

At the organizing stage in content production management, the company organizes the resources it has and creates an efficient work structure to ensure that every step in the content production process runs smoothly. A good organization will ensure that each team member knows their roles and responsibilities, and can collaborate effectively to achieve the goals set in content planning (Sukarna 2011). An organized structure helps the team work more efficiently and reduces the potential for errors or confusion about the roles of each team member. The @beraucoal.id media team consists of various divisions, each with the following duties and responsibilities:

1. Content Planner is responsible for designing and planning the content calendar, determining the themes or topics to be covered, and setting the goals of each post.
2. Creative Designer has a primary role in creating visual content designs, including creating graphics, images, and video editing.
3. Copywriters are tasked with writing informative, clear, and engaging captions for each post, while ensuring that the language used is in line with the company's tone and easy for the audience to understand.
4. Social Media Manager also plays a role in monitoring and analyzing content performance through social media analytics tools to assess the success of the strategy and identify areas that need improvement.
5. The Communications and PR team also works to handle relations with the media, influencers, and other stakeholders, as well as managing communications during crisis situations or when there are issues that need to be resolved quickly.

### Actuating

Actuating refers to the efforts made by members of the organization to achieve the goals that have been set by carrying out appropriate actions (Sukarna 2011). At the actuating stage, the @beraucoal.id media team began executing content according to the plan that had been prepared in the previous stage. Content creation starts from taking pictures or videos, editing, to preparing visual elements such as captions and hashtags. The creative team works collaboratively to produce content that is not only visually appealing, but also relevant to the CSR message that the company wants to convey.

The use of various formats, such as photos, videos, infographics, and Instagram Stories, is adjusted to the purpose of each post and the audience it wants to reach. The content is also adjusted to ongoing activities in the CSR program, such as education, health, or community empowerment programs. As a result, each upload has high informative value and supports the company's image as an entity that cares about social and environmental sustainability.

### Controlling

According to (Morisan 2008), the controlling or monitoring stage aims to evaluate the extent to which the goals set by @beraucoal.id have been achieved or not. At the controlling stage, the company conducts a comprehensive evaluation of each content that has been published on Instagram @beraucoal.id. Using Instagram analytics tools and other platforms, the company monitors various metrics such as the level of interaction (likes, shares, comments), the number of new followers, and the level of reach of each post. This data is used to measure the effectiveness of each content in conveying the desired message and how the audience responds to it.

From the evaluation results, companies can see which types of content have the best performance, both in terms of engagement and its impact on the company's image. Content that gets a positive response and is widely shared indicates that the company's CSR message has been well received by the audience. Conversely, if there is content that gets less attention or a negative response, the company can immediately identify the cause and find solutions for improvement.

In developing social media, in addition to implementing production management as explained previously, it is also necessary to establish an effective strategy so that social media can develop and provide added value to the company. One strategic approach that can be applied is The Circular Model of Some (SOME), developed by Regina Luttrell. This model emphasizes four main stages in managing social media, namely Share, Optimize, Manage, and Engage.

## 3.2. Instagram Content Management @beraucoal.id

### Share

At the Share stage in managing Instagram content @beraucoal.id, the company focuses on distributing previously produced content with the aim of increasing reach and audience engagement. During 2023, the Instagram account @beraucoal.id displays various content related to Corporate Social Responsibility (CSR) activities aimed at building a positive image of the company. This content is shared consistently through Instagram features such as Instagram Posts, Instagram Stories, and Instagram Reels, with a planned time-sharing strategy to optimize interaction with the audience. According to Regina Luttrell, the goal of this stage is to strengthen understanding of consumer engagement by distributing interesting and relevant content on social media, which focuses on three main aspects, namely Participate, Connect, and Build Trust (Luttrell 2015).

#### a. Participate

The company analyzes its media and audience by paying attention to direct interactions between managers or admins and followers on social media, as well as how they create effective content to convey messages in each upload. In managing Instagram content, @beraucoal.id has its own characteristics in each of its contents.

Each published content has a consistent visual design, both in terms of color, font, and photography style. The black and green colors seen on Instagram @beraucoal.id depict the company's identity and design theme that is in line with the company's core values, such as sustainability and social responsibility.

b. Connect

Connect refers to the phase where the company's attention is focused on how they communicate and interact with their followers on social media. In interacting with followers on Instagram @beraucoal.id, it is still not optimal in terms of communicating and interacting well through the comments column and direct message. This is a material for the company's evaluation for the future, the company hopes to be able to create a more personal relationship with followers, so that they feel more connected and have an emotional bond with @beraucoal.id.

c. Build Trust

Building trust is a long-term process that requires consistency, transparency, and responsiveness to followers. At the Build Trust point, the management of Instagram content @beraucoal.id focuses on transparency and clarity of the information conveyed. The content that is shared routinely and consistently also serves to keep communication with the public open and maintained, and ensures that the information received is not interrupted. This is very important in creating a lasting and trusting relationship between the company and the public. When such a relationship is established, followers begin to trust the company (Luttrell 2015).

### Optimize

The Optimize stage in managing Instagram social media content @beraucoal.id refers to efforts to overcome problems in managing Instagram content production. This optimization is carried out by considering four indicators, namely like, comment, share, and save, to identify problems in the content. In addition, strengthening content with calls to action such as "see the impact here", "join this program", or "share this story" also increases community involvement and builds stronger emotional connections. At this stage, it is necessary to focus on the dynamics of ongoing conversations in order to identify obstacles in content management, as well as formulate efforts to improve messages by referring to the principles of Listen & Learn and Take Part in Authentic Communication.

a. Listen & Learn

Regina Luttrell explains that at this stage, it is very important to observe, listen to and analyze public discussions about a topic on social media, paying attention to relevant mentions or topics. (Luttrell 2015). In terms of listening, monitoring, and responding through the mention feature on Instagram, researchers analyzed that @beraucoal.id has not been fully optimal in implementing these stages. This can be used as evaluation material because by implementing the stages above, because by implementing the Listen & Learn principle in the optimize stage, it is one of the strategic steps to build a company image that is adaptive and open to public voices. By actively listening to audience feedback, Berau Coal shows its commitment to making social media not only a one-way information delivery channel, but as a constructive two-way dialogue space.

b. Take Part in Authentic Communication

At this stage, Regina Luttrell emphasizes the importance of monitoring developing opinions by utilizing the hashtag feature on social media platforms such as Instagram. (Luttrell 2015). The Instagram account @beraucoal.id has used hashtags in every post. This strategy has proven effective in reaching a wider audience. In this case, @beraucoal.id has implemented the Listen & Learn principle in its content by using hashtags in every post such as #BerauCoal #SinarMasMining #MajuBersamaBerauCoal #BetterEnergyBrighterFuture #MoveTogetherGrowFurther.

### Manage

At the Manage stage, the Instagram account @beraucoal.id shows a structured content management system that is oriented towards the company's strategic communication goals, especially in delivering CSR programs throughout 2023.

This stage includes the planning, production, scheduling, and evaluation processes of the content as a whole. The success of content management is reflected in the consistency of communication style, visual branding, and topic grouping that can reach various audience segments. Good

management also allows the team to respond quickly to changes or dynamics of social issues, for example by producing special content as a form of the company's concern for certain events in the operational area. The Manage stage according to Regina Luttrell aims to support brands in managing social media more effectively, through media monitoring, quick response, and real-time interaction (Luttrell 2015).

a. Media Monitoring

Activities carried out by @beraucoal.id at the media monitoring stage are monitoring the development of interactions on content through the insight feature. The @beraucoal.id media team conducts routine checks every week to analyze insights, to find out whether the posted content gets high engagement or not. By monitoring insights, @beraucoal.id can identify audience sentiment, analyze content performance, and anticipate potential issues that can affect the company's image.

b. Quick Response

In the context of quick response Regina Luttrell highlights the importance of quick brand response via the social media platform Instagram as well as how to strengthen the emotional interest of followers. (Luttrell 2015). The @beraucoal.id account in managing Instagram content still has shortcomings in providing quick responses to followers via direct messages. Responses to questions or messages received are often not given immediately, so that the information needs of followers are not always met quickly. By responding to questions or comments quickly, the audience feels more cared for, which in turn increases their engagement and loyalty to the company.

c. Real Time Interaction

According to Regina Luttrell, the real-time interaction stage aims to increase consumer interest through direct communication on the Instagram social media platform, so that content can reappear on followers' timelines. (Luttrell 2015). In managing social media content on Instagram @beraucoal.id, real-time interaction is carried out using Instagram stories. The Instagram account @beraucoal.id utilizes polling, question, and quiz features to interact directly with the audience, as well as conducting direct Q&A.

## Engage

At the stage called Engage, according to Regina Luttrell, the main focus of this stage is how content management can involve audiences, institutions and influencers (Luttrell 2015). The Engage stage in managing Instagram social media content @beraucoal.id to expand engagement is by collaborating with various parties, such as business partners, communities and institutions that support the company's vision, especially in corporate social responsibility (CSR) programs. At the engage stage in managing Instagram content @beraucoal.id, the company collaborates with various parties, such as the Health Service, PMI, and hospitals in implementing health programs, as well as working with the government and local indigenous communities to support cultural activities and strengthen relationships with the surrounding community.

## 4. Conclusion

Based on the analysis results, it shows that @beraucoal.id has implemented the four aspects of the POAC theory optimally in its content production management. The application of the POAC theory has been proven to be able to improve the quality of content published on Instagram, because it has a positive impact on the effectiveness of content production management. This is reflected in the neatly arranged division of tasks and the systematically arranged upload schedule. In addition, overall, @beraucoal.id is able to implement the four aspects proposed by Regina Luttrell in the SOME model in the Instagram content management process.

However, in its implementation, several stages have not been implemented optimally, such as the Share stage at the connect point and the Connect stage at the Listen & Learn point.

a. Share (points Connect)

At the Share stage, especially at the Connect point, the main focus is how Instagram accounts establish direct communication with audiences to create more personal relationships. Based on the analysis results, the @beraucoal.id account still faces obstacles

in building strong connections with its followers, especially through two main Instagram features, namely the comments column and direct messages (DM). The admin's response to user comments tends to be formal and limited, even in some posts, comments from the audience do not get a reply at all. In addition, engagement via DM is also not optimal. Direct interaction and quick response to the audience will build trust, increase loyalty, and strengthen the company's positive image in the eyes of the public (Kaplan 2010).

#### b. Optimize (points Listen & Learn)

One important aspect of the Optimize stage in the Listen & Learn point is the ability of a brand or company to actively listen to public opinion, read trends, and respond to dynamics that develop on social media in a timely manner. The use of mention features and public opinion monitoring activities through comments, tags, and mentions from users has not been maximized. Many public interactions are not responded to or followed up on, thus weakening the potential to create a stronger and more sustainable two-way relationship. This approach aims for companies not only to be one-way information providers, but also as parties that are responsive to the aspirations and perceptions of the audience (Shilfani 2025).

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