

Management Strategy of Instagram @cbp.rupiah as A Literacy Media to Enhance Public Understanding of Rupiah Currency by Central Bank of Indonesia 2024-2025

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ABSTRACT

Keywords

Social Media; Instagram; Financial Literacy; Bank Indonesia; Management Strategy

Social media has become a strategic tool for public education, including financial literacy. Bank Indonesia utilizes Instagram @cbp.rupiah to enhance the Indonesian public's understanding of Rupiah. This study aims to analyze the management strategies of the account and provide recommendations to improve its impact. Using a qualitative descriptive method, this research collects data through interviews, documentation, and literature studies, which are then analyzed using the Miles and Huberman model. The research findings indicate that the management strategy of the @cbp.rupiah Instagram account includes interactive content planning, utilization of Instagram features, and the implementation of a communication style that aligns with digital trends and the characteristics of the target audience. This approach aims to increase user engagement, strengthen interactions with the public, and deliver educational messages about Rupiah in a more engaging, easily understandable, and digitally relevant manner. This study recommends collaboration with educational influencers, increasing interaction through participatory content, and optimizing data analytics. With the right strategies, social media can serve as an effective tool for enhancing financial literacy in society.

1. Introduction

The rapid development of information technology has revolutionized the way individuals and institutions disseminate information. The emergence of digital platforms, especially social media, has transformed traditional communication into a more interactive, accessible, and engaging experience (Sari & Prasetya, 2022). One of the most widely used platforms today for sharing information is Instagram, a social networking site that allows users to share visual content such as photos, videos, and infographics (Adinda Amalia Sholihah, 2023). As public dependence on digital media as an information source continues to grow, many institutions have begun to utilize social media to increase public awareness, including in the area of financial literacy.

This study analyzes social media management using The Circular Model of Social Media Management developed by Regina Luttrell, which consists of four stages: Share, Optimize, Manage, and Engage. This model emphasizes the importance of strategic digital communication planning that focuses not only on the distribution of information but also on message effectiveness, process efficiency, structured communication management, and active audience engagement (Regina

Luttrell, 2015). With this approach, social media serves not only as a channel for distributing information but also as a space for dialogue that fosters long-term relationships between institutions and the public. Therefore, Luttrell's model is used as a framework to analyze the strategy behind Bank Indonesia's management of its Instagram account @cbp.rupiah in the Cinta Bangsa Paham Rupiah literacy campaign.

One institution that has embraced this digital transformation is Bank Indonesia, the central bank of the Republic of Indonesia, which plays a crucial role in maintaining monetary stability and overseeing the circulation of the Rupiah (Dr. A. Jajang W. Mahri et al., 2021). To respond to the increasing need for financial education, Bank Indonesia launched the @cbp.rupiah Instagram account as a platform to educate the public about the importance of the Rupiah currency, its security features, and the value of responsible money management. This campaign, known as Cinta Bangsa Paham Rupiah, aims to foster appreciation, awareness, and understanding of the national currency through interactive content and active engagement on social media.

Although the use of social media for educational purposes is on the rise, financial literacy in Indonesia remains a challenge. According to the 2022 National Survey on Financial Literacy and Inclusion (SNLIK), the financial literacy index of Indonesian society was only 49.68%, indicating that nearly half of the population still lacks adequate knowledge of financial management. Additionally, the survey revealed a generational gap, with millennials having a higher financial literacy index (52.12%) than Gen Z (47.88%). This suggests that even though younger generations are more active on digital platforms, they have not yet fully utilized social media as a tool for learning about finance (Dyah Cahyasari, 2024).

Several previous studies have discussed the role of social media in improving financial literacy and implementing educational campaigns. However, very few have specifically examined Instagram's strategic management as a tool for currency education. Most studies have instead focused on general financial literacy, health campaigns, or consumer behavior, leaving a research gap in the use of social media to introduce and raise awareness of national currencies.

Some prior studies have explored the use of social media as an educational platform. For example, Alhabash and Ma (2017) found that audience engagement on social media increases when content is interactive, visually appealing, and aligned with digital consumption trends (Alhabash & Ma, 2017). Meanwhile, Rusmawardani (2023) demonstrated the effectiveness of Instagram in health education campaigns, highlighting the platform's potential for raising public awareness (Rusmawardani, 2023). Another study by Yanto et al. (2021) emphasized the influence of peer interaction and social media on financial literacy among millennials (Yanto et al., 2021). However, these studies remain limited to topics such as financial behavior, consumer engagement, or health communication, and do not specifically address national currency education through social media.

This study seeks to fill that gap by analyzing how Bank Indonesia manages its Instagram account (@cbp.rupiah) as a financial literacy tool aimed at educating the public about the importance, value, and proper use of the Rupiah. Unlike previous research that focused on health or parenting education through social media, this study examines an official state campaign designed to strengthen national identity and economic sovereignty through digital financial literacy.

The study also explores the content strategies used in the Cinta Bangsa Paham Rupiah campaign, including topic selection, visual design, and content pillars, as well as how Instagram features such as Stories, Reels, Carousel, and interactive posts are utilized to boost user engagement and participation. The roles of social media administrators and content strategists are also examined to understand how they ensure that messages remain aligned with audience preferences and evolving digital trends.

Ultimately, this research aims to provide an in-depth analysis of the management strategy of the @cbp.rupiah Instagram account, as implemented by Bank Indonesia, in its effort to improve financial literacy and public understanding of the Rupiah. The analysis focuses on content planning, visual and communicative packaging of educational messages, and the use of Instagram features to

build meaningful interaction with audiences. Through this approach, the study is expected to reveal the extent to which the digital strategies employed contribute to increasing public awareness, understanding, and a positive attitude toward the Rupiah as a symbol of national economic sovereignty.

2. Method

This study employs a descriptive qualitative approach to gain an in-depth understanding of the management strategy of the Instagram account @cbp.rupiah, which is operated by Bank Indonesia as a literacy tool to enhance public understanding of the Rupiah currency. This approach was chosen because it allows for a comprehensive exploration of social phenomena from the perspective of subjects directly involved in managing the social media platform (Sugiyono, 2013).

Data were collected using three primary techniques: interviews, documentation, and literature review. The interviews were conducted with two key informants namely, the social media administrator and the content strategist from the Education Group of the Currency Management Department at Bank Indonesia. Documentation was carried out by collecting various documents or archives relevant to the research topic (Sugiyono, 2013). Meanwhile, the literature review was conducted to examine relevant studies related to media literacy and digital strategy (Morrison et al., 2022).

The data were analyzed using the Miles and Huberman model, which consists of three stages: data reduction, data display, and conclusion drawing (Subria Mamis, 2020). This model helps researchers to systematically organize the data and identify patterns relevant to the research objectives. Data categorization was conducted based on aspects such as content planning, the use of Instagram features, and audience engagement (Raskind et al., 2019).

To ensure data validity, the researcher applied source triangulation techniques by comparing the interview results with documentation data and references from academic literature (Meydan & Akkaş, 2024). This method is expected to yield credible findings and serve as a valuable reference for digital education strategies through social media particularly in the context of financial literacy efforts carried out by official institutions such as Bank Indonesia.

3. Result and Discussion

This paper aims to re-emphasize the importance of social media management strategies in supporting financial literacy efforts by state institutions, particularly through the Instagram account @cbp.rupiah managed by Bank Indonesia. The use of social media as an educational tool especially among younger generations, shows great potential for delivering literacy messages in an effective, fast, and interactive manner. Therefore, it is essential to understand how these digital strategies are designed, implemented, and evaluated so that the educational messages conveyed can be well received and have a long-term impact on society.

This paper is divided into two main areas of discussion. The first focuses on the research findings that reveal how the selection of Instagram as a platform, content planning, and audience engagement were carried out in a structured manner and based on user insights. This section also highlights the effectiveness of the low-cost, high-impact approach in disseminating educational messages. The second part concentrates on the challenges and strategies of social media management that align with Regina Luttrell's theory of social media management, including the importance of team collaboration, content verification, and audience engagement as critical components in building sustainable and impactful digital literacy.

This study focuses on the social media management strategy of the Instagram account @cbp.rupiah, carried out by the Education Group of Bank Indonesia as part of its effort to improve public literacy regarding the Rupiah currency. The strategy encompasses the planning, production, and distribution of educational content tailored to the characteristics and preferences of its audience

particularly the younger generation active on digital platforms. A descriptive qualitative approach was used to explore in depth how social media is managed within a government institution. Research data were obtained through in-depth interviews with two key informants, the social media administrator and the content strategist responsible for planning and implementing the content strategy for the @cbp.rupiah account.

a. Choosing Instagram as the Main Platform

Instagram was chosen as the primary platform because it is one of the most popular social media channels in Indonesia, particularly among the 18–34 age group, according to internal analysis conducted by the @cbp.rupiah social media team. Features such as Stories, Reels, and Carousel posts are considered effective for delivering educational messages in a creative, interactive, and mass-reachable format. The research also found that social media is perceived to be more efficient and impactful with a low-cost, high-impact approach. Educational messages can be disseminated quickly and reach diverse audience segments, although conventional media is still selectively used depending on the needs of the audience.

b. Main Objectives of the Social Media Campaign

The primary objective of the @cbp.rupiah social media team is to broaden the reach of the Cinta, Bangga, Paham (CBP) Rupiah campaign so that the public becomes more familiar with, protective of, and wise in using the Rupiah, while fostering love, pride, and understanding of the national currency. Instagram is managed by maximizing the available features, tailoring content to the audience's characteristics, and ensuring relevance and relatability to everyday life. The content is designed to be simple, visually appealing, and easy to understand, using a light and youth-friendly communication style.

c. Utilizing Instagram Features in Content Management

In managing the @cbp.rupiah Instagram account, the social media team from the Currency Management Department of Bank Indonesia optimally utilizes various Instagram features to support the effectiveness of educational message delivery. Features such as Feeds, Reels (short videos), Carousels, and Instagram Stories are used as content formats based on the communication objectives. Each format is selected by considering the audience's characteristics and the potential engagement it may generate, thus increasing interaction, reach, and insight.

Content development is based on several predetermined content pillars developed by the content strategist, including Branding, Pop Culture and Challenge, Edutainment, Financial Life Hacks, and Behind The Money. Each pillar has a specific function and focus in supporting the educational goals of the @cbp.rupiah account. In addition, the visual communication strategy is strengthened by the use of a language style that resonates with the youth communicative, casual, and relatable. This adjustment ensures that the educational messages delivered are not only informative but also easily accepted and capable of building a stronger connection with the audience.

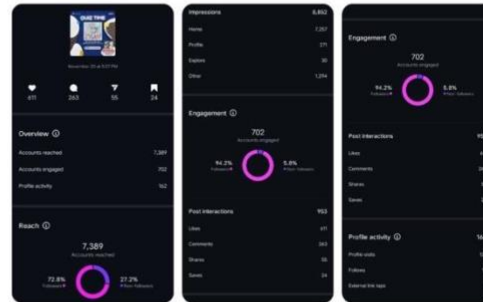
d. The Importance of Audience Engagement and Interaction

Audience engagement and interaction are crucial for the sustainability of this campaign. Engagement metrics such as likes, comments, shares, and saves are used as indicators of the message's effectiveness. Moreover, audience involvement becomes a reference for evaluating and improving future content. On the other hand, the roles of the admin, content strategist, and team collaboration are central in bridging educational messages with the audience from planning and content creation to post-publication evaluation. Collaboration with both internal and external teams, such as graphic designers and strategists, is essential to ensure that the content remains professional, relevant, and aligned with the campaign's educational mission.

Konten Tertinggi Berdasarkan Engagement

Single Image: Konten GIVEAWAY

- Post Interaction: 953
- Tertarik karena ada "Quiz Time/ Giveaway" berhadiah eksklusif dari CBP Rupiah menjadi daya tarik
- Pola engagement: Menghubungkan audiens - adanya partisipasi aktif dari audiens terhadap konten ini
- Analisa waktu postingan ke depannya supaya bisa lebih meningkatkan engagement post.



SS Performance

SOCIAL MEDIA REPORT - VILA MARESCOTTI

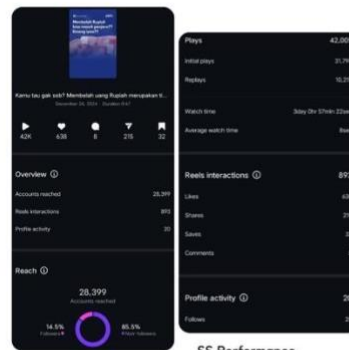
NOVEMBER 2024

Figure 1. Highest Engagement Content "Still Image"

Konten Tertinggi Berdasarkan Engagement

Reels: Membelah Rupiah Bisa Masuk Penjara?

- Hook pada judul menarik, memberikan pendekatan yang memicu rasa penasaran audiens -> tentang "membelah rupiah" yang ternyata bisa berujung pada hukuman penjara.
- Konten relevan dengan isu terkini mengenai kasus orang yang membelah uang Rupiah untuk mengetahui keasliannya.
- Video ini berdurasi pendek (47 detik) dengan narasi yang sederhana dan mudah dimengerti, sehingga audiens lebih mudah menyerap informasi.
- Konten membuat audiens tertarik terlibat, terutama terlihat dari jumlah yang membagikan (share) dan menyimpan (save) konten ini.



SS Performance

SOCIAL MEDIA REPORT - VILA MARESCOTTI

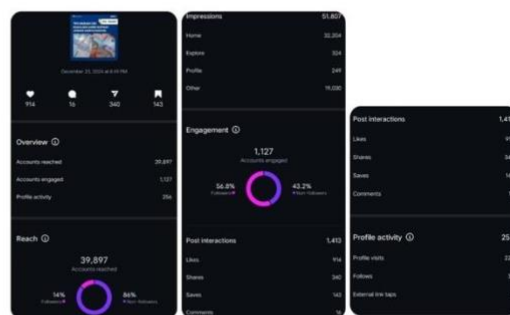
DECEMBER 2024

Figure 2. Highest Engagement Content "Short Video" (Reels)

Konten Tertinggi Berdasarkan Engagement

Carousel: Konten Edukasi Ciri Keaslian Uang Rupiah eps. Dilihat

- Jumlah Interaksi Post: 1,413
- Konten dengan tips carousel edukasi menarik audiens IG CBP, sekaligus menjawab kasus yang sedang ramai mengenai peredaran uang palsu.
- Pola engagement: Audiens aktif terlibat bahkan didominasi oleh non-followers. Tidak hanya dengan memberikan komentar, tetapi juga dengan banyaknya jumlah yang membagikan (share) dan menyimpan (save) konten ini.
- Saran untuk Postingan Berikutnya: Unggah konten pada waktu yang sesuai dengan jam aktif audiens untuk meningkatkan interaksi.
- Berdasarkan analisis, konten ini diunggah setelah jam ramai (17.00-18.00) yaitu 20.49 WIB. Untuk ke depannya, bisa dijadwalkan unggahan di jam audiens aktif, agar peluang mendapatkan lebih banyak interaksi dan keterlibatan audiens meningkat.



SS Performance

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DECEMBER 2024

Figure 3. Highest Engagement Content "Carousel"

The use of interactive Instagram features has proven effective in increasing engagement and enhancing the impact of message delivery. This is supported by insight data from monthly reports, which show higher engagement levels on carousel posts and short videos, as shown in Figure 2 and Figure 3. These content formats consistently achieved greater reach and interaction compared to the still image content shown in Figure 1, as they present educational material in a more appealing and visually engaging manner that captures the audience's attention.

e. Countering Misinformation through the @cbp.rupiah Instagram Account

In its implementation, misinformation regarding the Rupiah often circulates ranging from counterfeit issues to public misunderstandings about the currency's security features. Such misinformation can undermine public trust and hinder the educational objectives of the campaign. To address this, every piece of content published through the @cbp.rupiah Instagram account undergoes a strict verification process to ensure the accuracy of the information presented. Additionally, message consistency is maintained through careful thematic planning, the use of a uniform communication style, and regular evaluations of audience responses and feedback. This ensures that the information received by the public is not only accurate but also easy to understand and relevant to their needs.

How To Get More Attention?

To attract greater public attention and engagement in the digital landscape, a well-structured and adaptive social media strategy is essential particularly for institutions aiming to promote educational campaigns. In this regard, this study employs The Circular Model of Social Media, which consists of four key stages (SOME): Share, Optimize, Manage, and Engage in the context of social media management (Geurin & Burch, 2017). The theory, developed by Regina Luttrell in her work "Social Media: How to Engage, Share, and Connect", explains that social media management generally involves a series of well-planned activities, including strategy development, operational execution, and content creation that aligns with the nature of the platform to achieve defined communication objectives (Regina Luttrell, 2015).

In the **Share** stage, the findings reveal that Instagram was chosen as the primary platform based on audience segmentation that aligns with the target of the CBP Rupiah literacy initiative namely, the younger generation who are active users of social media. This strategy supports the main goal of the campaign, which is to broaden public understanding and appreciation of the Rupiah through a relevant and contemporary approach. In this context, Bank Indonesia's approach reflects the "Share" component of Luttrell's model, where the content must meet the audience's needs and preferences to ensure effective message reception (Regina Luttrell, 2015).

Optimize, the implementation of a low-cost, high-impact strategy enables the wide dissemination of educational messages without requiring a large budget, thus achieving both efficiency and effectiveness. This aligns with Luttrell's concept of "Optimize" which emphasizes efficiency in message delivery, including the strategic use of timing and content format. The management team behind @cbp.rupiah highlights that while social media is a powerful tool for public education, traditional media such as billboards or printed learning materials are still utilized to complement and strengthen the campaign's reach (Regina Luttrell, 2015).

Manage, social media offers clear advantages over conventional media in terms of speed, reach, and interactivity. However, it also presents challenges, such as timing issues related to posting schedules, limited resources, and the threat of misinformation. To address these challenges, the team conducts audience active-time analysis, cross-team collaboration, and strict content verification before publication. These steps reflect Luttrell's "Manage" principle, which stresses the importance of structured digital communication management, including interdepartmental coordination and quality control (Regina Luttrell, 2015).

Engage, audience engagement is not only measured quantitatively but also serves as a qualitative evaluation tool for future content development. The role of the admin is central to maintaining relevance, consistency, and message effectiveness, while also acting as a bridge between

the institution and the public. This aligns with the “Engage” stage of Luttrell’s model, which sees meaningful audience interaction as a key success indicator and the foundation for building long-term relationships between institutions and their digital communities (Regina Luttrell, 2015).

These findings reinforce previous research highlighting the importance of social media in promoting financial literacy, especially among younger demographics. However, this study also emphasizes the crucial role of team collaboration and expert content verification as keys to a successful digital literacy strategy. The uniqueness of this research lies in its focus on insight-driven content management and the strategic adaptation to evolving social media trends an approach that strongly resonates with Regina Luttrell’s Circular Model of Social Media Management.

Overall, the management strategy of the Instagram account @cbp.rupiah, implemented by the Education Group of Bank Indonesia, may serve as a replicable model for other institutions aiming to develop digital-based financial literacy campaigns. The success of this strategy demonstrates that effective social media management must be grounded in a deep understanding of audience characteristics, strong team collaboration, and consistent delivery of educational messages.

4. Conclusion

This study demonstrates that the management strategy of the Instagram account @cbp.rupiah, implemented by the Education Group of Bank Indonesia, is effective in enhancing public financial literacy particularly among younger generations through a content approach that is relevant, interactive, and driven by audience insight. The use of Instagram features such as Reels, Carousels, and Stories, combined with content development based on five main pillars, enables the delivery of educational messages in an engaging and efficient manner. This approach aligns with Regina Luttrell’s Circular Model of Social Media Management, which consists of four stages: Share, Optimize, Manage, and Engage. Through a low-cost, high-impact strategy, strong team collaboration, and communication styles tailored to audience characteristics, the @cbp.rupiah account serves as a model of effective institutional social media management in support of digital-based financial literacy.

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