Digital Communication Strategy of Instagram Account @hakimbicara as Public Speaking Education Media

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ABSTRACT

The @hakimbicara account is an Instagram social media account that focuses on delivering public speaking education messages. This research discusses the digital communication strategy carried out by @hakimbicara to deliver public speaking education messages on Instagram social media. The purpose of this research is to find out how the digital communication strategy carried out by @hakimbicara account in delivering educational information and to find out the application of The Circular Model of SOME theory in the communication process. This research uses descriptive qualitative methods and applies an interpretative paradigm. This research uses the theory of The Circular Model of SOME popularized by Regina Luttrell which consists of share, optimize, manage, engage. This research uses online and offline interview methods with sources from the account owner of @hakimbicara and three of his followers. Based on the results and discussion of research, Instagram social media @hakimbicara is very impactful for the followers to improve public speaking skills and get positive feedback from the audience. Besides that, success, there are obstacles and challenges faced by @hakimbicara account in delivering this public speaking education content.

1. Introduction

The internet has become one of the communication media for society, especially social media, which allows users to share online, discuss, do creativity, and participate in other interaction activities. In a digital report conducted by We Are Social as of February 2025, it was stated that Indonesia has 212 million internet users and 143 million social media users out of 285 million total population.
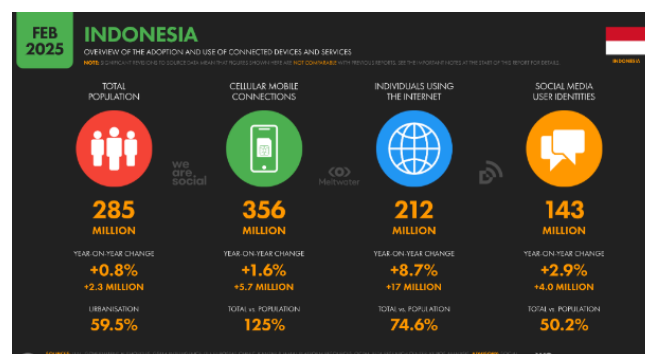

Figure 1 Digital Report on Internet and Social Media Usage in Indonesia (Source: We Are Social)

In connection with the large number of social media users today, the presence of social media can be utilized in various ways, including as a medium for presenting educational content or digital learning. This is supported by the existence of features in social media that encourage educational content such as Instagram social media where users can create QnA feature learning video content (Fitriani, 2021).

One of the social media users who create educational content on Instagram is @hakimbicara, a Master of Ceremony and Public Speaker and now a content creator with 39K followers who focuses on educational content about public speaking. @hakimbicara is also the founder of @siap.berucap Self Potential Development School and @hakimonstage which both focus on public speaking activities. Hakim has a vision and mission to influence young people to be more open to creativity. In his video content, Hakim has a communication strategy ranging from visual aspects, audiovisual, and trending topics. The content created by @hakimbicara does not only provide tips and tricks for public speaking but also provides content analyzing public speaking skills performed by public figures who are trending or being discussed by the public.

Each content creator has a characteristic that distinguishes it from other content creators. Of the many public speaking content creators in Solo, two accounts stand out, namely @hakimbicara and @neyrhiza. Both have the same goal of improving public speaking skills. However, if examined more deeply, there are differences between the two, namely in terms of delivery. Account owner @nayrhiza tends to use formal, structured, and academic language.

While the account owner @hakimbicara tends to use a story telling style and uses casual and non-rigid language. Another difference is that @hakimbicara not only creates content about public speaking tips and tricks but also displays content analyzing the public speaking skills of a public figure who is trending among the public. This is a way to increase the selling value of an @hakimbicara because it shows a person's unique skills, personality, and character which can then become an identity that has more power than others (Mujianto et al., 2021).

Not many studies have explored the digital communication strategies carried out by influencers in using Instagram social media as a medium of learning or public speaking education. Therefore, this research is interesting to study because public speaking is a necessity where someone must master public speaking for the reason that successful people start from good speakers, professional encouragement, and competition. The ability as a good speaker arises because of practical exercises such as, lots of practice and reading references (Rahmayanti et al., 2024). This research focuses on how the digital communication strategy carried out by @hakimbicara in using Instagram social media as a public speaking education media.

Efforts to utilize social media by content creators as a learning medium that expands materials, identifies additional learning resources, and shares knowledge widely require the implementation of communication strategies in this digital era. The communication strategy that can be applied is by providing content that not only contains information, but also contains educational content such as tips, advice, and insight so that it can form engagement with the intended audience (Ruse & Wijaya, 2023). Instagram is a medium for users to upload posts in the form of photos and videos to support educational activities that are not only in visual or audio form but can be through audiovisual. The comment column feature in Instagram posts, the Reels feature and Live Instagram can be used as a discussion space between educators and learners, which in this case is between the @hakimbicara Instagram account and its audience.

Research by Ndolu (2023) states that the dissemination of health information and education through the internet, especially Instagram social media, is an effective thing to do because there is a match between data on sufferers of mental health disorders and Instagram user data. The owner of the @apdcindonesia Instagram account in an effort to increase his followers' awareness of mental health uses a communication strategy in the form of creating varied educational and formative content by maximizing all the features provided by Instagram. Researchers noted several elements used, namely context by providing key messages, communication, collaboration, and connection.

Research by Chandra & Loisa (2024) states that in the health communication strategy carried out through Instagram social media accounts is an added value because of the ease of access and

Instagram is currently used by almost all people so that it can increase public trust in obtaining accurate information on the media. The development of visual content, such as images, infographics, and inspirational quotes, reflects a measured approach to delivering mental health messages. Ensuring that messages not only attract attention but also provide educational value to the audience requires flexibility in strategy, adaptation to trends, and a focus on education and awareness.

Research by Firdhaus et al. (2023) states that the communication strategy used, namely through the use of Instagram social media by Rachel Vennya in attracting donations, is supported by her personally participating in donating, actively uploading photos and videos related to the progress of donation distribution, taking real action and providing updates on the distribution of donated funds to the destination, and sharing updates on the details of funds to recipients through Instagram accounts and the Kitabisa.com platform so that there is transparency in the flow of funds. The communication strategy carried out by Rachel Vennya has proven to be effective. This can be seen from the 70% percentage of donors who donated after seeing Rachel Vennya's post.

Research by Pöyry et al. (2022) stated that influencers play a role in communicating health information related to COVID-19. In their posts, influencers display their own interpretation of the campaign in the form of photos and their own sentences which are more capable of communicating information to the audience because they are more in line with their visual and narrative style and reflect more personally. Influencers also avoid providing too much detailed information and remind their followers of general knowledge. This is in contrast to influencers who have a background as a medical doctor. They provide detailed information about the virus and precautions for protection and use campaign hashtags to support and validate the campaign.

Other research that supports Instagram as a medium for providing educational content is research by Dwi Prasetya & Hadi Utama (2024) which states that social media platforms such as Instagram, Facebook, Youtube, and Tik Tok can be utilized as a presentation medium for educational content or digital learning. The existence of educational content can also encourage the quality of learning to be more independent and attract users to find out new things. Users are expected to better understand the selection of platforms that are relevant to the material they want to learn and choose quality digital-based educational content. The availability of various features in social media platforms is expected to provide challenges in creating educational content or digital learning.

This study focuses on digital communication strategies through Instagram for public speaking education by @hakimbicara, which difference from previous studies that only highlighted health education and donations. This research offers a detailed study of what digital communication strategies are carried out by @hakimbicara account in using Instagram social media as a medium for public speaking education and also provides information about the obstacles and challenges of @hakimbicara in creating public speaking education content on Instagram social media.

Based on the research context described above, this research aims to analyze the digital communication strategies carried out by @hakimbicara account in using social media as a medium for public speaking education. Therefore, the formulation of the problem in this study is how the digital communication strategy carried out by the @hakimbicara account in using Instagram social media as a public speaking education media? This research will not only identify the best digital strategy but also reveal the challenges and obstacles faced in creating public speaking education content on Instagram social media. The results of this research are expected to be used by the audience as a guide to increase understanding of the role of social media in digital learning or educational activities.

The Circular Model of SOME

The Circular Model of SOME is a model proposed by Regina Luttrell which consists of Share, Optimize, Manage, Engage. This theory is used to facilitate practitioners in implementing campaign strategies on social media (Luttrell, 2022). In his book entitled Social Media: How to Engage, Share, and Connect is described as follows: 1) Share 2) Optimize 3) Manage 4) Engage

Share, a social media strategy to understand how and where their consumers interact. This is an individual opportunity to connect, build trust, and identify channels that allow for true interaction

(Luttrell, 2022). In this stage Luttrell focus 3 things: participate, connect, and build trust. Participate is the manager's effort to participate directly and communicate to his social media followers and how to create content on social media so that the message can be conveyed properly. Connect is an effort to determine the target and how influencers try to get their content reposted by followers. Build trust is an influencer's effort to build trust with their followers.

Optimize, the delivery of messages to followers on social media. At this stage, Luttrell says that influencers must understand what the public is talking about related to the topic being published in 2 ways: listen & learn and take part in authentic communication. Listen & learn is the stage where influencers must listen and learn and examine what the public is talking about a topic on social media. Then, take part in authentic communication is where influencers strive to have a two-way communication with their followers. Therefore, while influencers need to listen, understand and learn from their followers, their audience also needs to anticipate or prepare for follow-up actions. In this case, Luttrell suggests that subjects need to have certain tools to monitor the development of opinions on social media such as hashtags (Earlinda & Nugrahani, 2023).

Manage, this relates to how to manage messages or content on social media in an appropriate and measurable way. Messages that have been shared on social media are often uploaded quickly. Therefore, Luttrell suggests 3 activities that need to be considered in an effort to manage the media: media monitoring, quick response, and real-time interaction. Media monitoring in this case is done because there are changes every second in the media and is the next step taken to explore the issue. Quick response is an effort made on how to respond to incoming feedback on their social media. Then, real-time interaction, namely involving yourself in direct interaction by involving yourself in discussions, answering audience questions (Nadhif & Sari, 2022.

Engage, where influencers should be able to look at influencer relations, audience, and how to react to their audience. In addition, influencers should also understand the needs and preferences of the audience to be able to provide relevant and engaging content. All of this aims to optimize the use of social media so that engagement from social networks can be achieved, which will ultimately improve image and trust (Nurandini & Triyono, 2024).

This research uses The Circular Model of SOME because this model focuses on how users can optimize their presence on social media and engage audiences effectively. The Circular Model of SOME includes several important components such as engaging content, meaningful interaction, data analysis, and feedback.

Instagram

Social media is a medium that allows users to conduct social activities and interactions, as well as share information and establish partner relationships. The rapid development of technology and innovation in Indonesia has made social media a part of people's lives. Along with the development of technology and communication in the present and the increasing number of social media users, social media can now be used as a driving medium in maximizing educational patterns, namely as a medium for presenting educational content (Fitriani, 2021). Social media has played an important role in transforming learning and teaching and is widely used for various purposes and facilitates learning anytime and anywhere (Noori et al., 2022).

Digital learning is a system that can facilitate users to learn more, wider and varied things. Supported by the platform integration feature, social media can be used as a channel to access and share various learning resources. Social media can be used to manage learning activities and facilitate by providing supportive tutorial content. The content created is also a tool to showcase ideas from everyday life and extend the context of learning from the classroom to real-world environments. Unique and advanced features allow social media to combine formal and informal learning (Xue & Churchill, 2022).

In today's digital era, people can easily access the internet and use social media a lot. Based on the survey results from We Are Social as of February 2025, Instagram ranks number 2 as a popular social media application used in Indonesia with a percentage of 84.6%. The large number of social

media users makes social media widely used for various things, one of which is the media for presenting digital learning educational content (Fitriani, 2021).
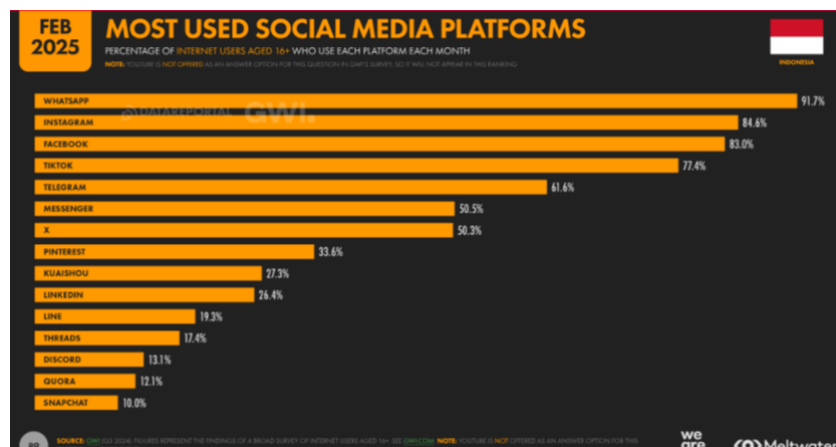

Figure 2: Number of social media users in Indonesia

(Source: We Are Social)

Thomas et al. (2023) state that social media can be utilized to provide relevant information and educational content that can be trusted in long-term conditions in an easily accessible way that allows people to have the time and space to learn according to their own needs. Instagram is a platform that can be utilized as a medium for presenting educational content. Instagram is a photo, image and video sharing application that allows users to easily capture, edit and share visual content. Instagram is used as an educational media through Instagram feeds, Instagram stories, and live.

In this context, an Instagram account that actively provides educational content is @hakimbicara which has 39K followers. The educational content presented in the account focuses on public speaking educational content packaged in the form of text, images, videos and audio. This can bring a positive message in an effort to form a more effective and innovative learning system. Learning media that use audio visuals can encourage learning materials, especially listening and listening skills (Retnasary & Fitriawati, 2022).

2. Method

This study uses descriptive research with a qualitative approach to understand and describe the phenomenon or context of the research in depth (Sugiyono, 2017). This study uses an interpretive paradigm to explore the digital communication strategies of @hakimbicara through Instagram as a media for public speaking education and to describe the data obtained through interviews.

Subjects in qualitative research can be informants, participants, and others (Retnasary & Fitriawati, 2022). In this study, the research subject is a Master of Ceremony who is also a public speaker who has become an influencer and the owner of the Instagram account @hakimbicara with content focused on public speaking education. The object of this study is the digital communication strategy carried out by @hakimbicara through social media as public speaking education. This study uses primary data collection techniques through interviews and participatory observation, while secondary data is collected through documentation.

The data analysis method in this study uses the Miles & Huberman approach (Sugiyono, 2017), which is carried out in three stages. First, data reduction to filter relevant information from the results of interviews, observations, and documentation. Second, data presentation in the form of structured narratives, tables, and diagrams. Third, drawing conclusions by identifying patterns and themes that emerge and relating them to The Circular Model of SOME to determine the digital communication strategies of @hakimbicara in using Instagram as a medium for public speaking education. To ensure data validity, the researcher used data validity tests in the form of data triangulation to explore and analyze information from informants.

3. Result and Discussion

3.1 Result

The Instagram account @hakimbicara is a social media account of a Master of Ceremony as well as a Public Speaker and is now a content creator with 39K followers and 378 posts that focus on educational content about public speaking. He is also the founder of @siap.berucap and @hakimonstage, both of which focus on public speaking activities. Hakim has a communication strategy ranging from visual, audiovisual, and trending topics. The content created by @hakimbicara also provides content analyzing public speaking skills carried out by public figures who are trending or being discussed by the public which is usually called "surgical talk" which has the most engagement among other types of content.

Figure 3. Instagram profile of @hakimbicara

(Source: Instagram @hakimbicara)

In this study, researchers have determined four informants as sources to solve the research problem formulation. The main informant comes from the account owner @hakimbicara and three informants come from active followers of the @hakimbicara account.

No.	Name	Description
1.	Hakim A. Rahma	Account owner @hakimbicara
2.	Hakim Lukman	Active followers of the @hakimbicara account
3.	Totti Maulan	Active followers of the @hakimbicara account
4.	Arya Shendy Vernanda	Active followers of the @hakimbicara account

The interview was conducted in person and using Google Meeting. Informant 1 named Rahman Hakim as the owner of the @hakimbicara account was conducted directly and face-to-face on March 19, 2025, at Seperdua Kopi, Laweyan, Surakarta. Informant 2 named Hakim Lukman and informant 3 named Totti Maulana used Google Meeting on April 16, 2025. Informant 4 named Arya Shendy Vernanda used Google Meeting on April 17, 2025.

3.1.1 Circular Model of SOME Theory

In the explanation in his book, Lutrell said that there are four aspects that influence social media management, especially Instagram. Among them are Share, Optimize, Manage and Engage. In his book entitled Social Media: How to Engage, Share, and Connect is described as follows: 1) Share 2) Optimize 3) Manage 4) Engage

Share is the first stage in this model, which is a social media strategy to understand how and where their consumers interact. In this stage Luttrell emphasizes 3 things, namely: participate, connect, and build trust. By sharing posts on Instagram social media, it shows that

the social media account owner has participated in the same media used by their audience. This is an individual's opportunity to connect, build trust, and identify channels that allow for true interaction (Luttrell, 2022).

Participate, as a public speaking education account, @hakimbicara must approach its followers and audience. The best approach in today's digital world is to utilize social media that is being used by the public. @hakimbicara has taken a strategic approach by using Instagram social media. Based on the explanation of Hakim A. Rahman, Instagram social media has a greater influence and development. Hakim A. Rahman said:

> *"Because this account departed from the anxiety of my friends in college at that time in 2020, especially young people who had difficulty speaking in public. Finally, I tried to create content from the problems I face every day, then after that I made content on Instagram consistently, which in the end formed a kind of snowball that turned out to be able to bring followers on my Instagram."*

Efforts to build the @hakimbicara account by consistently sharing educational content about public speaking have started in a long period of time, namely from 2020. In creating content, Hakim has a strategy in creating content that is interesting to consume. Hakim A. Rahman said:

> *"First, it's more about visuals because nowadays it's the era of reels, carousels that have an effect on my account. I have three types of reels, the first with a duration of under 10 seconds, more than 10 seconds that contains my visuals by way of monologue and more than 10 seconds but the content is only voice over. The second is a carousel with slides of text designed with a simple design that emphasizes the text."*

The @hakimbicara account utilizes Instagram social media well to educate its audience about public speaking. The content created uses several strategies to produce content that is interesting and easy to understand. The strategy used is editing. Caption to hook to attract attention at the beginning of the content.

Connect, After setting its target audience through Instagram, the @hakimbicara account also strives to maintain a strategic relationship with its audience. The @hakimbicara account pays close attention to two-way interactions by always replying to comments and DMs. Hakim A. Rahman explained:

> *"I always reply to every comment, usually I have my own schedule to reply to the comments at night."*

Efforts to maintain trust by always responding quickly to comments and direct messages have their own schedule. By providing comments and direct messagess, it shows that there is information received by the public on the content posted on the @hakimbicara Instagram account.

Build Trust, in an effort to build audience trust, the account also has methods used to keep up with the latest information. Efforts to make content updates in some periods by changing the concept of old content into something new in order to strengthen the trust of its followers that this account is a public speaking education media. Hakim A. Rahman explained:

> *"In creating educational content, it is not only about educating continuously but how can we underline our topic and find a common thread with what is currently viral. For example, what went viral at the time was the clarification of Mirna. Now that can be analyzed with public speaking with rhetoric theory."*

The activity at the share stage carried out by the account owner @hakimbicara was also felt directly by his followers. All the admitted that the educational content shared by @hakimbicara account has been able to help overcome difficulties in public speaking and has also succeeded in improving their public speaking skills.

"This account is very successful because there are many tips that can be used to improve public speaking with whatever our profession is because mas hakim's content is not always about how to be a good MC but also presents content about the public speaking of a public figure that we can emulate. This account also builds my confidence as a prospective teacher I need kak Hakim's content as a reference for presentations in class and answering questions in class." Arya said.

From this quote, it provides an answer that the public speaking education content presented by the @hakimbicara Instagram account has succeeded in becoming a source of information for its audience. this success is also supported by consistency in sharing content, which is important at the share stage which shows the information received by the public on the content shared on the @hakimbicara Instagram account.

Optimize, Luttrell said that influencers must understand what the public is talking about related to the topic being published in 2 ways: listen & learn, and take part in authentic communication. In an interview with Hakim A. Rahman as the owner of the Instagram account @hakimbicara has done these two things. Listen & learn, Hakim A. Rahman listens, studies and examines what kind of content is liked and evaluates content that does not get an optimal response.

"We analyze the content using the Instagram insight feature to determine the content that has the most engagement we will recreate. If last week's most engaged content was a surgical talk, then for next week we will make another one that is more booming. We also have to create interesting scripts, interesting editing, and create content that has a duration of under 10 seconds. Therefore, we have to condense the material into one video." Hakim A. Rahman said.

Then, in take part in authentic communication, @hakimbicara conducts two-way communication with its followers by knowing what the community is talking about especially the audience of the @hakimbicara Instagram account so that the content can be accepted.

"So far, the topic that has the most engagement is the surgical talk content, we know from insight analysis and from likes and comments. Well, we also have a strategy, namely by taking something viral, the second is to look for public figures who have a large fanbase so that when we mention it in our content, we can engage from their fans and followers." Hakim A. Rahman said.

Figure 4. Content of Talk Surgery

(Source: Instagram @hakimbicara)

This optimize stage is also felt directly by its follower, Lukman. In an interview with researchers, Lukman said that the messages delivered by the account were consistent and easy to understand.

"This account is consistent in posting and the content delivered is easy to understand and relatable to us with gen z children so the content is short, to the point and also provides tips and tricks, dos and don'ts," Lukman said.

In optimizing better content, @hakimbicara is committed to evaluating every week, so that the content production process will always be consistent and have new and fresh topics. This is a form of Rahman Hakim's concern for public speaking problems experienced by people with various professions.

Manage, at the manage stage, there are three things that must be considered : media monitoring quick response, and real-time interaction. Media monitoring in this case is carried out because there are changes every second in the media and is the next step taken to explore the issue. Based on the results of interviews with researchers, it was found that the Instagram account @hakimbicara uses Instagram features to evaluate uploaded content. Hakim A. Rahman has his own benchmark in measuring the success of content.

Quick response is an effort made on how to respond to incoming feedback on Instagram social media @hakimbicara quickly and precisely.

"I always reply to comments and Direct message even if it's just an emoticon. I also reply to direct message requests if they are still in context. I also have my own schedule for replying to comments and direct message, so I will definitely reply." Hakim A. Rahman said.

Figure 5. Response and feedback
(Source: Instagram @hakimbicara)

Then, in real-time interaction, which involves engaging in direct interaction in discussions, answering audience questions. In creating interactions with its audience, @hakimbicara also utilizes Instagram features such as Live Instagram, Question Box, Channels, Polls and others. Activities at the manage stage are also felt directly by followers of the @hakimbicara Instagram account. In an interview with researchers, Totti as a follower who is a Putra Lawu who feels the impact of the content created by @hakimbicara.

"Hakim not only shares content in the form of reels, carousels but also several times does Live Instagram which allows us to interact directly with kak Hakim. So we can QnA and be answered directly by him at that time." Totti said.

Engage, where influencers should be able to scrutinize influencer relations, as well as how to react to their audience. In this context, @hakimbicara needs to build good relationships with influencers who can help spread the message more widely. In addition, influencers must also understand their audience's needs and preferences in order to deliver relevant and engaging content. Therefore, @hakimbicara pays close attention to insights and comments to understand the needs and preferences of its audience.

"Besides analyzing through insights, I also pay attention to comments from my followers. Some have commented on how to close or open a presentation so that it's not boring. That can be my idea in creating content." Hakim A. Rahman said.

The efforts of the Instagram account @hakimbicara in reaching its audience by continuously creating public speaking education content consistently and attractively packaged to get engagement and insight from its audience. Not only that, Hakim A. Rahman also makes upload captions using Call To Action with the aim of inviting his followers to be able to listen, comment, like and save the uploaded content.

3.1.2   Challenges and obstacles in creating and delivering public speaking education content

In the implementation of the communication process, challenges and obstacles often arise that come from internal and external sources. Therefore, every obstacle needs to be accompanied by a solution. The informant provided information that hate speech cannot be prevented, but can be controlled. The @hakimbicara Instagram account has utilized the comment filter feature so that it can minimize negative comments in order to maintain a positive image in its educational content.

"The most important thing is consistency, because consistency includes many things, consistently scheduling, analyzing insights, uploading is very complex. The most important thing is to find ideas, because we need to think about whether this content will generate great engagement." Hakim A. Rahman said.

Based on the results of the interview above, consistency is key in conducting educational activities on social media. This is because there are many things to prepare and think about such as scheduling, researching content ideas, analyzing insights, editing and uploading content. However, the biggest challenge and obstacle felt by @hakimbicara is the process of finding ideas that are interesting and right on target in order to generate great engagement.

Based on the expression of the informant, maintaining the loyalty of viewers and followers is still a constraint because the Instagram algorithm is quite difficult to learn. In producing its content, @hakimbicara tries to be consistent and apply communication strategies regarding the use of interesting hooks and captions. In addition, @hakimbicara also applies a communication strategy by using spoken language written in writing so that the language read becomes informal and in accordance with young people.

"Technical obstacles and challenges are more about the recording process, because when creating content that is only 1 minute long but the recording process can run for hours until the storage is full, the cellphone is hot and lowbat. Because as a public speaker, I am required to be perfect in delivering public speaking education. Because if it's not perfect people will under estimate that this account is not professional to follow." Hakim A. Rahman said.

Based on the expression of the informant above, technical obstacles are also obstacles and challenges that need to be considered because it is also part of gaining audience trust. As an influencer who focuses on providing educational content, Rahman Hakim is required to be perfect in public speaking. Therefore, the content created is always done in detail and through in-depth insight analysis to produce public speaking educational content that can be well received by its audience.

3.2 Discussion

In public speaking education activities on Instagram social media, @hakimbicara uses the concept of The Circular Model of SOME popularized by Regina Luttrell. This model is widely used by social media users in designing digital communication strategies on social media. There are four aspects designed by Regina Luttrel, namely share, optimize, manage, engage. The account owner @hakimbicara has carried out these four stages on Instagram social media.

In the share stage, Luttrell emphasizes 3 things, participate in managing social media @hakimbicara as a medium for education with its audience. The @hakimbicara account as a media provider of public speaking educational content, determines its target audience in the youth segment and the general public who use Instagram as an educational reference. In persuading its audience,

@hakimbicara creates content in the form of carousels with minimalist editing and uses the right hook to attract audiences and reels that last 10 seconds or more.

Connect with audiences and how influencers attempt to have their content spark interaction. In an effort to connect with his audience, @hakimbicara responds to audience interactions by actively replying to comments and direct messages. Build trust, to build trust with its audience by consistently uploading content and making content updates in some periods by changing the concept of old content into something new in order to strengthen the trust of its followers that this account is a public speaking education media. This is an opportunity for an organization to establish connections, trust relationships and determine channels to achieve good interactions (Qorib, et al, 2021).

In the optimize stage, Luttrell said that influencers must understand what the public is talking about related to the topic published in 2 ways: first, listen & learn, @hakimbicara learns and examines what kind of content is liked and evaluates content that does not get an optimal response. The process utilizes the insight feature to determine the content that has the most engagement which can then be used as a reference to determine the content that will be created in the future. The @hakimbicara account implements the elements of listen and learn by using interesting taglines, hooks, and captions. besides that, it also uses editing and compaction of material to produce a short duration but still understand the content conveyed.

Then, take part in authentic communication @hakimbicara conducts two-way communication with its followers by knowing what the public is talking about, especially the audience of the @hakimbicara Instagram account so that the content can be accepted. The most likes and comments are obtained from the "surgical talk" content, so @hakimbicara uses a strategy by looking for something viral and looking for public figures who have a large fanbase so that they can get engage from their fans and followers.

Then, manage, Media monitoring in this case is carried out because there are changes every second in the media and is the next step taken to explore the issue. The @hakimbicara account has its own benchmark in measuring the success of content, namely through increasing the number of followers, viewers, likes, comments, shares and also saves. There are also comments that provide a reaction in the form of a positive impact after watching the content created by @hakimbicara.

Quick response is an effort made on how to respond to incoming feedback on Instagram social media @hakimbicara quickly and precisely. In replying to incoming comments and direct messages, @hakimbicara has a schedule for replying. The real-time interaction stage, in creating interactions with its audience, @hakimbicara also utilizes Instagram features such as Live Instagram, Question Box, Instagram Channel to learn public speaking so that learning can be more private.

In the Engage stage, @hakimbicara builds good relationships with influencers who can help spread the message more widely. @hakimbicara does content collaboration with several influencers who have the same focus in the field of public speaking education. Influencers have a role that can persuade someone and are able to convey interesting information, so that the message conveyed can be accepted and can be widespread and have an impact (Putri et al., 2023).

In conducting public speaking education activities on Instagram, @hakimbicara encounters obstacles in the form of comments that are out of context and tend to be hate speech. Therefore, @hakimbicara utilizes the comment filter feature to prevent negative comments. There are also obstacles in the form of maintaining consistency because there are many things to prepare and think about such as scheduling, researching content ideas, analyzing insights, editing to content upload activities. However, the biggest challenge and obstacle felt by @hakimbicara is the process of finding interesting and targeted ideas to generate great engagement.

4. Conclusion

Based on the results of this study, it can be concluded that the delivery of public speaking educational content on the Instagram social media account @hakimbicara utilizes the Circular Model of SOME theory. The @hakimbicara account provides educational content on public speaking in an optimal manner by uploading content in the form of photos, carousels, and reels. In building audience

trust, @hakimbicara actively manages and implements digital communication strategies to control and optimize the content uploaded, as well as utilizing the features available on Instagram. The @hakimbicara account also collaborates with influencers who have the same content focus in the field of education to influence and reach a wider audience. Based on these elements, there are aspects that have not been maximized in the management of the @hakimbicara social media account, namely consistency in content research, editing, and scheduling. @hakimbicara also faces challenges in the form of comments that are off-topic and tend to be hate speech. Therefore, since it cannot control incoming comments, @hakimbicara utilizes the comment filtering feature to prevent negative comments.

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