

Social Media Management of the Instagram Account @sdmuhammadiyahparakan Using the Circular Model of Some Approach in Building Relationships with Parents for the 2024- 2025 Period

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ABSTRACT

Keywords

Social Media; Instagram; The Circular
Model of Some; Parent-
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Influencer In the digital age, social media has become a potential tool for schools to convey information and establish communication with parents and the community. Unfortunately, many elementary schools are still unaware of the importance of maximizing the use and management of social media to build relationships with parents. Meanwhile, SD Muhammadiyah Parakan utilizes Instagram as a digital communication medium to convey information and establish relationships with parents. This study aims to describe and analyze the management of SD Muhammadiyah Parakan's Instagram account in building relationships with parents' period 2024- 2025 using The Circular Model of Some approach. The research method used is qualitative descriptive with data collection through documentation and in-depth interviews with the Head of the Media Division of the elementary school, the Instagram Admin of SD Muhammadiyah Parakan, and the parents of the elementary school students. The results of the study prove that SD Muhammadiyah Parakan has implemented digital communication management based on The Circular Model of Some through its Instagram account @sdmuhammadiyahparakan. In terms of share, Instagram is the main medium for sharing school information about teaching and learning activities and student achievements, thereby generating active interaction with parents. In terms of optimize, content is maximized using photography, videography, and structured, characterful narrative texts, accompanied by the use of Instagram features. In terms of manage, team coordination and cooperation are fairly organized, but are still constrained by the team's main responsibility as teachers and the lack of a dedicated platform for social media management. In terms of engage, the school has involved students, parents, and news media through comments on posts, direct messages, and the content production process. This strategy has the potential to actively and massively build relationships with parents, although the school is still not optimal in managing the workflow and performance of the creative media team.

1. Introduction

Elementary schools play an important role in shaping children's values, character, and basic knowledge because at this time, children are in their golden age (Agustina et al., 2025). Based on the United Nations' Sustainable Development Goals (SDGs), education is the key to change.

Education empowers individuals to acquire the knowledge, values, and skills necessary to make responsible decisions and take responsible actions for the future (Shih-Yeh Chen et al., 2026)

To realize these values, educational success depends not only on curriculum design and the quality of teaching and learning, but also heavily on active parental involvement (Mahmood et al., 2022). Parents not only provide material support but also serve as key partners in creating a positive learning environment, both at home and at school (Widianto, 2023).

Therefore, elementary schools as educational institutions need to be aware of the importance of actively and extensively building relationships with parents. Unfortunately, in some findings, there are still schools with weak communication systems with parents. Hardianto (2022) mentioned that some schools often consider parental participation merely as ceremonial activities, such as attending parent-teacher meetings or celebrating major holidays, without providing them with greater involvement. There are many primary education institutions that still do not have structured strategies or programs designed to support the role of parents. Furthermore, there is no programmed, comprehensive, and systematic model for parental involvement in elementary school learning. Parents have not been actively involved in the implementation of learning programs at educational institutions, and they cannot participate directly due to time constraints (Kadir, 2023).

The author found 4 previous studies that serve as the foundation for the research background. The first study by Hardianto (2022) is titled "Analysis of the Blended Participatory School-Parent Partnership Program and Model." This quantitative research aims to determine the participation of parents in attending parent classes and to evaluate the needs for school-parent partnership programs in elementary schools. The sample consisted of 334 parents of students from 10 elementary schools located in 5 districts in Yogyakarta. The research results indicate that parental participation in the parent class program is still very low: 19% never attend, 36% rarely, 31% often, and only 14% always. Parents have not yet actively participated in the implementation of the learning program in the educational program. The recommendation from the researchers is a flexible blended participatory partnership model that operates both synchronously and asynchronously, which can serve as an alternative for schools in building parental participation through the use of digital media. However, this research has not yet explained the digital management of the model to foster parental participation.

The second study by Hardianto (2025) titled "Redesigning School-Family Partnerships in The Digital Era: A Study of Parental Preferences in Primary Education in Indonesia." This study investigates how school-family partnerships have changed as a result of digitalization and the role of parents, especially millennial parents. Based on Epstein's framework and the theory of parental involvement, data were collected from 334 parents living in five districts/cities in Yogyakarta through a quantitative descriptive survey method. The results show that 98.8% of parents face a rigid school schedule, while 94.3% prefer asynchronous digital communication methods, such as messaging platforms and learning management systems. 89.1% of parents support the integration of digital tools to enhance accessibility and facilitate collaboration. Considering the unique characteristics of millennial parents, this research introduces a responsive and participatory mixed methods approach. This concept emphasizes adaptability, inclusivity, and the strategic utilization of existing information and communication technology infrastructure to enable significant engagement.

The third study is conducted by Meli Agustina et al. (2025b) titled The Strategic Role of Public Relations Management in Increasing Parental Participation at SD Negeri 1 Baktiseraga. The purpose of this research is to explain the communication methods used by SD Negeri 1 Baktiseraga to encourage parents to actively participate in the educational process. This research involves the principal, teachers, and parents using a qualitative case study approach. The results show that digital media such as WhatsApp groups, regular meetings, and participation in school activities are the main ways to communicate. Meanwhile, the research findings indicate that there are still poor digital literacy and documentation activities, which pose several problems for the educational staff at the school. This study emphasizes that flexible and structured communication is crucial for enhancing cooperation between schools and parents.

The fourth study was conducted by Trilestari et al. (2024) titled "Circular Model of SOME in MYLK Corporate Communication on Instagram Social Media." This study aims to understand how MYLK's corporate communication is increasingly prominent on Instagram social media. The research employs a qualitative method by collecting data through observations of the Instagram media @mylk.almond and interviews with MYLK's social media manager. The data obtained from the analysis uses the circular model of SOME. The results of this study indicate that the social media @mylk.almond, used as a corporate communication tool, has nearly implemented a circular model in the management of its Instagram social media. Where social media serves as a means of communication within the company, thereby influencing the company's image or reputation. The company can be seen from the increasing number of followers and also from the way followers interact. who provide reviews and feedback after purchasing products on social media such as Instagram stories and increased insights on Instagram @mylk.almond.

Based on the four studies above, they can serve as the main foundation for a collective urgency to dissect the issues surrounding the cases regarding digital communication strategies in elementary schools to foster parent relationships. Some of the studies indicate that several elementary schools have implemented communication strategies in general but have not yet been able to apply digital communication strategies that incorporate good visual communication design, one of which is optimizing elements such as photography and graphic design as methods that have the potential to produce different perspectives on digital communication strategies. Additionally, these methods could potentially expand the existing paradigm in terms of digital communication theory.

Over the past three decades, advancements in new media technology have led to the proliferation of media channels, resulting in a media environment with many (Bennett & Lyengar, 2008 dalam Lee (2016). Society in the present era is supported by new communication and information technologies, thereby transforming into a more modern communication model (Huang et al., 2016).

Similarly, the phenomenon of school-family partnerships has changed as a result of digitalization and the role of parents, especially millennial parents. As Hardianto (2025) findings indicate, 94.3% prefer asynchronous digital communication methods, such as messaging platforms and learning management systems. 89.1% support the integration of digital tools to enhance accessibility and facilitate real-time collaboration.

In the effort to develop digital communication, SD Muhammadiyah Parakan is quite aware and responsive to this phenomenon. SD Muhammadiyah Parakan began optimizing the use of Instagram accounts as part of building relationships with parents since December 2024. Instagram is a public space that allows users to collaborate in social discussions, both local and international, which impact their perceptions and decisions on various issues. With its global reach, Instagram allows more people to access information, thereby increasing public participation (Anugrah Wiguna et al., 2025). Instagram has the potential to become a very important tool in the life and development of Generation Z in the digital world (Sikumbang et al., 2024).

One significant achievement can be observed based on the reach and positive response from the community in the posts on the SD Muhammadiyah Parakan Instagram account as follows.



Figure 1. The total number of followers and views on the IG account of S Muhammadiyah Parakan
Source: <https://www.instagram.com/sdmuhammadiyahparakan/> (Accesed on January 21, 2026)



Figure 2. Comments and the number of likes from the community on the Instagram post of SD Muhammadiyah Parakan.
Source: <https://www.instagram.com/sdmuhammadiyahparakan/> (Accesed on January 21, 2026)

Based on the two images, it can be seen that the school had the highest number of followers from December 2024 until November 22, 2025, with a total of 10.8 thousand followers and received positive comments from the community.



Figure 3. Comments and the number of likes from the community on the Instagram post of SD Muhammadiyah Parakan.
Source: <https://www.instagram.com/sdmuhammadiyahparakan/> (Accesed on January 21, 2026)

Since December 2024 until now, the Instagram account of SD Muhammadiyah Parakan has received many positive reviews from Instagram media, especially from the accounts @taubatters and @kampuszone. The post was accompanied by positive comments from Instagram users.

Those facts and statements can serve as a point of excellence and attract public attention to SD Muhammadiyah Parakan as a school that keeps up with the developments in information and communication technology. Therefore, comprehensive and scientific research is needed

to understand the implementation process of the digital communication strategy of the SD Muhammadiyah Parakan Instagram account in building relationships with parents.

The research gap arises because there are still few studies that highlight the management of digital communication on Instagram accounts at the elementary school level to build relationships with parents. However, in the current era of digitalization, the use and management of social media accounts, especially Instagram, have become an important means for an institution to establish relationships with the public, particularly parents as school stakeholders. This research offers novelty by examining the management of the Instagram account of SD Muhammadiyah Parakan through digital content management and interactions used to build relationships with parents. Therefore, this research is important for understanding the management of digital communication on the Instagram account of SD Muhammadiyah Parakan in building relationships with parents.

2. Method

This research uses a qualitative research type. Qualitative research is a research method that produces descriptive data, including written or spoken words obtained from individuals and participants observed in their daily environments. The methodology in this research uses descriptive research. The descriptive method serves as an approach to study a group of people, objects, conditions, systems of thought, or categories of events in the present era.

The qualitative descriptive approach is applied to describe and examine how digital communication management at SD Muhammadiyah Parakan is conducted in delivering information and building relationships with students' parents through the processes of observation, interviews, and document collection. The main focus of this descriptive research is to produce structured descriptions, visualizations, or representations based on accurate facts about events, characteristics, and the relationships between the aspects being studied. Data collected through descriptive qualitative methods are elaborated through textual descriptions, visual representations, and non-numeric forms.

The data obtained can come from interview transcripts, field notes, photographs, audio recordings, personal documents, notes, memos, and various official documents (Lexy J. Moleong, 2018). This research was conducted at SD Muhammadiyah Parakan, located at Jl. Raya Kedu - Parakan KM 2, Kalisat, Sawah, Gandurejo, Kec. Bulu, Kabupaten Temanggung, Central Java 56253. Data collection techniques were carried out through in-depth interviews and document studies. Interviews were conducted with 3 informants, namely the Head of the Creative Media Division of the Elementary School, the Admin of the Instagram account @sdmuhammadiyahparakan, and a parent. Document studies were conducted by reviewing the Instagram account @sdmuhammadiyahparakan, the school profile, and the data resulting from the analysis by the school's creative media team.

The data that has been obtained is then analyzed through three stages, starting from data reduction, data presentation, and drawing conclusions. At the data reduction stage, the researcher selects relevant information that is focused on the study, namely the management of digital communication for the Instagram account @sdmuhammadiyahparakan. In the second stage, the data is organized and presented in the form of text and visual data to elaborate on the series of data that can answer the research questions. The final stage is drawing conclusions based on the analysis and interpretation of each finding. In addition, the researcher used data triangulation techniques by comparing the results of the analysis to ensure that the obtained data is more valid and accurate and represents the reality of communication more objectively so that in the conclusion stage, the research questions can be answered concretely (Susanto et al., 2023).

3. Result and Discussion

3.1 Presenting the Results

Data analysis from in-depth interviews with the creative media team coordinator, the admin of the Instagram account @sdmuhammadiyahparakan, parents, and documentation from the Instagram account @sdmuhammadiyahparakan.

SD Muhammadiyah Parakan was established in 2000 by the Muhammadiyah Parakan Branch Leadership. As time goes by, SD Muhammadiyah Parakan continues to develop in order to realize its vision and mission of quality education, including the creation of social media accounts in 2018 starting from Facebook, YouTube, WhatsApp, TikTok, and Instagram. Now, the school continues to develop its social media platforms as times change. One of them is related to the management of Instagram, which since 2024 has been regularly publishing school programs and activities on its Instagram account.

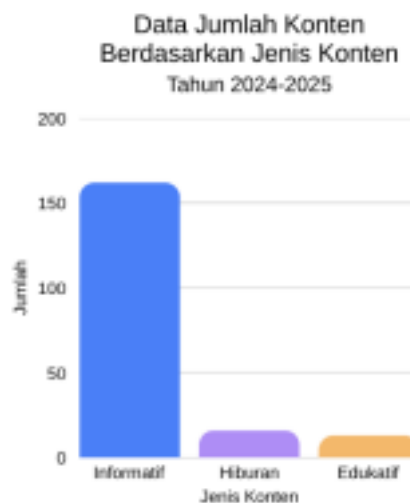


Table 1: Content Data @sdmuhammadiyahparakan Based on Content Category
(Source: @sdmuhammadiyahparakan Instagram Account)

The researcher observed that the Instagram account @sdmuhammadiyahparakan had 191 posts between 2024 and 2025. The researcher categorized these 191 posts based on the type of message they conveyed: informative, educational, and entertaining. Based on the research findings, out of the 191 posts, 162 were informative, 16 were entertainment-oriented, and 13 were educational. This data demonstrates that the elementary school is quite active in disseminating informative content. This constitutes the first key finding: the dissemination and sharing of messages are carried out by the creative team at SD Muhammadiyah Parakan via Instagram. The types of messages or content shared include daily teaching and learning activities at school, school facilities, major school events such as art performances, graduation ceremonies, and student creativity, student achievements and accomplishments, school programs, and information on new student admissions. The goal is to introduce the school's profile and activities to parents and the community.

"Our task as the creative team is to document and publish various school activities and programs. We often also conceptualize the series of events to align with the publication materials. The types of content we usually create include teaching and learning activities, school facilities, major school events such as art performances, graduations, and student creativity, student achievements and accomplishments, school programs, and information on new student admissions." (in an interview with Muhammad Arfian Hariz, Coordinator of the Creative Team, on February 23, 2026).



Figure 4. Example content that publishes students' achievement accomplishments. (Source: <https://www.instagram.com/sdmuhammadiyahparakan/> Accessed on Januari 8, 2026)

Instagram was chosen as the main platform for message distribution because it is seen as a popular platform with the most users among the general public and parents in particular. SD Muhammadiyah Parakan shares its messages in the form of photos, videos, and written content through the feeds, reels, and story features, making the messages easily accessible and well-organized, as quoted from an interview with Suci Rahmawati.

"Since a long time ago, I used to get school information from Facebook and friends, but because Instagram has more users, I eventually created an account and switched to looking for information on Instagram." (in an interview with Suci Rahmawati, a parent, on February 23, 2026).

"I see the phenomenon of viral and good Instagram accounts for elementary schools, so they can become more well-known." This school is known not only within the district but also nationally because of its good photos, which many people share, including the media. I agree that our elementary school should create content on Instagram extensively, so that others can know about the activities of the students at the school. Therefore, it is very important for the school to have an Instagram account to keep up with the times, as Instagram has become our favorite platform for seeking information. (in an interview with Ima Sofi Ardhi, a parent, on February 23, 2026).

Based on the interview results with Suci Rahmawati and Ima Sofi Ardhi as parents, it can be explained that Instagram has become an easily accessible platform for exchanging information and messages, especially since almost every parent nowadays has a personal Instagram account. Therefore, the process of searching for various information is usually done through Instagram, including information about their children who are students at SD Muhammadiyah Parakan. Parents also respond quite positively when SD Muhammadiyah Parakan is active in sharing information on Instagram, making it easier for parents to interact and communicate with the school.

The second finding can be demonstrated through the use of photo, video, design, and text elements. The results of document observation and interviews show that the account has undergone a transition from year to year, starting from 2024 to the present, continuously improving its visual quality.



Figure 5. Content uploaded in 2024

(Source: <https://www.instagram.com/sdmuhammadiyahparakan/> Accessed on Januari 8, 2026)

Based on the image above, we can observe that the content uploaded in 2024 is already informative, but the style and character are still stiff, formal, and dominated by design elements rather than photo elements.



Figure 6. Content uploaded in Januari - Februari 2025

(Source: <https://www.instagram.com/sdmuhammadiyahparakan/> Accessed on Januari 8, 2026)

As time went by, SD Muhammadiyah Parakan began to maximize Instagram content since January 2025, as seen in the 4 images above. In this phase, the creative media team continued to improve the quality of the content in terms of editing, color, and the concept or style of the content that prioritized photo and text elements.

"In 2024, our content concept was still like that of a typical school, then by the end of 2025, it began to transition in terms of concept and content ideas, especially since February 2025, which saw changes in color and visual character." Finally, on September 22, 2025, we saw an increase in reach for the "Rayakan Hari Ini, Esok Berprestasi Lagi" content. This content had a wide reach and was widely reported by various media outlets, so we decided to continue that style" (in an interview with Muhammad Arfian Zubair, Coordinator of the Creative Team, on February 23, 2026).

Basically, the creative media team optimizes photography techniques by adapting graduation photo techniques with a more conceptual character, a free-spirited and relaxed style, while still prioritizing ethics. Additionally, the design of concepts and content techniques is more structured with a more expressive, natural style, and uses storytelling techniques in creating narratives and captions.

"The creative process of Instagram content, especially photos, starts from the idea and technique of graduation photos, which are then adapted into school content" (Interview result with Muhammad Arfian Hariz, Coordinator of the Creative Team on February 23, 2026).



Figure 7. Content uploaded in October-December 2025 shows an improvement in visual quality (Source: <https://www.instagram.com/sdmuhammadiyahparakan/> Accessed on Januari 8, 2026)

Based on the image above, it can be seen that the content appearance during the period of October December 2025 experienced an improvement in visual quality, starting from photography techniques, text, colors, and design. The content is more dominated by photo elements, which are then supported by text, photo editing, and neatly arranged graphic design.

During the same period, the Instagram account @sdmuhammadiyahparakan not only relied on the quality and quantity of content but also utilized Instagram features such as adding songs to posts, reels, hashtags, carousels that can upload up to 20 pieces of content, and highlights.



Figure 8. The appearance of Highlights, Stories, and Reels on the Instagram account @sdmuhammadiyahparakan.

(Source: <https://www.instagram.com/sdmuhammadiyahparakan/> Accessed on Januari 8, 2026)

Based on the image above, the Instagram account @sdmuhammadiyahparakan maximizes Instagram features such as the question column in stories, reels, and highlights to optimize publication and interaction with the public, especially parents. Of all the features, feeds are the feature or medium for uploading content that is prioritized by the creative team in publishing school activities and programs because, in terms of reach, comments, and views, feeds content achieves the most engagement.

"We create content in various forms, such as photos or videos. The goal is to prevent the public from getting bored when viewing our content. However, the feature we prioritize is Instagram feeds because feeds are the main feature visible on our account and we can upload in photo or video format." (in an interview with Muhammad Arfian Hariz, Coordinator of the Creative Team and Instagram Account Admin, on February 23, 2026)

The third finding is that SD Muhammadiyah Parakan has a fairly structured composition and workflow from the creative team, with the number of members divided into 4 people: coordinator, graphic designer, photographer and videographer, and videographer specifically for reels. In the content creation process, the team starts with content planning such as idea discussions, creating briefs, and content scripts. Then comes the execution stage, where they capture images according to the predetermined briefs and scripts. Next is the post-production stage, which involves editing and posting.

"Ideas and concepts are designed directly by the coordinator, and then the team members follow the instructions. But sometimes ideas can also be developed and discussed together, both by the coordinator and the members." As for major events, we discuss the ideas and concepts well in advance. During the content creation process, we write the concepts and ideas in detail on paper, so that during implementation, we are not confused about finding ideas again. We were also given the space by the principal to explore ideas and content creation." (in an interview with Muhammad Arfian Hariz, Coordinator of the Creative Team and Instagram Account Admin, on February 23, 2026).

Unfortunately, the creative team does not yet have a target number of content pieces and a written timeline for content production because the members of the creative team are essentially teachers. They still have to prioritize their responsibilities as teachers and then allocate the remaining time as media members, which sometimes leads to time management and prioritization issues, resulting in the timeline and content production still being adjusted to the teaching schedule.

"Regarding the schedule and number of content uploads, we do not dare to set a target for content production because we are still hindered by our primary responsibility, which is teaching." "But we can ensure that 2-3 pieces of content are uploaded within a week." (in an interview with Muhammad Arfian Hariz, Coordinator of the Creative Team and Instagram Account Admin, on February 23, 2026).

The management of content production by the creative team of SD Muhammadiyah Parakan has not yet been integrated with the social media management platform. Therefore, there is no written evidence such as a content planner file used to organize the flow and schedule of content production. The tools and applications used in the editing or post-production process are Adobe Photoshop and Lightroom for photo editing, Canva for graphic design, Capcut, Adobe Premiere Pro, and Da Vinci Resolve for video.

The fourth finding is that @sdmuhammadiyahparakan was found to collaborate with parents, students, news media, and local Muhammadiyah branches. SD Muhammadiyah Parakan is quite aware of the importance of involving parents in the implementation of school programs and content. The forms of involvement can include interactions in the comment sections of posts, sharing school content, providing feedback and suggestions, and supporting educational program materials for children. Interaction is also fostered because the admin @sdmuhammadiyahparakan can respond to various comments quickly and attentively.

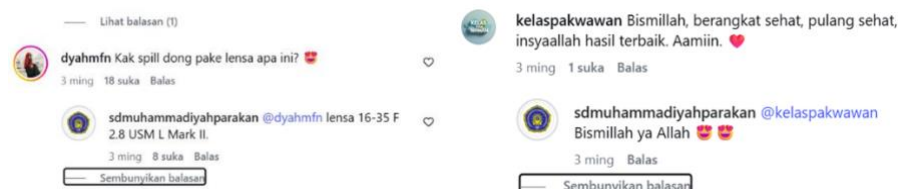


Figure 9. Response from the Admin of Instagram @sdmuhammadiyahparakan to the public
(Source: <https://www.instagram.com/sdmuhammadiyahparakan/> Accessed on Januari 8, 2026)

In addition, the school also involves students in the content production process, ranging from photo, video, and graphic design content as talents. This has resulted in an increase in student enrollment interest and parents' willingness to send their children to school more than once, usually accompanied by siblings, whether older or younger.

"Since we have been regularly interacting and publishing on social media, we have seen an increase in the number of applicants in the first wave of new student admissions, totaling 100 prospective students. Compared to the total number of applicants in 2025, which was only 134." Another thing that proves the loyalty of parents is enrolling their children, from the eldest to the youngest." (in an interview with Muhammad Arfian Hariz, Coordinator of the Creative Team and Instagram Account Admin, on February 23, 2026).

The massive publication of content on Instagram affects the implementation of offline school programs. One of them is the Parent-Teacher Association (IKWAM) program. The program generally serves as a gathering for parents once per semester, featuring a series of activities for socializing school services and parenting education. The number of attendees in 2025 reached 60-70 percent over the last two semesters. That became a moment of increased attendance of parents in the school program.

"Every semester, we create the IQWAM program, an event held for each class on weekdays. The attendance rate is estimated to be 60-70 percent. One memorable moment from an IQWAM event was when a parent came up on stage to express gratitude for our dedication as teachers, which moved us deeply." (in an interview with Muhammad Arfian Hariz, Coordinator of the Creative Team and Instagram Account Admin, on February 23, 2026).

In addition to parents and students, the school also collaborates with news media and Muhammadiyah institutions to increase audience content reach.

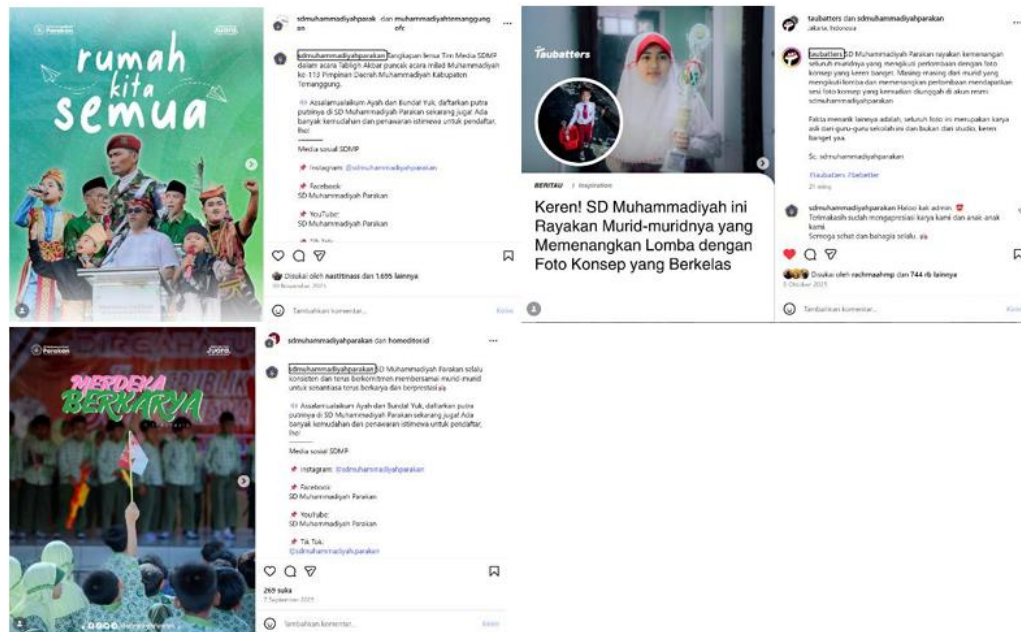


Figure 10. Three pieces of content in collaboration with the media @taubatters, @homeditor.id, and the Muhammadiyah organization @muhammadiyahatemanggungofc (Source : <https://www.instagram.com/sdmuhammadiyahparakan/> Accessed on Januari 8, 2026

3.2 Create a Discussion

Discussion of research results using The Circular Model of Some theory by (Regina Luttrell, 2025). In this theory, it encompasses 4 aspects: Share, Optimize, Manage, and Engage. Here are the results and discussion of the field findings based on The Circular Model of Some.

3.2.1 Share Aspect

The dissemination of information is used to identify the types of content, media, and recognize the audience, understand the types of networks used, and determine what kind of message needs to be conveyed. Social media practitioners play an important role in understanding interactions with their customers. This provides an opportunity for institutions to collaborate, build trust, and find relatable ways to interact. Communicators need to understand social media management. Sharing refers to the dissemination of content from one individual to another through the social networks possessed by that individual, such as the internet or mobile social network technology.

Based on the findings, SD Muhammadiyah Parakan has implemented the Share stage by identifying the target audience, namely parents as the primary audience and the community as the secondary audience. The school understands the process of message delivery and shares it regularly, making SD Muhammadiyah Parakan a school that actively interacts with parents.

The main types of content shared are teaching and learning activities and student achievement. Additionally, there is content such as school facilities, art performances, graduations, student creativity programs, and information on new student admissions, aimed at introducing the school's profile and activities to parents and the community.

Seeing the massive phenomenon of Instagram account users, especially parents of students in the current era, which includes the millennial generation, the school's creative team prioritizes Instagram as the main platform for delivering information and publications. This strategy has made it easier for parents to stay informed about their children's activities and to interact directly with the

school, not only through direct messages and comment sections on Instagram but also expanded through the school's WhatsApp contact listed in the account bio.

3.2.2. Optimize Aspect

In the Optimize aspect, it means that practitioners not only know the various types of messages to be conveyed but also understand the strategies for those messages to be maximally accepted by the audience. The research results show that the management of the Instagram account @sdmuhammadiyahparakan's social media is optimized through the use of photo, video, design, and text elements. The results of document observation and interviews show that the account has undergone a transition from year to year in terms of content quality and quantity. The creative team not only identifies the messages they want to convey but also understands the importance of packaging these messages so that the public is more interested in the content, prioritizing visual elements.

The transition and development of visual content quality were evident before December 2024, which was already informative but still appeared stiff, unstructured, and lacking character. In January until February 2025, there was an improvement in the style of text and photos, becoming more relaxed and paying attention to the layout of elements, making it more comfortable to read, although some content still appeared unstructured. Finally in October until December 2025, @sdmuhammadiyahparakan experienced visual development that prioritized conceptualized and structured photo techniques, complemented by a playful writing style, design, and photo editing, with a neater layout.

Similarly, the optimization of the Instagram platform using various available features such as bio links, highlights, story question columns, reels, and feeds makes it easier for @sdmuhammadiyahparakan to share a variety of content, while also enhancing the potential for wider reach and content performance. This is because Instagram will essentially distribute content that utilizes its features to a broader audience or consistently use the same features.

3.2.3 Manage Aspect

In the aspect of Manage, social media practitioners need to understand the stages, systematics, and flow of content and account management. This is because to run an agency's publication system, a directed understanding of management is necessary so that the message delivery process is more organized and structured, similar to the use of social media management platforms or applications.

Based on the findings, the creative team of SD Muhammadiyah Parakan has a fairly structured workflow with task distribution among 4 members. Starting from graphic designers, photographers and videographers, reel-specific videographers, and editors who also serve as coordinators. In addition, the division of labor within the team still has to share it with other tasks such as admin and editing, which leads to potential overlaps in task assignments.

Similarly, the content creation process, although relatively organized with 2-3 pieces of content uploaded per week, still lacks a dedicated platform to manage the workflow and content production system, which could serve as written evidence to facilitate monitoring and evaluation of the creative team's content production.

The reason is that each member of the creative team still holds the primary responsibility as a teacher, which becomes an obstacle in the allocation of time and tasks, affecting the performance of the content. From a management perspective, this situation is categorized as not ideal, considering that each member is both a teacher and a member of the creative team, who of course cannot abandon their duties in teaching activities.

3.2.4 Engage Aspect

In the Engage aspect, SD Muhammadiyah Parakan is quite helped by the consistency and quality of the uploaded content, which then becomes the main material to generate interaction and involvement of parents with the school.

The Instagram account @sdmuhammadiyahparakan has been found to have collaborated with parents, students, news media, and branch Muhammadiyah institutions. SD Muhammadiyah Parakan is quite aware of the importance of involving parents in program participation and school content. Forms of involvement can include interactions in the comment sections of posts, sharing school content, providing feedback and suggestions, and supporting children's educational programs. Forms of interaction are also created because the admin @sdmuhammadiyahparakan can respond to various comments quickly and promptly.

The findings of this research emphasize that the management of the Instagram account of SD Muhammadiyah Parakan is quite open in its engagement as an educational institution with external parties that are relevant or aligned with its vision and mission. This has significant potential to foster engagement and long-term relationships between the school, parents, and relevant parties.

4. Conclusion

Based on the discussion that has been elaborated, it can be concluded that the management of the Instagram account @sdmuhammadiyahparakan is in accordance with The Circular Model of Some Regina Luttrell's Theory (2015) as stated in her book titled Social Media. This model includes 4 stages: Share, Optimize, Manage, and Engage.

Analysis and research based on these four aspects revealed that "Share" was the aspect most actively implemented by the creative team at SD Muhammadiyah Parakan to build relationships with parents. In the "Share" aspect, Instagram served as the primary platform for sharing school information regarding learning activities and student achievements, thereby fostering active engagement with parents. In the Optimize aspect, content is maximized through photography, videography, and structured, character-driven narrative text, accompanied by the use of Instagram features. In the Manage aspect, team coordination and collaboration are fairly organized, but are still limited by the team's primary responsibilities as teachers and the lack of a dedicated platform for social media management. In the Engage aspect, the school has involved students, parents, news media, and Muhammadiyah institutions through post comments and the content production process. This strategy has the potential to actively and extensively build relationships with parents, although the school has yet to optimize its workflow and the performance of the creative team. The management of the @sdmuhammadiyahparakan social media account in the Engage aspect needs to be further maximized, considering the absence of a specific program to establish digital relationships with parents that foster long term loyalty and engagement.

The results of this research provide evidence of the urgency in developing basic education through the use of social media, thus necessitating further in-depth study through other methods or theories. This finding emphasizes the importance of managing elementary school social media accounts as an integral part of developing the education sector.

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