SOCIAL MEDIA ENGAGEMENT IMPROVEMENT TRAINING FOR CHILD-FRIENDLY INTEGRATED PUBLIC SPACE (RPTRA) OFFICERS OF THE DKI JAKARTA PROVINCIAL GOVERNMENT

Catur PRIYADI[1*], Nurul Fadzar SUKARNI[2]

[1,2] University of Prof. Dr. Moestopo (Beragama), Jakarta, INDONESIA
[*]caturpriyadi11@gmail.com

ABSTRACT

The rapid growth of digital trends and increasing competition within the DKI Jakarta Provincial Government highlight the importance for RPTRA to adopt innovative social media strategies. This study focuses on training RPTRA personnel to create visual content for social media platforms that effectively deliver information on public facilities and activities. With the dominance of visual communication in current information consumption, social media provides opportunities to strengthen organizational identity through photos, videos, and graphic designs. Using a qualitative descriptive method, the research aims to explore participants' experiences and contextual understanding during training sessions. Data were collected through participant involvement to capture in-depth insights into behavioral changes. The training emphasized practical skills in managing RPTRA's social media accounts, enabling personnel to present accurate, engaging, and useful content for the community. Results show that participants became more capable of applying creative visual strategies and consistent branding. This initiative represents a concrete step toward enhancing communication between the DKI Jakarta Province PPAPP Service and the community, strengthening public engagement, and aligning with digital era demands.

Keywords: Media Sosial, Enggagment, Child-Friendly Integrated Public Space

1. INTRODUCTION

In accordance with the Regulation of the Governor of DKI Jakarta Province Number 196 of 2015, the purpose of RPTRA is to help local residents, especially women and children who live in densely populated areas. Child-Friendly Integrated Public Spaces (RPTRA) contain social elements, so that RPTRA can also be used by all levels of society.(Marbun & Rustanto, 2024). In the development of RPTRA, the RPTRA construction process involves local residents, such as park maintenance managed by PKK mothers. RPTRA positions residents as park owners, not just park enthusiasts. So that RPTRA as a public space that provides opportunities for every citizen to play a role as a bearer of public opinion in a public space that was established together (Laksana & Hidayati, 2024). RPTRA can function as a community center because RPTRA is built near local residential areas. Some activities carried out by RPTRA in the South Jakarta area include: regular art performances, affordable food programs, implementation of environmental pillar work programs such as; abnon, dance coaching, arts and culture training and also improving the quality of the local community. (Syaghofa & Iradianty, 2022)

Several activities and trainings held at the Jakarta RPTRA are not only local but also city-wide. These include training on the use of social media for residents, empowerment of independent workers, public speaking training, watching movies together, and others. Citizen participation is essential to ensure that programs and activities implemented by the RPTRA are in accordance with established plans. Participation is the role of the community in designing, implementing, and being accountable. (Alprita, Ridwan, & Priyadi, 2023)Participation requires contributions to group interests or goals, as well as mental and emotional involvement. It explains that citizen participation improves social well-being among both adolescents and adults. Social well-being is defined as an individual's assessment of their social relationships, how others react to them, and how they interact with the community and social institutions (Diniati, Sutarjo, & Primasari, 2024)

Currently, the internet has spread rapidly throughout the world, including Indonesia. This development has brought significant changes in the way people communicate, obtain information, and conduct business. Advances in digital technology enable various activities to be carried out more efficiently. Modern society as a whole has benefited greatly from technology, particularly information and communication technology, which has offered various

conveniences and advantages in daily life (Diniati et al., 2024). Changes in information consumption patterns have also strengthened the position of social media. People now tend to access information from sources that are easily accessible, interactive, and available in real time. This has caused traditional media such as newspapers, television, and radio to begin to shift in role, replaced by digital platforms such as news websites and social media(Ariane et al., 2025).

One of the biggest impacts of technological and internet developments is the emergence of social media as a primary platform for digital communication and marketing. Social media has transformed the way people interact, share information, and build social networks. Platforms like Instagram, TikTok, Facebook, Twitter, and YouTube have become an integral part of people's lives, for both personal and business purposes. According to the We Are Social report, by 2025, of Indonesia's 285 million population, 212 million will be internet users, and 143 million social media users will be registered as such by February 2025 (Moestopo, 2022) Visual content plays a central role on Instagram. Every post in an Instagram feed is always accompanied by visual elements, whether in the form of photos, videos, illustrations, or graphic designs. This demonstrates that the success of a message on Instagram is largely determined by the quality of the visuals displayed. In the context of marketing communications, visuals serve not only to attract attention but also as a representation of brand identity, values, and a strategy for building emotional connections with audiences. (Jurnal, Administrasi, Publik, & Prof, 2022)

In addition to visual aspects, interaction with audiences through social media content is also a factor that needs to be considered in digital marketing strategies. The more interactions a piece of content receives (through likes, comments, and shares), the greater its chance of gaining wider exposure. This can increase brand awareness organically and create a viral effect that impacts increased purchasing interest. In this case, the strategy of using user-generated content (UGC) can also be an effective way to increase consumer engagement and trust in a brand (Alprita et al., 2023) Furthermore, the Instagram algorithm also plays a role in determining the extent to which content can reach its audience. Content that receives a lot of interaction tends to be prioritized in other users' feeds, so the higher the engagement, the greater the brand's potential for wider recognition. Therefore, understanding how the Instagram algorithm works and how to optimize visual content to suit the algorithm is a very important strategy for brands in increasing visibility and competitiveness (Alprita et al., 2023)

In RPTRA activities, the decision to use public space facilities is often influenced by lifestyle trends and aspirations displayed by brands in their social media content. Therefore, brands that are able to create content that reflects the aspirations of their target audience will be more effective in attracting attention and building closer relationships with consumers. Social media influencers are also a strategy often used to increase content appeal and brand credibility in the eyes of citizens. Collaboration with MSMEs or public figures who align with RPTRA values can help increase brand awareness and create emotional connections with the audience (Firdiyanti, Andriani, & Priyadi, 2025) In the context of RPTRA, attractive visual content in social media feeds has the potential to increase brand awareness by attracting attention (attention) and building interest (interest) of potential consumers. If residents are interested, they will seek further information (search), which can lead to purchasing decisions (action) and the potential to share the training participants' experiences on social media (share). In line with these findings, this training aims to analyze the influence of visual content on RPTRA social media on the brand's interest in visiting residents using RPTRA facilities. This study will examine how visual elements in social media can shape brand image and encourage residents to utilize RPTRA facilities for social activities. By understanding the role of visual content in social media utilization, it is hoped that the results of this training will provide insights for RPTRA members in developing more effective visual strategies to strengthen brand awareness and increase residents' interest in using RPTRA facilities (Priyadi, 2024)

With the development of digital trends and the increasingly competitive DKI Provincial Government, it is important for RPTRA to continue adapting to more creative and innovative social media strategies. Therefore, this training aims to apply social media in creating visual content on RPTRA accounts to provide information to residents regarding social facilities and activities. effective social media to reach audiences visually and emotionally. With a high number of active users in Indonesia, this platform provides ample space for brands to showcase their visual identity through photos, videos, graphic designs, and consistent visual narratives. Amidst changing information consumption patterns, people now tend to be more interested in visual content that is easy to digest and aesthetically appealing compared to text.

2. METHODS

The method in this study uses a qualitative descriptive method. This method is carried out with the aim of understanding and interpreting human behavior in certain situations based on the author's own perspective. As stated by (By, 2020) the qualitative descriptive method aims to describe phenomena in detail and in depth, where this study focuses on a complex contextual understanding of a particular phenomenon. The data collection tool or instrument used in this study involved training participants, which is a data collection method often used in quantitative research to obtain in-depth insights from participants (Hardiansyah, 2018)In addition, data collection was also carried out by digging up information from various research journals. (Syaghofa & Iradianty, 2022) the use of diverse data sources, including research journals, can enrich and strengthen the findings of quantitative research. Data development is then carried out based on the conditions and perspectives of the author, where the author plays an active role in the data interpretation process to produce a deeper and more meaningful understanding (Yam & Taufik, 2021).

The problem-solving framework, in the form of a short socialization/workshop, encompassed several stages of activity implementation, namely:
a. Preparation
1) Initial coordination between the Faculty of Communication Sciences, Prof. Dr. Moestopo University (B) and the Head of the Jakarta Province Center for Child Protection, Empowerment, and Population and Family Planning regarding the procedures required for the activity.
2) Observation in the form of an initial survey regarding the need for training materials related to the competencies required as a Social Media Operator for the Jakarta Province Center for Child Protection, Empowerment, and Population and Family Planning.
3) Selection and collection of literature and supporting data relevant to the mentoring/workshop needs.
b. Training
The training was conducted face-to-face with participants, followed by discussion. The training was divided into several topics:
1) Creating an attractive presentation with design.
2) Digital Branding and Engagement Techniques
3) Techniques for using effective social media.
c. Case studies and screenings of several videos related to the material.
d. Evaluation
This stage is an evaluation conducted after the training process, both in terms of understanding and operationalization.

3. RESULTS AND DISCUSSION

Visual Communication Theories

According to Paul Martin Lester, a visual communication expert, in the journal, visual communication is a method of conveying messages through image and text elements. (Priyadi, Pujianti, Widokarti, & Shaddiq, 2022) Visual messages can be understood as a whole or through interconnected parts that form a shared meaning. In practice, visual communication includes linguistic aspects and the use of information technology. As part of information technology, visual communication is seen as a one-way process of conveying ideas through visual media such as images, writing, symbols, and so on, without involving direct interaction. Meanwhile, in a linguistic context, visual communication plays a role as a means of articulating meaning through linguistic representation. Visual communication is an important part of the use of visual elements such as images, illustrations, layouts, and graphics not only enhances visual appeal but also helps convey messages and influence readers better. In this case, innovative and attractive designs will be easily embedded in the recipient's memory, as stated by hipwee.com. This is based on the fact that images with attractive designs or compositions have a greater effect than simple images with text.

Media Sosial

In a journal written by (Syaghofa & Iradianty, 2022) it is explained that social media is an internet-based communication platform or channel that provides opportunities for individuals to interact with each other and share various forms of content. Several experts state that social media includes various applications and websites that allow users to create, modify, and disseminate information online. This platform encourages active participation from users through a dynamic process of interaction and information exchange, thus forming digital communities based on shared

interests or passions. In this social networking system, users can create personal profiles, build relationships with other users, and communicate in various forms of digital content. On social media like Instagram, consistency in the use of visual elements (such as color, font, image tone, and photography style) plays a significant role in increasing brand awareness. The more frequently a brand appears with a distinctive and easily recognizable appearance, the more likely consumers are to remember it.

Characteristics of Social Media

Social media has a number of limitations, characteristics, and traits that distinguish it from other types of media. Some of the main characteristics of social media can be explained as follows:

a) Network
Social media can be understood as a social system formed from digital connections via the internet. Its function is to create and maintain technological connections between users, enabling them to stay connected in cyberspace.

b) Information
Information in the context of social media is the content of messages, which can take the form of text, images, or even videos, created and disseminated to support digital communication activities between users.

c) Archive
Archive refers to a feature or characteristic of social media that allows any shared information to be digitally stored and retrievable at any time through any device with an internet connection.

d) Interaction
The main element of social media is the two-way relationship between users. The goal of this interaction is to expand social networks, increase friendships or followers, often through activities such as commenting on or replying to each other's posts.

e) Simulation
Social media creates a virtual space where users can interact digitally. Although based on social reality, the interactions that occur within it are often representative or symbolic, and therefore not always identical to actual reality. Therefore, activities on social media can be called a form of simulation of social interactions that exist in the real world, with their own norms and ethics.

f) User-generated Content
In today's digital era, the majority of content on social media is created by users themselves. Users not only produce personal content but also receive exposure to content from other users. This demonstrates that control over social media content rests entirely with the individuals managing their respective accounts.

g) Dissemination
Dissemination is an important characteristic of social media. Beyond simply producing or consuming content, users also play an active role in disseminating, expanding the reach, and distributing the content they create or discover, allowing it to grow more widely in the digital space.

Visual Content

Theoretically, visual content has the power to convey complex messages quickly and efficiently. Images can transcend language and cultural barriers and create stronger emotional associations than text. Information conveyed through electronic media or devices is known as digital content, which can be accessed through various communication channels, both directly and indirectly, such as the internet and television (Nurmasari, Jazuli, Nurad, & Muthmainna, 2023). Visual content refers to any form of information or message presented in a visual format and can be enjoyed visually. In today's digital technology development, forms of visual content include blogs, wikis, discussion forums, chat services, tweets, podcasts, pins, digital images, videos, audio files, and even digital advertisements. This content is generally generated by users (user-generated content) and distributed through social media platforms and other online sites. (Childhood, 2024) In the context of marketing research, visual content plays a strategic role in shaping brand identity, strengthening positioning, and increasing audience engagement. Effective visuals can create emotional appeal, strengthen brand communication messages, and build stronger relationships between consumers and brands.)

Paul Martin Lester, in his book *Visual Communication: Images with Messages* (Nurmasari et al., 2023), explains that visual messages are not only judged by their physical appearance, but also by how the audience perceives, interprets, and interprets the message. This helps to understand visuals holistically.

1. Personal Perspective (Personal Interest in Visual Appearance) This perspective explains how the audience subjectively evaluates the visual content they see. This interest is emotional and personal, depending on each individual's taste, experience, and aesthetic preferences.

2. Technical Perspective (Technical Quality such as Lighting, Resolution, and Layout) This aspect emphasizes the importance of technical quality in visuals, including image sharpness, appropriate lighting, color contrast, layout regularity, and clear typography.

3. Ethical Perspective (Honesty and Ethics of Content Presentation) This perspective assesses the extent to which visual content is conveyed honestly, is not misleading, and respects communication ethics. This includes the authenticity of product visuals and how the brand conveys its message responsibly.

Cultural Perspective (Content Appropriateness to Audience Lifestyle and Culture) This perspective examines whether the visuals presented align with the values, habits, lifestyles, and cultural symbols of the target audience.

5. Symbolic Perspective (Symbolic Meaning of the Visual Elements Used) This aspect assesses how visual elements such as colors, shapes, or symbols in the content convey specific meanings or represent a brand's identity.

Figure 1. Social Media Engagement Improvement Training

4. CONCLUSION

Community Service activities have been carried out in the form of Mentoring to Improve Socialization Training with the use of Social Media for Personnel of the DKI Jakarta Province PPAPP Service. which was attended by RPTRA and PKK Members in the DKI Jakarta Province area. Through this training, it is hoped that the Participants can be more skilled in managing Social Media content through the RPTRA platform, and be able to present accurate and useful information to the community. This mentoring is one of the concrete steps in building better communication between the DKI Jakarta Province PPAPP Service and the community in the current digital era.

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