

Instagram as Public Relations Media Relations N3 Unique Creativity Event Organizer In Improving Brand Image

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***Abstract.** This research uses descriptive qualitative methods to find data on the role of N3 Unique Creativity Event Organizer's public relations in improving brand image through Instagram. It emphasizes the theory used to reach the conclusion stage more. N3 Unique Creativity Event Organizer is a professional service company responsible for designing, holding, and managing every aspect of an event. Data collection was carried out through observation and interviews, and data analysis was performed using data reduction, data presentation, and conclusion drawing. This research aims to discover Instagram as a public relations media for N3 Unique Creativity Event Organizer to improve brand image. The results of this study are successful in building a brand image as evidenced by having become a reference place when someone realizes an event, increasing the number of Instagram viewers and followers each month, increasing the number of clients, and more and more cooperation offers.*

Keywords: Instagram, Media Relations, N3 Unique Creativity Event Organizer, Brand Image

I. INTRODUCTION

New media was developed to discuss the development of media as an open, dynamic, and flexible platform requiring humans to disseminate new knowledge. New media itself is included in the social media section. Social media is a medium for interacting with other people online without the limitations of space and time. The development of new media is used in the application of innovations such as Instagram social media. Instagram is an application that has a function to share photos and videos, and it can use features online and share them with various social network services. The ease of accessing Instagram has made it more popular lately than other social media platforms. Instagram is a big social media platform that can reach people of all ages, from the young to the elderly. Instagram spoils its users by updating its features even though other social media created it first (Christy & Setyanto, 2022). In business, Instagram is widely used as social media and promotion. More than two billion active users every month, based on the blog.hootsuite.com article (Christina Newberry, 2023). Viewers of ad reels on Instagram are 758.5 million users, 996 million ad viewers on Instagram stories, 35% of Instagram users make purchases on this platform (2023), and much other information. Here are the activities carried out on Instagram:

- a. Follow, is a following feature that allows anyone from anywhere to follow other users by clicking the follow icon on the Instagram account.
- b. Like, A like icon means that anyone can like a photo or video that has been uploaded to the Instagram page by tapping the love icon at the bottom of the photo or video. In addition, you can double-tap on the photo or video.
- c. Comment, Can provide comments in the form of opinions or other thoughts through sentences.
- d. Mention, tagging another user's Instagram account by giving an arroba sign (@) before the name of the user's Instagram account is mentioned. In addition, there is an instastory feature

that can allow users to upload photos or videos, and it will automatically disappear after 24 hours.

Today's business competition is increasing, and companies or organizations will be more active and creative in competing to promote their services or products using this new media. Social media makes it easy to add insight, share photos, and channel hobbies to find and add friends. In addition, they can easily interact, exchange information, send messages to each other, and establish relationships with other people (Nisak & Hariyanto, 2017).

Media relations is an activity related to mass media carried out by public relations. This is very important for public relations in improving the company's brand image. In another sense, media relations is an effort to publish maximum information or messages to create understanding and knowledge for the public carried out by an organization or company (Frank Jeffkins). Media relations is an effort to seek maximum publication of public relations information aimed at creating knowledge and understanding for the audience of the company or organization in question (Sirait et al., 2018). They provide information accurately and strategically so that a wide audience can easily read, hear, and watch it. As providing information and responding to the media on behalf of the company or client. Media relations is an effort to publish maximum information or messages to create understanding and knowledge for the public carried out by an organization or company (Frank Jeffkins). Media relations aims to obtain publicity about the activities and steps of the organization that the public should know.

Brand image is how a brand affects people's perceptions or thoughts about the company, product, or service. It is essential to have a positive brand image because of the view of a brand described by consumers who hold on to consumer memories. Currently, forming a brand image can be done through new media, namely by utilizing social media to promote and improve the brand image. There are many things that companies can do to promote themselves, one of which is holding an event. Events are an option that companies often use to promote and connect a brand to create experiences and understanding for consumers. Brand image is something between identity and image. The difference between these two things can be seen in their respective definitions. According to Kotler (2007), "Identity is the various ways a company identifies its company and positions its products. At the same time, the definition of image is the public's perception of a company and its products. Brand image is how a brand can influence consumers' perceptions and thoughts about what a company offers, according to Kotler (2007) (Ihwan, 2021). There are various factors in the formation of a brand image, according to Keller quoted by (Eka Saputri & Ratna Pranata, 2014), among others:

- a. The strength Of Brand Association, namely the strength of brand unity, depends on how brand information enters the public and survives in the memory of a person or consumer as part of the brand image.
- b. The Favorability Of Brand Association is an activity that fosters a sense of trust in consumers that the products and benefits provided by a brand can provide consumer satisfaction. This creates a positive attitude towards the brand.

- c. Uniqueness Of Brand Association is the association of a brand that allows it to be divided into various other brands. Therefore, creating superior value in competition enables the public to choose a particular brand. There is uniqueness in both products, services, personnel, and channels that can provide differences with other competitors.

An event organizer (EO) is a company or individual who plays a vital role in managing and succeeding in every event, from planning to implementation. The amount of interest and demand for organizing events is increasing because it is based on the trust of each client to use EO services; this can improve the brand image of the company itself. An event Organizer (EO) is a business in the service sector that is chosen by the client himself to manage a series of events, starting from conceptualizing, planning, preparing, and executing to completion of the entire series of events and realizing the client's desired goals through the event being held, this is according to (Ramdhani et al., 2018). N3 Unique Creativity Event Organizer is a company domiciled in Sidoarjo Regency engaged in professional services that are responsible for designing, holding, and managing every aspect of an event. N3 Unique Creativity Event Organizer was established in 2015 until now which gave birth to creative and responsible entrepreneurial souls.. In running an event, there must be communication and established relationships with the intended public or client carried out by a publicist. Event Organizer (EO) is one of the tools used to communicate marketing and is usually needed in economic activities aimed at introducing products to consumers, the above understanding according to (Ramdhani et al., 2018). Professional service providers, in which tasks are divided for each member by having the same goal in an event (Juniansyah et al., 2020). The composition of the EO organization matches the needs of the event it handles. For example, there are Public Relations, Documentation Team, Project Manager, Show Director, Runner, Art Director, Stage Manager, Sound Engineer, Lightingman, and so on.

Public relations is part of the business communication of a company or institution that aims to build a positive image and maintain a harmonious relationship between the company and the public. Public relations is a division of the company that has a function to achieve and maintain brand image. It aims to maintain reasonable and harmonious relationships with the public, government, and media and influence them as recipients of good messages (Christy & Setyanto, 2022). Public relations is a form of management function that specifically helps the birth of understanding in communication, acceptance, and cooperation between the organization and its public, according to Cutlip, Center, and Brown (2009). So, public relations is a communication activity that influences the public through planning, action, and evaluation to gain understanding and acceptance between the public and the company. In addition, public relations's main goal is to achieve company goals because public relations is created to support management performance that seeks to achieve company or organizational goals. In carrying out the role of public relations, it is divided into several roles according to experts Dozier and Broom, as follows:

- a. Expert Prescriber, public relations as an expert advisor whose job is to assist the leaders of an organization or institution by providing information about opinions that exist in the public or society. It provides advice that covers problems and issues and can deal with the environment and the public.

- b. Technician Communication, the role of public relations is to support managerial activities, such as creating websites, writing speech scripts, writing and editing employee newsletters, and handling the media. However, technician publicists are not tasked with solving and making management decisions and strategic planning. PR technicians are given tasks without knowing the background and desired goals of the program. On the other hand, they are the ones who stand at the forefront of solving problems in the organization or institution and explaining everything to the media and employees.

N3 Unique Creativity Event Organizer's public relations strives to improve brand image by using Instagram media relations as a medium of introduction and information about the company. On Instagram, there are opportunities to expand connections and as a means of doing business assigned to the public relations of N3 Unique Creativity Event Organizer. The many features of Instagram make it easy for users to interact directly with N3 Unique Creativity Event Organizer. This Instagram can be used anywhere and is not bound by distance and time, so it can allow N3 Unique Creativity Event Organizer public relations to transfer up-to-date information quickly and practically. Because Instagram has a mass media function as a place to inform, entertain, and influence.

In further review, the author wants to know the role of public relations for N3 Unique Creativity Event Organizer in improving the company's brand image using branding strategy theory and new media theory. In the theory of branding strategy, according to Sisco Van Gelder (2005), "The brand strategy defines what the brand is supposed to achieve in terms of consumer attitudes and behavior," meaning that the branding strategy describes what a brand should achieve about consumer attitudes and behavior. Brand identity and personality are two strategies from this theory that say that brands are more competitive. Using the theory of brand image assessment factors by Keller, cited by (Eka Saputri & Ratna Pranata, 2014), which includes the Strength of brand association, Favorability of brand association, and Uniqueness of brand association.

Previous research (Sazali & Sukriah, 2021) entitled "Utilization of Social Media (Instagram) by Public Relations of SMAU CT Foundation as Information and Publication Media in Improving the Image of Educational Institutions," shows that Instagram has the most influence on increasing the image and promotion of the school. Promoting and introducing SMAU CT Foundation school to the public by uploading all the activities that have been carried out. In addition to using online promotions, SMAU CT Foundation's public relations also uses offline promotions. This research theme has been researched by (Naningsih & P, 2022) entitled "The Role of Public Relations in Improving the Image of Muslimahdaily.Com Through Instagram Social Media." the study focused on public relations to improve the image by creating concepts that display the characteristics of the MuslimahDaily.com theme. A predetermined posting schedule through the @muslimahdailycom social media account by adjusting audience insights that have previously been analyzed. In addition to content, MuslimahDaily.com's public relations also collaborate as a media partner with Campus Da'wah Institutions from various universities. Previous research was also conducted (Azzahra & Soemardjo, 2022) entitled "Public Relations Strategy in Building Brand Image "Kopi Janji Jiwa" on Instagram" resulted in research on activities in building brand image on Instagram Kopi Janji Jiwa,

namely in the form of strategic steps such as brand meaning, brand slogan, and brand logo, re-uploading consumer Instagram stories, to using the comment feature, and hashtags. There is research related to improving brand image that has been conducted by (Christy & Setyanto, 2022) entitled "The Role of Public Relations in Brand Image Building Through Holywings Instagram." resulted in Holywings' public relations succeeding in improving its good brand image by producing (1) the public recognizes Holywings as a place to hang out, a place that can be used as an escape when someone needs comfort and to meet their needs, (2) The main thing in creating a good brand image is that there is fun live music. Besides being a place to party, it is also a place to have casual conversations and sell good food.

One of the same studies with the theme of improving brand image is also found in international journals conducted by (Akbar & Umer, 2023) in the title "Public Relations Marketing Strategy In Improving Product Brand Image Through Instagram (@Wings_indonesia)". In this study, the results show that by actively informing new products, holding various events that everyone can follow, and giving shopping vouchers for Wings Group products. This can indirectly increase the brand image of Wings Group products and companies.

This research uses descriptive qualitative methods because it is only used to find data related to the role of public relations for N3 Unique Creativity Event Organizer in improving brand image through Instagram. The subjects of this research are the CEO, public relations, N3 Unique Creativity Event Organizer employees who know about the strategy of using Instagram, and Instagram followers of N3 Unique Creativity Event Organizer. The author is encouraged to examine the role of N3 Unique Creativity Event Organizer's public relations to improve brand image through Instagram as media relations. In addition, the purpose of the author choosing the title "Instagram as Media Relations Public Relations of N3 Unique Creativity Event Organizer in Improving Brand Image" is because nowadays, many people and companies use event organizer services to assist in holding events such as weddings, corporate events whose purpose is to make a series of plans until the event runs smoothly. Data analysis activities using data reduction, data presentation, and conclusion drawing.

II.METHODS

This research uses descriptive qualitative methods. Conducted systematically and emphasizes more on the theory used to reach the conclusion stage. Data collection techniques are carried out with open observation activities on research subjects, including Instagram as a public relations media for N3 Unique Creativity Event Organizer, CEO, employees who know about the strategy of using Instagram, and followers who have followed N3 Unique Creativity Event Organizer's Instagram. While the object of research is N3 Unique Creativity Event Organizer and the place of this research is the information media portal of N3 Unique Creativity Event Organizer.

Data were collected from interviews, documentation in the form of screenshot evidence of @N3uc.event Instagram account posts, and literature study. Interviews were conducted with 10 informants, including CEO, public relations, employees and clients of N3 Unique Creativity Event Organizer, and Instagram followers. Data analysis activities using data reduction, data presentation, and conclusion drawing. Information data collection comes from interviews, documentation, and

literature studies. After all the data was collected, the researcher reduced the data by summarizing the main things. The presentation of the resulting data can be used as a guide for drawing conclusions about the strategies carried out by the public relations of N3 Unique Creativity Event Organizer to improve the company's brand image. Reviewing observations of how the role of public relations for N3 Unique Creativity Event Organizer and the content that has succeeded in increasing the company's brand image through Instagram as media relations.

III. FINDINGS AND DISCUSSION

N3 Unique Creativity Event Organizer is a professional service company that is responsible for designing, organizing, and managing every aspect of an event. It was established in 2015 and is still active until now. Instagram @N3uc.event was created in 2020 and is used as a means of delivering information and publishing matters regarding events held by N3 Unique Creativity Event Organizer. Domiciled in Sidoarjo Regency, East Java. This company uses Instagram as media relations to improve its brand image. The following screenshots on this Instagram account are shown below,

Utilizing Instagram as an interactive tool is aimed at its followers and all audiences to ask questions and be able to discuss anything cognitive. Choosing the Instagram platform, information conveyed to the public is only sometimes in the form of writing, it can use photos to videos effectively. N3 Unique Creativity Event Organizer's PR plays an active role because it is a bridge and is the right hand of the CEO to get a positive brand image in the eyes of the public. The existence of information provided by public relations continuously will be a separate assessment for the public both in terms of views and creating a good opinion of N3 Unique Creativity Event Organizer so that the public views it well, and then a positive brand image is obtained. Has Instagram followers or followers totaling 5,689 and has uploaded 390 posts. Instagram is a much more effective social media platform where the whole world uses users of various ages. So, Instagram is the right choice for improving the brand image. Instagram has several features, such as profile, Instagram story, reel, caption, and highlight.

Based on the results of interviews with public relations from N3 Unique Creativity Event Organizer, choosing Instagram social media because it is a favorite application today. Currently, Instagram also has a very wide range of information rather than using print media. According to the results of interviews with informants as well as observations of the @N3uc.event Instagram account and its arrangement by the public relations of N3 Unique Creativity Event Organizer, the research results show that the branding strategy through Instagram managed by N3 Unique Creativity Event Organizer produces a good brand image. The following branding strategies can be seen that N3 Unique Creativity Event Organizer has a good brand image, as follows:

1. Brand Identity

To see the brand identity associated with N3 Unique Creativity Event Organizer, researchers conducted interviews with several sources. CEO Illa Ayu and public relations Anita Khusila from N3 Unique Creativity Event Organizer are among them. According to Illa, Unique Creativity Event Organizer created a logo that would be recognizable and easy for the public to

remember. The company logo is a circle that is highly focused on achieving the goal of success so that it can provide satisfaction to clients. In addition, freedom of expression should be provided to all members without any differentiation, and the public should be free to express opinions to establish a harmonious relationship between the company and the public.

Anita Khusila said, "To choose a company name that others think is unique and not commonly heard by the public will invite others to find out about us, so the name N3 Unique Creativity Event Organizer was made". This presents, creates, and develops individual creativity and unique group creativity. The name chosen forms a brand image in which this company gives birth to a creative soul and is committed to creating unique and interesting ideas for the public who are considered as unique. This raises the curiosity and interest of many people to learn more about N3 Unique Creativity Event Organizer.

2. **Brand Personality**

nita Khusila stated in the context of brand personality about how we create attractiveness by providing characteristics when introducing the brand through good communication. The Instagram profile includes a bio that reads the motto "Committed to supporting the unique needs of your Event," which means committed to supporting your event needs by creating unique creations. So, N3 Unique Creativity Event Organizer always identifies event preparation in detail in order to answer the needs of each different (unique) client so that it can provide solutions, inspiration, and innovation to realize the implementation of dream events that clients want. Having a mission in building a professional work culture, improvising and innovating continuously to maintain product quality and improve service quality, providing comprehensive services (one-stop service) at activities entrusted by clients, and building the broadest possible network with various parties to be able to collaborate positively with each other. Illa's statement has resulted in an increase in clients interested in using the services of N3 Unique Creativity Event Organizer to entrust their essential moments.

Furthermore, researchers will relate several aspects of assessment in improving brand image, as follows:

a) **Instagram Profile**

The description in the Instagram bio is enough to explain to the audience that when you want to ask questions, a contact number will take you to the Instagram admin @N3uc.event. It is also written in the bio that I am not only an event organizer but also a decorator and other event support vendor. Instagram profiles tend to use themes or templates that vary and are also colorful. The PR of N3 Unique Creativity Event Organizer said, "The theme is uniqueness, which is made in accordance with our unique & creative company value." The feed is categorized based on the event theme used by each client. The color adjustment of each upload is taken based on the theme and color that matches the moment of each event. The appearance of consistent uploads that attract the audience's attention is not only uploading photos but also interspersed with video content, education, and the budget details of each

event package. As evidenced by the results of an interview with Emilia, one of @N3uc.event's Instagram followers, said that "The display on the @N3uc.event Instagram profile is very interesting because it provides photos or videos of the results of events that have been held, starting from behind the scene to when handling events, and the information provided is complete".

b) Engaging Content

Based on the results of interviews with five Instagram followers @N3uc.event, many have the same tastes and are interested in the content on this Instagram so that a friendly image is created. It is interesting because the content is not dull and follows current trends, so the audience's tastes are the same as the uploaded content. The colorful design used in the feed aims to make it look more lively, unique, and cheerful to attract the public so that curiosity about the N3 Unique Creativity Event Organizer arises. The content presented includes documentation results from various events that have been held. The content presented includes documentation from various events that have been held. Providing information such as ideas for bridal poses, skills that the event organizer crew must have, selecting vendors or institutions that provide services to collaborate in implementing and realizing an event.

c) Instagram Story

Each upload of different content on Instagram N3 Unique Creativity Event Organizer to attract the attention of the audience. This feature is useful for re-uploading these contents to Instagram Story so that they are easy to see again and not buried. Through this feature, the N3 Unique Creativity Event Organizer can reshare Instagram Story posts shared by the audience to vendors who have collaborated with the company. This is evidenced by the results of an interview with Yuni, one of the Instagram followers @N3uc.event, "Making the audience always updated and know when N3 Unique Creativity Event Organizer uploads new content, and on the Instagram Story all groups can freely comment which will later go through Dicert Messenger.". Therefore, it can increase the interaction between the company, audience, and clients, thus creating a positive brand image.

d) Highlight Usage

The purpose of using this feature is to make it easier for the audience or prospective clients to find back the critical information needed, for example, finding information about the price of each event package, short stories, other client experiences, behind-the-scenes video documentation of the EO crew, promotions, history of event activities, collaboration with various vendors, to information about contact numbers that can be contacted by clients when they want to know more details to problems regarding N3 Unique Creativity Event Organizer services. According to a statement from Bintang, an employee of N3 Unique Creativity Event Organizer, "The highlight feature makes it very easy for us to find information about an event or bundling package price without bothering to scroll down."



*1st Pict.. Posts from N3UC.EVENT
Instagram Highlights*

This feature can make it easier to find information because each highlight is given a title according to the content, without the need to get tired of scrolling feeds to the bottom of Instagram. This feature is used because there are so many uploads on Instagram that sometimes the audience has difficulty finding the information they are looking for.

e) Promotion

N3 Unique Creativity Event Organizer is more focused on one way to improve brand image, promoting content to details of the price of services provided through promotional features on Instagram. Based on the results of interviews with Fida, an employee of N3 Unique Creativity Event Organizer, said "Created promotional advertisements that match the Instagram algorithm, not forgetting to make it as attractive as possible and as unique as possible which can be a characteristic of N3 Unique Creativity Event Organizer.". Utilizing this promotional feature can reach a wider audience while introducing and promoting this service company.

f) Caption

The caption is written on the uploaded content as a medium of information for clients related to the event that took place or the customs and spirit carried, related vendor collaborations, to share happy moments with other prospective clients. Followers and non-followers are enthusiastic about responding positively because the caption provides information about the content presented. This is evidenced by the results of an interview with Diva, one of @N3uc.event's Instagram followers, who said, "The writing of the caption on each upload of its content is very interesting and informative without reducing the content of the material conveyed to the public." This has created a good image for the company.

g) Time to Upload Content

The choice of time to upload content is also an essential thing for the public relations of N3 Unique Creativity Event Organizer because it can affect the number of viewers. The time is usually 12.00 to 13.00 noon, then 19.00 to 21.00 at night. At the above times, according to the results of interviews with Widia, an employee of N3 Unique Creativity Event Organizer said that at these hours, Instagram users are active and tend to have free time because they are resting in their work, so they have time to open Instagram. Likewise, by uploading content

consistently at the right time like that, the N3 Unique Creativity Event Organizer has a great opportunity to get a good image.

Furthermore, linking the brand image assessment factors, according to Keller quoted by (Eka Saputri & Ratna Pranata, 2014) with the brand image assessment factors of N3 Unique Creativity Event Organizer, among others:

a) Strength Of Brand Association

The more information that enters the public knowledge of a brand and survives in their memory, the stronger the brand association formed will be. The results of an interview with Anita Khusila showed that the creation of Instagram made N3 Unique Creativity Event Organizer the first platform to think about and go to when the desire to hold an event arose. N3 Unique Creativity Event Organizer has successfully built a brand image to be a place that can be used as a reference when someone is confused about how to realize a small to large event; besides that, it can also be a destination for building relationships with companies. Not only as an event organizer, N3 Unique Creativity Event Organizer has facilities, including a photo studio and decoration services.



2nd Pict. N3 Unique Creativity Event Organizer Studios



3rd Pict. N3 Unique Creativity Event Organizer Decoration

So, N3 Unique Creativity Event Organizer can meet the needs of the community, especially in the world of education, this is evident from the results of interviews with Illa that there have been many requests for cooperation from companies, namely with SMK 8 YPM Sidoarjo and SMK Antarctica Sidoarjo. This cooperation activity is in the form of registering and including several students majoring in Multimedia for internships at N3 Unique Creativity Event Organizer. So, until now, the N3 Unique Creativity Event has received cooperation from various vocational schools. N3 Unique Creativity Event Organizer was initially only known by people around its own domicile. However, that no longer applies because by prioritizing N3 Unique Creativity Event Organizer's Instagram social media activities, more people are

familiar with the existence of this N3 Unique Creativity Event Organizer service company. This is embedded in the public's minds,, namely N3 Unique Creativity Event Organizer is the main destination when looking for professional event organizer services.

b) Favorability Of Brand Association

In an interview with Ayu, one of the Instagram followers @N3uc.event, she stated that the Instagram manager or public relations team of N3 Unique Creativity Event Organizer always uploads content that follows current trends, especially among young people so that it has a strong brand image in the hearts of Uniquers. By following current trends, audiences feel attracted to the existence of N3 Unique Creativity Event Organizer because they think that this service company is not outdated but is always up to date. In addition, there is a bundling package that is equivalent to the current bundling price; this also makes clients and prospective clients not need to think long to take the package that has been provided.

c) Uniqueness Of Brand Association

By creating a superior value owned by a brand in competition so that the public can choose a particular product or service. There is uniqueness in both products, services, personnel, and channels that can make a difference to other competitors. This is evidenced by the results of interviews with Anita Khusila, that the superior value that exists at N3 Unique Creativity Event Organizer is that it has diversified core fields in the creative industry (especially EO, decoration, crafting, and photography), so the price package is very affordable and can compete with good quality. Meanwhile, the results of the interview according to Adel, one of the Instagram followers @N3uc.event, said that the superior value he could get at N3 Unique Creativity Event Organizer was a very flexible bundling package so that it could follow the amount of budget each client had.

Based on the results of all interview processions with informants that utilizing Instagram features can improve brand image. Shows that initially N3 Unique Creativity Event Organizer was only known by people around its own regional domicile. But that's no longer because now N3 Unique Creativity Event Organizer has been widely known by people in various regions.



4th Pict. Testimoni Klien N3 Unique Creativity Event Organizer

With the increase in brand image through Instagram media relations, it also affects other audiences who want to hold an event to choose this service company just by looking at uploads on Instagram.

Analysis of the Planning Stage of N3 Unique Creativity Event Organizer's PR Process

The role of a publicist is vital, requiring a planning stage to carry out management properly. From the results of interviews with public relations, they said, " There is a need first to select the content of photos and videos that will be uploaded later and selected again because the content presented must be by the facts and made as interesting as possible as well as writing informative captions. In addition, determining the right time to upload content is also important to think about so that later many audiences will see the uploaded content.". The Instagram account @N3uc.event uploads its Instagram content twice a day at the right time when Instagram users are active and have free time.

Communication Stage Analysis of N3 Unique Creativity Event Organizer PR Process

This stage involves communicating and managing data based on the results obtained from the planning stage. Arrange ways to disseminate information. In the communication stage, the Instagram N3 Unique Creativity Event Organizer uploads photo and video content using Instagram features, such as feeds, reels, and Instagram stories. Various kinds of information are conveyed through Instagram @N3uc.event, which contains event documentation in the form of photos and videos, bundling package prices, behind-the-scenes videos, and replying to public comments in the comments column available. The PR activities above aim to create a positive company brand image.

Analysis of Evaluation Stage N3 Unique Creativity Event Organizer PR Process

At this stage, an evaluation process is performed to assess what has been done from the planning stage to the communication stage. This activity intends to see whether the PR objectives are successful or not. Evaluation in N3 Unique Creativity Event Organizer is carried out after completing the event activities and discussing what content is enjoyable, which will be discussed by the public when it is uploaded. In addition, if there are comments that complain about problems, they will be handled, and the public will provide solutions that are well received. Instagram followers @N3uc.event at the end of March 2023 were 5,689, with the number of followers continuing to rise, so this Instagram can be utilized to realize a good brand image. Public Relations N3 Unique Creativity Event Organizer successfully builds a brand image to be a place that can be used as a reference when someone is confused about how to realize a small to large event, besides that it can also be a destination for building relationships with companies.

IV.CONCLUSIONS

The results of this study, N3 Unique Creativity Event Organizer successfully builds a brand image so that it becomes a place that can be used as a reference reference when someone wants to realize an event from small to large events, besides that:

- a) Become a destination for establishing relationships with companies
- b) Not only as an event organizer, but also provides facilities to meet the needs of the community, such as having a photo studio and renting decorations
- c) Increasing the number of clients and more offers of cooperation, one of which is the entry of interns from several vocational schools, including SMK Antarctica Sidoarjo, SMK YPM 8 Sidoarjo.

Success in creating a positive brand image is also seen from aspects of the features on Instagram, namely:

- 1) Profile features on Instagram that have a consistent and Eye-catching upload appearance.
- 2) Content that is informative, not boring and up to date. Contains a variety of documented events,
- 3) Presenting the prices of several event packages, information about various events so that the audience gets knowledge that initially did not know and did not recognize it will understand and understand it.
- 4) Provide information such as bridal pose ideas, skills that must be possessed by the event organizer crew, selection of vendors or institutions that provide services to collaborate in implementing and realizing an event.
- 5) The use of advertising promotion features that explain about bundling packages from various events, and can reach more widely in introducing and promoting their company.
- 6) Writing unique and informative captions without reducing the content of the material.

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