

Communication in Handling Land Service Complaints and Enhancing Image through the Instagram Account @kementerian.atrbpn

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ABSTRACT

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The Ministry of Agrarian Affairs and Spatial Planning/National Land Agency via its Instagram account @kementerian.atrbpn uses social media to share land information and build its image. The information posted gave rise to various comments by netizens. This research aims to find out netizens' comments on posts in 2023 and the admin's response to these comments as well as finding out their efforts to improve their image. Qualitative analysis methods using media content are used in this research. A list of comments and responses was collected through data collection, observation, and documentation studies, and analysis was carried out using inductive thematic categorization. Netizens' comments dominate in the form of complaints and questions about land services and land mafia problems. The response often given by admins is to accept or thank them, tag the relevant work unit's Instagram account, and respond substantively. These comments are a form of community participation in the programs being held. Efforts to improve image are carried out through human resource development and collaboration, socialization of communication strategy and complaint management programs, and creation of land mafia and making contemporary posts. The study concludes that Instagram can serve as both a communication and participation channel, with implications for enhancing responsiveness and institutional legitimacy.

INTRODUCTION

Social media has had a significant impact on the social life of society, including the transformation of social relations (A. S. Cahyono, 2016; Rafiq, 2020). The positive effects of social media include facilitating interaction with many people, expanding networks without being constrained by distance and time, providing ease of self-expression, enabling faster and more affordable dissemination of information, and increasing business opportunities (Maharani & Ardhanariswar, 2024; Tran et al., 2024; Wukich, 2021). However, its negative impacts cannot be overlooked. One such impact is the potential to distance individuals in personal relationships, reduce face-to-face interactions, and increase the risk of internet addiction (Berte et al., 2021; Fitri, 2017; Peris et al., 2020). Social media can also raise privacy concerns, trigger conflicts, and make users vulnerable to harmful external influences (Akram & Kumar, 2017). In this context, changes in social and organizational dynamics may occur as a result of the increasingly widespread use of social media in society (Habibah & Irwansyah, 2021; Salsabila & Rehnangingtyas, 2024).

Recently, social media has increasingly become a platform for public interaction with government institutions (Herawati et al., 2024; Yavetz & Aharony, 2020). Governments are able to disseminate information about policies and programs while also responding to public complaints quickly and efficiently (Li et al., 2022; Mansoor, 2021). Citizens can participate in

decision-making processes through the platforms provided, such as online surveys and discussion forums, to express their input and opinions on various issues (Kurniawati et al., 2022; Wismayanti & Purnamaningsih, 2022). Social media can also serve as an effective tool for monitoring emergency situations (Goeritman, 2021; Sun et al., 2024). For instance, governments can disseminate information on evacuation, humanitarian assistance, or other emergency measures (Azmi et al., 2021; Findayani, 2020; Venegas-Vera et al., 2020). With active and responsive communication, governments are expected to enhance their image in the eyes of the public (Ayudia & Wulandari, 2021; Hakim & Fadila, 2022).

One government organization in Indonesia that actively uses social media to engage with the public is the Ministry of Agrarian Affairs and Spatial Planning/National Land Agency (Kementerian ATR/BPN). Through its Public Relations Bureau, the Ministry seeks to build a positive institutional image by leveraging social media to showcase land title distribution events, expand access to public information services, and manage complaints (Kementerian Agraria dan Tata Ruang/Badan Pertanahan Nasional, 2022).

The image that is formed is based on the knowledge and information received by individuals. A person's perception of an image can be identified from their attitude (Zhang et al., 2024). A good or positive image reflects performance based on consistently demonstrated competence (Kervyn et al., 2022). According to the agenda-setting theory by McCombs

& Shaw (1972), the media not only highlights certain issues but also influences public perceptions of those issues. The public can also use these social media channels as platforms to submit complaints, grievances, or questions. Such media are expected to foster a positive institutional image to support programs across various work units and provide alternative channels for expressing aspirations (Gunawan, 2023; Mamahit & Pratiwi, 2022; Yuan et al., 2023).

Instagram is among the social media platforms managed by the Public Relations Bureau to promote the activities of the Ministry of ATR/BPN. The Instagram account @kementerian.atrbpn is the most followed social media account of the Ministry, surpassing Facebook, YouTube, TikTok, and Twitter (X). With more than 600,000 followers, the account serves as an important channel for citizens to communicate with the government on agrarian, land affairs, and spatial planning issues. Social media users, commonly referred to as netizens, can use this account to lodge complaints or ask questions regarding land services. These complaints or questions are often submitted using the hashtag #TanyaATRBPB.

In the context of complaint management and interaction with netizens, challenges remain. One challenge is the responsiveness and quality of the Instagram admin's responses to complaints. Slow or inadequate responses can result in frustration and dissatisfaction among netizens (Rahayu et al., 2022; Riski, 2020). This is evident from the prevalence of negative comments related to land services, which may adversely affect institutional image and public trust (Kurniawan et al., 2024). Transparency in complaint handling is another critical aspect (Istiqomah et al., 2022). Netizens tend to appreciate it when government institutions are open and honest about the process of resolving complaints, as this strengthens trust and credibility (Honora et al., 2022; Huang & Wang, 2021).

Research on the use of Instagram within the Ministry of Agrarian Affairs and Spatial Planning/National Land Agency has been widely conducted. Studies by 'Aziiz and Anom (2023), Nurida and Arianda (2020), and Amelia (2020) have examined the strategies of the Ministry's Public Relations team in building a positive institutional image. Research on vertical work units has also been carried out by Tsaqila et al. (2023) and Okdilapera (2023). However, studies focusing on the interaction patterns between netizens and the public relations team, particularly the admin, remain limited. A comparable study by Widya (2021) explored factors influencing public online engagement with government social media accounts, showing that posting topics and timing partially affected interactivity. Similarly, Helda and Fatmawati (2023) analyzed expressive speech acts in comments on Instagram @pkucity, identifying five categories, with blaming as the dominant form, followed by congratulating, praising, thanking, and expressing condolences in response to rising fuel prices. Research has also been conducted on user interactions with tourism accounts (Suriyah et al., 2017), while Syaefulloh and Kamil (2024) examined social media communication patterns in political contexts, particularly among first-time voters. In the ATR/BPN context, research has been conducted on communication effectiveness in the Complete Systematic Land Registration (PTSL) program (Pratama, 2022), land acquisition (Jennisa et al., 2023), and agrarian conflict resolution (Ginting & Trimurni, 2024).

Research specifically examining interaction patterns between netizens and the admin of @kementerian.atrbpn on

Instagram has not yet been conducted, making this study relevant. This indicates a gap between the ideal condition, the expectation that social media should function as an effective channel for two-way communication and image-building, and the existing reality, in which the pattern of such communication remains underexplored. A deeper understanding of these communication dynamics is expected to provide valuable insights for the institution in improving communication effectiveness and service delivery on social media. While several studies have investigated government-public interactions through social media, few have focused specifically on the interaction between the Ministry of ATR/BPN Instagram admin and netizens.

This study specifically aims to analyze the comments written by netizens in the comment section of @kementerian.atrbpn, examine the admin's responses, and assess the ministry's efforts to enhance its image in 2024 as reflected in its posts. These findings may help design more effective and responsive communication strategies in the future. Acknowledging this research gap, the authors intend to fill it through an in-depth analysis of interaction patterns between netizens and the admin of @kementerian.atrbpn. It is hoped that this paper will contribute valuable insights to the field of government communication, particularly within the context of the Ministry of ATR/BPN.

METHODS

This research employed a qualitative approach. The primary data consisted of a list of netizen comments that were responded to by the admin of the @kementerian.atrbpn account on posts made in 2023. Data collection was carried out through comment mining using the Export Comments platform and the InsC extension on Google Chrome, conducted from September 9, 2023, to January 16, 2024. Supporting data were obtained through observation and documentation studies. Media content analysis was applied to examine the messages conveyed by netizens comprehensively, as well as the admin's responses to these comments (Purwandini, 2017). This method was also used to select and reduce relevant data for the purposes of research findings. The suitability of this method lies in its focus on viewing content from the perspective of netizens as information recipients. From the data collection process, a total of 15,198 comments were successfully downloaded out of 16,477 comments. Among these, 567 comments were responses from the admin of @kementerian.atrbpn, commonly referred to as Minaru, directed at netizen comments.

The categorization of netizen comments into several groups was carried out using qualitative content analysis with an inductive coding process. All comments responded to by Minaru were read carefully and given initial codes that reflected their dominant themes. These codes were then grouped and refined into broader categories to capture recurring patterns of interaction (Ahmed et al., 2025; Naeem et al., 2023). This process follows the principles of thematic coding as outlined and content analysis procedures, ensuring that the categories were derived systematically from the data rather than predetermined. The resulting several categories are considered mutually exclusive and comprehensive, representing the diversity of netizen interactions while providing a clear framework to analyze how the Ministry of ATR/BPN responded to each type of comment.

RESULTS AND DISCUSSION

1. Netizen Comments on the Instagram Account

There were 9 (nine) categories of comments written by netizens, along with 1 (one) comment that could not be viewed. The comment categories were as follows: complaints about land services, questions, land-related problems, comments on the recruitment of Civil Service Candidates (CASN), greetings for holidays or celebrations, praise for the institution, suggestions for improvement, humorous or entertaining responses unrelated to land affairs, and comments in the form of emoticons.

Land services provided by the Ministry of ATR/BPN are vital, as the institution administers various land-related activities. Unsatisfactory services can hinder administrative order and give rise to issues of public dissatisfaction (Navisa, 2023). The large number of complaints concerning land services indicates that the public is not fully satisfied with the services provided (Sapioper et al., 2021). Complaints submitted through comments can be grouped into several categories: lengthy processing times, bureaucratic complexity, unpredictable costs, application errors, complaint responsiveness, and human resource quality. These are reflected in comments mentioning pending applications since specific years, repeated visits to land offices, missing documents requiring resubmission, unpredictable service fees, discrepancies between digital application status and physical document status, unaddressed or inadequately answered complaints, impolite staff responses, and long waiting times at land offices. These comments highlight public expectations for the ministry to improve efficiency and transparency in its services. Thus, the institution is expected not only to post attractive content but also to accompany it with tangible service improvements.

Questions were also frequently found in the comment section. Most questions related to land service procedures, such as land certification, rights transfer processes, surveying and mapping, and licensing. Other questions addressed service fees, application errors or difficulties, complaint contact information, and other technical land affairs matters. The large volume of questions reflects strong public interest in better understanding land issues and seeking solutions to their problems.

More complex land-related problems were also raised in the comments, beyond simple complaints or questions. A recurring issue was land mafia practices, illegal activities involving groups of individuals conspiring to unlawfully seize or control others' land (Cahyaningrum, 2021). Other reported issues included overlapping land parcels, either between individuals or between communities and corporations, which prevented land registration in the affected areas. Some cases even involved large-scale overlaps, undermining community land rights. Land acquisition projects also drew complaints, particularly from those who had not received compensation or were unable to claim it due to ownership disputes.

Netizens also posted greetings, prayers, and hopes, which generally carried a positive sentiment. Such comments frequently appeared in posts marking national or religious holidays. Prayers and well-wishes often accompanied congratulatory messages, typically expressing hopes for the ministry and its units to improve further. These positive expectations reflect public trust in the institution's ability to resolve issues and enhance service quality. Netizens also expressed appreciation for creative and engaging posts, such as those

referencing popular cultural events like the "Coldplay" concert, collaborations with Raditya Dika, or poetic messages on the importance of land. Praise was also directed toward work visits and land title distribution activities by the Minister of Agrarian Affairs/Head of BPN. Netizens valued quick, adaptive, and friendly service, emphasizing the professionalism and responsiveness of staff. These positive experiences strengthened trust and served as motivation for ministry personnel.

Netizens also offered suggestions for service improvements, providing concrete recommendations to enhance efficiency, transparency, accessibility, and land-related policies. These constructive inputs represented active public contributions to the improvement of land administration.

Other categories of comments included those related to the CASN recruitment process. Many netizens asked about eligibility requirements, procedures, and schedules, as well as urging neutrality among civil servants ahead of the 2024 elections.

Humorous or entertaining comments also appeared, often in response to viral or pop-culture content, such as the "Ater Bepen Series" comic, collaborations, or infographics about concerts. These creative and humorous remarks contributed to a lighter and more engaging interaction environment.

Lastly, comments often included emoticons, reflecting the growing use of visual symbols in digital communication. Commonly used emoticons included thumbs-up 👍, applause 🙌, hearts ❤️, folded hands 🙏, and smiling faces 😊. Emoticons enhanced the tone of written comments and made interactions more expressive.

Overall, the variety of comments demonstrates public participation in ATR/BPN programs. These comments provided citizens with opportunities to offer feedback, understand impacts, and engage in decision-making.

2. Admin Responses to Comments

The response patterns of the @kementerian.atrbpn account admin (Minaru) were analyzed based on 567 replies paired with corresponding netizen comments. The categorization and frequency of responses are presented as follows in Figure 1.

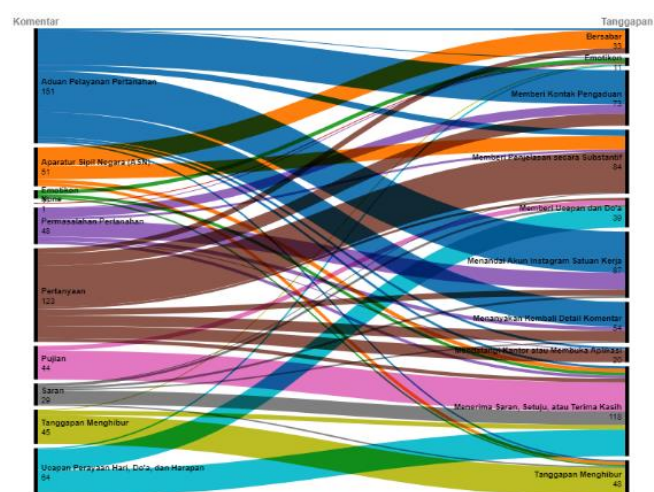


Figure 1. Alluvial Diagram of Netizen Comments and Minaru's Responses

Minaru often responded by redirecting inquiries to the Instagram accounts of relevant subordinate work units. Complaints or questions mentioning specific locations were typically addressed by tagging the respective land office

account. This practice aligns with Article paragraph (2) letter d of the Presidential Regulation on Public Service Complaint Management (*Peraturan Presiden tentang Pengelolaan Pengaduan Pelayanan Publik*), which allows complaints to be forwarded to the competent service provider. The expectation was that the relevant land office would promptly follow up and facilitate communication. While these responses may appear normative, they nonetheless created an opportunity for direct engagement with local land offices. The responses varied, ranging from instructing citizens to visit the land office, contact its call center, or providing substantive explanations. Normative responses risk undermining trust because they may appear generic, avoidant, and lacking in concrete solutions, which contrasts with citizens' expectations of meaningful digital engagement. This vertical communication between central and local accounts reflects a collaborative effort to address issues, although some comments remained unanswered by local offices.

Another common response was to direct netizens to visit the nearest land office or, alternatively, to use the Sentuh Tanahku application. These normative responses aimed to ensure clearer case handling and avoid misinterpretation. Encouraging the use of the application provided citizens with preliminary guidance on requirements before visiting a land office, offering a practical yet less personalized solution.

Providing complaint hotlines or contact information was also a frequently used response. However, these often repeated the standard information provided in post captions. The "template" responses typically included using the hashtag #TanyaATRBPBPN on social media, contacting the WhatsApp hotline (081110680000), sending official letters to the ministry, visiting the website atrbpn.go.id, or accessing the SP4N-LAPOR! system. Despite their repetitive nature, these visible responses in the comment section reinforced the perception of Minaru's active engagement.

For unclear comments lacking details such as location or type of application, Minaru sought clarification by asking follow-up questions. While this indicated attentiveness, the follow-up communication was not always sustained. In several instances, discussions ended with unanswered netizen replies, creating the impression that the ministry was not fully committed to addressing the issue.



Figure 2. Example of a Follow-Up Question Response

Minaru also displayed responsiveness and appreciation toward feedback and praise from netizens, see Figure 2. Such responses included thanking users for their suggestions or positive remarks. By acknowledging netizen contributions, Minaru fostered positive relations and strengthened mutual understanding between the ministry and the public.

Several comments related to holiday greetings or commemorative days were replied to by Minaru with similar greetings. Minaru's responses were sometimes accompanied

by emoticons such as the prayer 🙏, supplication 🙏, or angel 😇, intended to convey a sense of peace and comfort. These responses indicated that Minaru was responsive not only to complaints or questions related to land services but also to positive and celebratory comments. Positive remarks also appeared on posts highlighting the achievements and performance of the Ministry of ATR/BPN. Warm replies in the form of prayers and hopes were likewise offered by Minaru in response to netizens who expressed wishes for ATR/BPN to continue improving and successfully implementing its programs, particularly land certificate distribution.

Minaru also encouraged netizens to be patient while waiting for responses or solutions to their problems. Such replies asked for understanding regarding possible delays or limitations in providing answers or solutions, such as when advising netizens to wait for the resolution of application errors. These types of responses were also frequently used to answer "when" questions about the announcement of CASN results, as at that time further information was not yet available. Netizens were therefore expected to wait and remain patient.

Humorous responses were employed to create a more positive and cheerful interaction atmosphere, including light jokes, humor, or words aimed at easing the concerns that netizens might feel. This type of response was commonly used to reply to netizens who themselves had posted entertaining comments. However, the use of humorous responses should be carefully considered and not employed too frequently. Kim et al. (2024) notes that humorous responses may contradict public expectations, whereas non-humorous messages, whether standard or informative, can be more effective than humorous ones. More critically, humorous responses have been shown to damage public trust in government (Hämpke et al., 2022).

Emoticons were also commonly used as standalone responses or in combination with text, reinforcing the tone of the message. The most frequently used emojis included the prayer 🙏, supplication 🙏, angel 😇, heart ❤️, kiss 😘, laughter 😂, smiling face with heart-eyes 😍, clapping hands 🙌, among others. In some cases, the use of emojis in responses was accompanied by words to further reinforce the meaning or tone of the message being conveyed.

These responses provided detailed, relevant, and clear information, such as procedures, fees, or regulations, instead of generic templates or referrals. Substantive replies demonstrated a commitment to informative service delivery and left a positive impression, as reflected in comments like, "... *andai semua admin segercep ini. terimakasih min* 🙏 (... if only all admins responded this quickly. Thank you, admin 🙏)". Such responses enhanced trust and illustrated Minaru's role in providing meaningful assistance.

3. Responses Using the #TanyaATRBPBPN Hashtag

According to established rules, complaints or questions submitted in the comment section must include the hashtag #TanyaATRBPBPN in order to be automatically integrated into the Ministry's reporting system at www.lapor.go.id. However, many netizens submitted questions without using the hashtag, meaning that their concerns were not captured by the official system. Despite this, Minaru continued to respond cooperatively to many of these comments, though not all received replies. This practice demonstrates the admin's commitment to maintaining effective communication and fostering positive

relations with the public, even when procedural requirements were not met.

From the 2023 comment dataset, 51 comments used the hashtag #TanyaATRBPBPN. Of these, the official Instagram account @kementerian.atrbpn itself posted 11 comments with the hashtag, while 40 originated from netizens. The ministry's account used the hashtag both to provide information and to remind netizens that complaints could be submitted through social media using this tag.

Of the 40 netizen comments with the hashtag, Minaru responded to only 11. Among these, three responses involved tagging local land office accounts, three directed netizens to visit the land office in person, one provided the land service hotline, and four offered substantive answers regarding service fees and procedures. The average response time was one day, though three comments were answered after three, seven, and twelve days, respectively. The remaining 29 comments received no reply. With only 27.5% (11 out of 40) of hashtagged comments addressed, the data suggest that a more consistent and proactive response strategy is needed. One netizen explicitly noted:

*"#TanyaATRBPBPN Saya lihat di kantor BPN ... kalo mau tanya di medsos BPN harus pake tagar ini. Kalo sampe dibales berarti medsosnya memang serius mau melayani masyarakat ... (#TanyaATRBPBPN I saw at the land office... if you want to ask questions on BPN's social media, you must use this hashtag. If they actually reply, it means the social media team is truly committed to serving the public ...", by @melti*****, February 12, 2023, 15.56 WIB.*

This highlights how direct responses from Minaru in the comment section can significantly increase public trust. Conversely, failure to respond risks fostering negative perceptions and public dissatisfaction. Netizens may view the account as unprofessional or incompetent, while missed responses also represent lost opportunities to resolve conflicts and improve service. Active responses, on the other hand, can help identify problems and provide timely solutions, thereby reinforcing credibility. Therefore, strengthening response strategies is essential to ensure that the use of #TanyaATRBPBPN aligns with the broader goals of transparency, accountability, and improved public service delivery.

4. Efforts to Improve Institutional Image in 2024

Efforts to enhance the positive image of the Ministry of ATR/BPN through public relations activities were evident in its social media posts throughout 2024. On January 15, 2024, the Public Relations Bureau announced a recruitment drive via Instagram @biro.humas.atrbpn for individual consultants specializing in social media. The aim was to introduce fresh perspectives in content design and production, involving consultants in research, technical, and editorial roles. This initiative sought to create content that resonated with contemporary social media trends, particularly to engage younger audiences and foster their awareness of land and spatial planning issues.

The Program for Optimizing Communication Ecosystems and Internal Public Relations (EKSISTENSI) was another initiative aimed at broadening ATR/BPN's public outreach. This program involved socialization activities and highlighted achievements and innovations across units to increase institutional visibility. The strategy, known as the 3+1 Strategy,

required each work unit to maintain one media outlet, post one piece of content daily, and share at least one piece of information daily, with the +1 being engagement activities such as following, liking, and posting positive comments. Participation across work units significantly boosted the ministry's media coverage: between March 18 and April 3, 2024, there were 501 news items, which increased to 1,116 between April 18 and May 3, 2024.

In addition, various webinars and consultations were organized. For example, the Human Resources Development Center (PPSDM) hosted a webinar on March 28, 2024, titled "Assistance on Service Excellence Culture and Communication Strategies: Leveraging Social Media to Accelerate the Development of Integrity Zones at ATR/BPN." Although not organized directly by the Public Relations Bureau, the theme was relevant to public communication, and many participants were social media managers from regional units. Such events emphasized the importance of monitoring public sentiment online, as digital platforms allow the public to evaluate and express opinions about institutions. Positive public feedback can strengthen institutional image, while negative sentiment can undermine it.

Land service complaints remained a dominant concern expressed by netizens, with dissatisfaction over unresolved or unaddressed issues. To address this, the Public Relations Bureau initiated capacity-building programs, extending training down to local land offices nationwide. The goal was to strengthen complaint management and, by extension, improve public service quality and institutional governance.

Among issues raised in the comment sections, land mafia problems ranked highly. Addressing this concern was also a strategic priority for ATR/BPN. Numerous 2024 posts highlighted the Ministry's commitment, such as reports on successful case resolutions, meetings on case settlements, and press conferences exposing land mafia practices. These posts not only informed but also helped shape public opinion in support of the Ministry's anti-land mafia initiatives. Positive news coverage of achievements contributed to a stronger institutional image and bolstered optimism that meaningful reforms were underway.

Hashtags were also employed as branding tools (M. R. Cahyono & Fardila, 2021). In 2024, ATR/BPN expanded its use of hashtags to reinforce institutional identity and morale. In addition to established hashtags such as #ATRBPBPN Kini LebihBaik (ATR/BPN Now Better), #ATRBPBPN Majudan Modern (ATR/BPN Progressive and Modern), and #MelayaniProfesionalTerpercaya (Serving with Professionalism and Trust), new hashtags were introduced: #AHY MenteriATR, #SetiapKitaAdalahHumas (Each of Us is Public Relations), and #SetiapKitaAdalahAmbassador (Each of Us is an Ambassador). These emphasized that building institutional image was not only the responsibility of public relations staff but also of all ATR/BPN employees.

The account also leveraged contemporary or "trending" content to increase engagement. For example, posts on land certificate types referenced the "Coldplay" concert, collaborations with Raditya Dika, and viral film titles such as "Siksa Kubur (Grave Torment)", linking them to land rights issues. These posts effectively communicated important messages through cultural references familiar to netizens. Routine informational posts also continued, covering inheritance-related name transfers, wakaf land, and weekend land services (PELATARAN). Such posts responded to frequently asked questions and provided accessible guidance.

Collaboration with top leadership also contributed to image-building. Posts featured the Minister of ATR/Head of BPN, Agus Harimurti Yudhoyono (AHY), often cross-posted with his personal account @agusyudhoyono. AHY's personal branding, recognized as charismatic, nationalistic, and admired (Patria, 2023; Sukarni et al., 2022), added visibility and credibility (Andzani et al., 2024; Dharmajaya & Minangkabawi, 2024). Mediated coverage of his leadership fostered optimism regarding agrarian reform and strengthened public trust in the ministry (Kusumawati, 2023; Lee et al., 2023; Suryana & Kirana, 2022).

Through these efforts, ATR/BPN aimed to reinforce its institutional image and public trust. Active communication across channels, particularly social media, was crucial for broadening access to information, ensuring transparency, and maintaining responsiveness (Sapioper et al., 2021; Yanuariza & Novitaningtyas, 2021). A positive institutional image is vital for advancing good governance, legal certainty, and administrative order (Fatmawati, 2021; Palangda & Dame, 2020; Pradipta & Rani, 2020). Conversely, negative image risks eroding public trust and fostering social unrest (Maryam & Pangestu, 2020; Syafuddin, 2022; Wardana et al., 2021).

CONCLUSION

The Instagram account @kementerian.atrbpn is used as a source of information about the institution, particularly regarding land affairs. The account also serves as a platform for building the institution's public image. Information posted on the account has generated various responses from netizens through the comment section. The most frequent types of comments consist of complaints and questions related to land services, as well as issues concerning land mafia practices. Meanwhile, Minaru, as the account admin, typically responded to complaints by tagging the Instagram accounts of relevant work units, advising netizens to visit land offices or use the Sentuh Tanahku application, providing complaint hotlines, asking for further clarification, acknowledging or agreeing with suggestions, offering greetings and prayers, encouraging patience during ongoing processes, replying with humorous remarks, using emojis, and providing substantive explanations.

The presence of these various types of comments reflects public participation, which should be encouraged to support ATR/BPN programs. Such comments provide citizens with opportunities to give feedback, understand impacts, and collaborate in decision-making. Ideally, this ensures that programs can be implemented effectively, problems can be minimized or even avoided, and public as well as stakeholder support can be secured. Therefore, the Ministry must maintain transparency and openness in providing information about regulations and procedures that must be followed.

Efforts to enhance ATR/BPN's positive image through public relations were evident in several activities and achievements in 2024, including recruiting social media consultants, holding webinars on service excellence and communication strategies, conducting outreach through the EKSISTENSI program, monitoring and addressing land mafia cases as a key priority, producing contemporary and trend-based posts, and collaborating with the Instagram account of the ministry's leadership.

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