

# Dialogic Engagement and Institutional Trust: A Netnographic Study of @halal.indonesia on Instagram as a Government Communication Platform

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## ABSTRACT

This study explores how the Halal Product Guarantee Agency (BPJPH) utilizes selective engagement strategies on its official Instagram account, @halal.indonesia, to map public interest and prioritize communication. As Indonesia holds the world's largest Muslim population and serves as a global halal market leader, strategic public communication around halal certification is critical. Employing a qualitative netnographic method, this research analyzes 1,502 Instagram posts and 27,943 associated comments published between May 2019 and February 2024. The analysis reveals that while all posts received engagement, dialogic interaction occurred in only 2.68% of comments, and administrative responses were identified in just 319 comment threads—42.78% of dialogic interactions and only 0.21 per upload on average. Administrator responses were concentrated around posts offering public service information, halal certification processes, and policy outreach. These findings suggest that BPJPH practices intentional and selective responsiveness, favoring comments that reflect high public interest or information-seeking behavior, while disregarding vague, low-quality, or off-topic content. The study underscores the significance of strategic two-way communication in cultivating institutional trust, transparency, and participatory governance in digital spaces. It contributes to the discussion on social media governance, interest mapping, and digital public engagement, offering practical implications for communication strategies across public sector institutions.



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## INTRODUCTION

Indonesia is home to the largest Muslim population in the world. According to The Muslim 500 report published by The Royal Islamic Strategic Studies Center (RISSC), as cited by Katadata, the number of Muslims in Indonesia reached 240.62. 62 million in 2023 (Annur, 2023a). This figure represents approximately 86. 7% of Indonesia's total population of 277. 53 million, making it not only the largest Muslim-majority country in the Association of Southeast Asian Nations (ASEAN) but also globally (Annur, 2023b). While other regions—such as Muslim-majority countries in ASEAN, Central Asia (including Kazakhstan, Tajikistan, Kyrgyzstan, Uzbekistan, and Turkmenistan), and the Maghreb (comprising Algeria, Morocco, Tunisia, Libya, and Mauritania)—also play a significant role in the global halal trade, Indonesia remains unmatched in terms of population size and potential. These countries have demonstrated considerable progress in developing their halal ecosystems and contributing to the global halal economy (Hidayat & Musari, 2023).



Given Indonesia's status as the country with the largest Muslim population, the halal label holds significant importance across various aspects of daily life. As of October 24, 2023, a total of 2.9 million products in Indonesia had received halal certification (BPJPH, 2023). Supporting this, Indonesia has also been identified as the world's largest halal food and beverages consumer and ranks second only to India in halal cosmetics consumption (Pahlevi, 2022 a; Pahlevi, 2022b). These figures highlight the growing relevance and demand for halal-certified products in Indonesia. The importance of halal labeling is further supported by research indicating that consumers' knowledge of halal certification significantly influences their purchasing decisions, particularly regarding food products (Febrilyantri, 2022). Beyond consumer goods, the concept of halal also extends to tourism. A study conducted in West Sumatra revealed that non-environmental factors—such as the performance of halal-friendly destinations, sustainable tourism practices, and the overall image of halal destinations—play a crucial role in enhancing tourist satisfaction (Zulvianti et al., 2022).

In Indonesia, halal-related affairs are overseen by the Ministry of Religious Affairs, specifically through the Halal Product Guarantee Agency (BPJPH), the ministry's youngest echelon. BPJPH was officially established in October 2017, following Law Number 33 of 2014 concerning Halal Product Guarantee (Jaminan Produk Halal/JPH), which President Susilo Bambang Yudhoyono enacted on October 17, 2014. The law mandates that BPJPH must be formed within three years of its ratification.



**Fig 1.** Indonesian Halal Logo  
(Source: Instagram, 2024)

As Law 33 of 2014 outlines, BPJPH plays a vital role in formulating and implementing halal product guarantee policies. Its responsibilities include establishing norms, standards, and criteria; issuing and revoking halal certifications; and conducting public outreach through education, socialization, and publication of halal product information (BPJPH, 2024). To accelerate the halal certification process and strengthen the national halal ecosystem, BPJPH actively promotes its programs through social media platforms, particularly via its official Instagram account, @halal.indonesia.

Social media has become a key element in modern communication strategies (Sari et al., 2023). Social media exposure has been proven to shape audience decisions and behavior (Amali & Pudrianisa, 2024; Yusnita, 2021). People actively use social media platforms for a variety of purposes, including entertainment and social interaction (Hidayat et al., 2024). Among these platforms, Instagram stands out as one of the most popular and rapidly evolving, continuously introducing new features to enhance user engagement. According to the We Are Social report, the global number of Instagram users reached 1.6 billion as of July 2023. Indonesia ranks as the fourth-largest Instagram user base in the world, with approximately 103.3 million users (Annur, 2023c). Given this substantial user base, Instagram is a highly effective communication channel, particularly for reaching and inspiring audiences (Deslia et al., 2022). Therefore, adopting the right communication strategy on Instagram is essential for organizations aiming to connect meaningfully with their target audience (Oltra et al., 2022).

The Instagram account @halal.indonesia began its first post on May 8, 2019, and remains active to this day, with the number of followers reaching 75.5 thousand as of December 8, 2023. @halal.indonesia posts include a wealth of visual content, providing information and education about the halal ecosystem, halal activities, special day commemorations, important announcements, and trivia. Additionally, audio-visual reel posts mostly showcase highlights of institutional activities and halal-related events, as well as videos of SME partners whose products have been certified halal. Over nearly four years of halal promotions, efforts have been made to create a connection between the manager and his audience. Institutions can concentrate on content distributed through online platforms, which is beneficial for engaging audiences in the product marketing process, whether intentionally or unintentionally (Febrian et al., 2021).



**Fig 2.** The Instagram Page of @halal.indonesia  
(Source: Instagram, 2024)

The continuous growth of online communities and social media usage reflects society's increasing dependence on digital communication and interaction to stay informed and connected (Dutta & Sharma, 2023). Among various platforms, Instagram plays a crucial role in fostering trust and dialogue between institutions and the public (Wijayanti et al., 2023). Effective listening on social media has also been shown to significantly influence user engagement. Research indicates that organizational listening skills are positively associated with trust and lead to higher levels of online participation (Hidayat & Musari, 2023). This is evident in the case of Instagram @halal.indonesia, a platform managed by BPJPH, where community engagement not only strengthens public interaction but also supports the government's efforts to be more transparent, accountable, inclusive, and responsive (Rijal, 2023).

Studies on netnography have been frequently applied in research within the internet world, although the themes discussed on the Instagram platform are limited, including investment motivation, emoji use, and digital consumer movements (Kozinets & Seraj-Aksit, 2024; Lestari et al., 2024; Ria, 2023). Meanwhile, research related to the Instagram comments section of institutions or organizations in addressing crises has been conducted on provincial government Instagram accounts, travel service provider platforms, and online shops on Instagram (Hanevie & Kusnarto, 2023; Gusthini & Istiningdias, 2024; Windy et al., 2023).

This study seeks to address the research problem of identifying which types of content uploads are deemed important enough to elicit responses from the @halal.indonesia administrator, and how the discussion process unfolds within the comment section of the account. The primary objective of this research is to explain and analyze interest mapping through the selective responses made by the admin in the Instagram comment section. This study contributes to the field of social media management, particularly in understanding how interactions in comment sections serve as a vital medium for building relationships with the public and shaping institutional image. The findings of this research are expected to encourage institutions to actively engage in meaningful discussions within the @halal.indonesia Instagram ecosystem. In doing so, the platform can evolve into a trusted source of public education and information—positioning itself as a key reference point alongside the official website for followers seeking halal-related content.

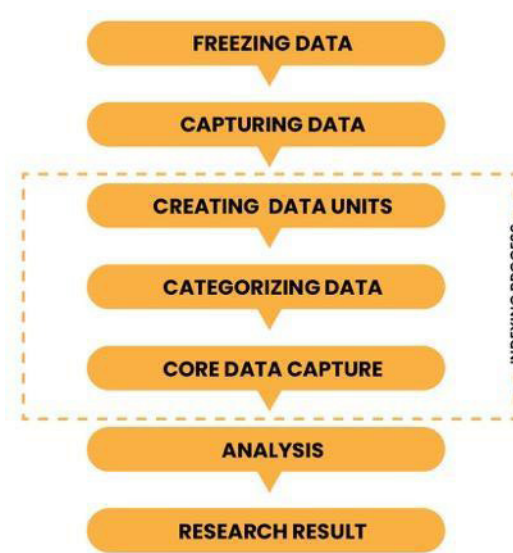
## METHOD

This research adopts a qualitative approach using a netnographic method, focusing on digital traces and naturally occurring conversations in the comment sections of selected Instagram posts. Netnography, as the chosen methodological approach, is a specialized form of qualitative research aimed at understanding cultural experiences reflected in digital environments. It involves the analysis of digital traces, online practices, and trace systems, which may include text, graphics, photographs, audiovisual materials, music, commercial advertisements, and other forms of content (Eriyanto, 2021). In this approach, most data are derived from naturally occurring digital traces and public conversations captured and stored through modern big data systems (Bungin, 2023).

With the evolution of research practices in the digital era, field observations have expanded beyond the physical world. Today, the digital space is not only a complementary element in research but also serves as the primary research field. Rocca, Mandelli, and Snehota emphasized that netnography is not an entirely new method but rather an adaptation of traditional ethnographic techniques to suit technological advancements (Pratama, 2017). While it retains the core

principles of ethnography, netnography conducts observations within the digital realm, functioning similarly to direct observation but through internet-based platforms.

The research flow and stages of this netnographic study are illustrated in Figure 3. The subject of this research is the official Instagram account of BPJPH, namely @halal.indonesia. The object of study focuses on the comments and dialogues that occur in the account's uploaded content. This study employs a qualitative research method with a netnographic approach. This qualitative method enables researchers to describe and interpret social realities through rich, descriptive explanations (Triyono, 2021).



**Fig. 3.** Research Flow  
(Source: Processed by Researcher)

This research began with selecting the object of study, namely the comment section of the @halal.indonesia Instagram account. Given the dynamic and fast-paced nature of online content, it is essential to define a clear research boundary through data freezing based on a predetermined timeframe. To obtain a comprehensive understanding, data collection was conducted from the account's first upload on May 8, 2019, until the planned data analysis date on February 29, 2024. This study does not apply specific sampling criteria; instead, it considers all available uploads, totaling 1,502 posts. Data were collected using the screen capture method, which enabled the researcher to record and archive large volumes of content that are typically unstructured and difficult to categorize.

An indexing process was employed to support systematic analysis and assign identity tags to each dataset. This process facilitated data organization, enabling the identification of patterns, anomalies, and unique features across the dataset. Although no sampling was used, indexing allowed for structured navigation through the data, assisting in detecting notable trends and irregularities in public interaction and response. Once the indexing matrix was completed, the following stages involved data analysis, interpretation, and discussion. These steps were done to draw meaningful conclusions regarding engagement patterns, selective responses, and interest mapping in the @halal.indonesia Instagram comment section.

## FINDINGS AND DISCUSSION

The data freezing process was carried out on March 1, 2024, and the date range for frozen data spanned from the first upload by @halalindonesia, namely May 8, 2019, to February 29, 2024 (4 years, 9 months, or 1759 days). This extensive date range captures the development situation in the field and enables researchers to identify any data anomalies. Despite the limited time frame, this research discussion focuses on comments addressed by the @halal.indonesia admin.

Next, the data capturing step combines the uploads individually by taking screenshots of @halal.indonesia uploads according to the data freezing range. Figure 4 shows the monthly folder, and Figure 5 shows the data units in the monthly folder.

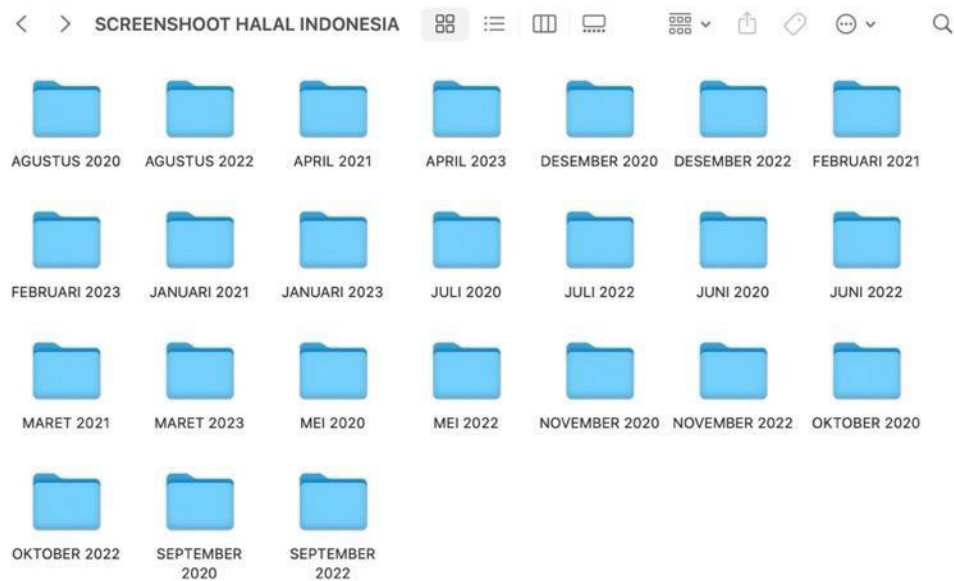


Fig 4. Folder containing monthly uploads for the period May 2020 – April 2023

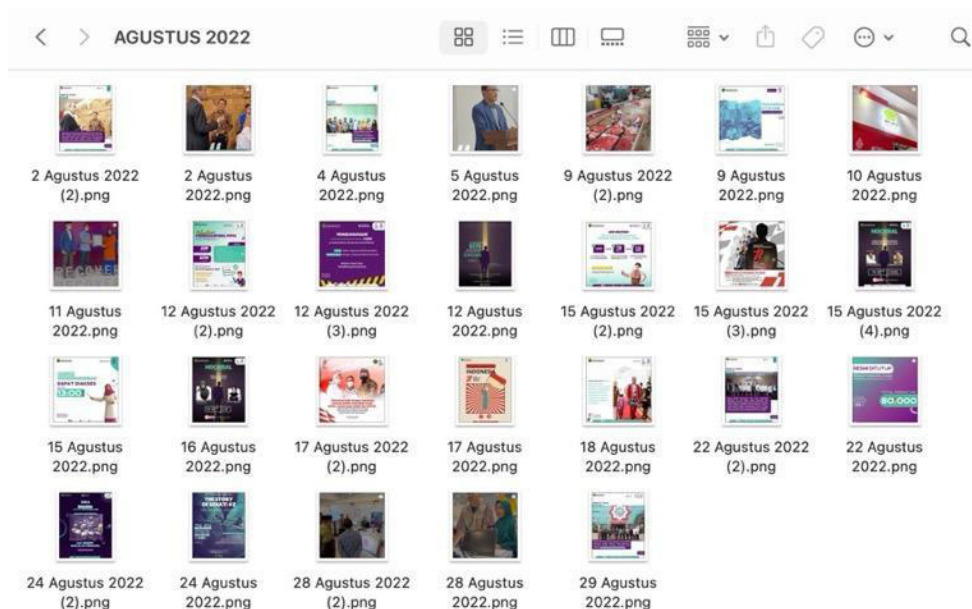


Fig 5. Data units from uploads in August 2022.

The results of capturing data in the form of data units are arranged in a table with the help of Microsoft Excel. This process is known as the indexing process. Through this process, the data can finally be identified and categorized to obtain core data. We divided the indexing matrix into three sheets, namely: (1) Visual Matrix, which contains the arrangement of the results of the capture data images (Figure 6), (2) Like & Comment Matrix, which contains records of the number of likes and comments obtained by each @halal.indonesia upload (Figure 7), and (3) Dialogue Matrix, which contains notes regarding the dialogue that occurred in the comments column (Figure 8).



		MATRIKS VISUAL @halalIndonesia															
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
FRIDAY	2-Feb-24	1732								2		2	2				
SATURDAY	3-Feb-24	1733								1	1		1				
SUNDAY	4-Feb-24	1734								1	1		1				
MONDAY	5-Feb-24	1735								1	1			1			
TUESDAY	6-Feb-24	1736								2		2	1	1			
WEDNESDAY	7-Feb-24	1737								2	1	1	1	1			
THURSDAY	8-Feb-24	1738								1	1		1				
FRIDAY	9-Feb-24	1739															
SATURDAY	10-Feb-24	1740								1	1		1				
SUNDAY	11-Feb-24	1741															
MONDAY	12-Feb-24	1742								1		1	1				
TUESDAY	13-Feb-24	1743															
WEDNESDAY	14-Feb-24	1744								1		1			1		
THURSDAY	15-Feb-24	1745								2		2	2				
FRIDAY	16-Feb-24	1746															
SATURDAY	17-Feb-24	1747								1	1		1				
SUNDAY	18-Feb-24	1748															
MONDAY	19-Feb-24	1749								1		1	1				
TUESDAY	20-Feb-24	1750															
WEDNESDAY	21-Feb-24	1751															
THURSDAY	22-Feb-24	1752															
FRIDAY	23-Feb-24	1753															
SATURDAY	24-Feb-24	1754															
SUNDAY	25-Feb-24	1755															
MONDAY	26-Feb-24	1756								2	1	1	1	1			
TUESDAY	27-Feb-24	1757															
WEDNESDAY	28-Feb-24	1758								1	1		1				

Fig. 6. Visual Matrix  
(Source: Researcher Processed Data)

		MATRIKS LIKE & COMMENT @halalIndonesia															
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
SUNDAY	10-Dec-23	1678	103	11													
MONDAY	11-Dec-23	1679	405	17													
TUESDAY	12-Dec-23	1680	357	19													
WEDNESDAY	13-Dec-23	1681															
THURSDAY	14-Dec-23	1682															
FRIDAY	15-Dec-23	1683	201	10	150	3											
SATURDAY	16-Dec-23	1684															
SUNDAY	17-Dec-23	1685															
MONDAY	18-Dec-23	1686															
TUESDAY	19-Dec-23	1687	262	19													
WEDNESDAY	20-Dec-23	1688	142	4	198	14	111	0	101	2							
THURSDAY	21-Dec-23	1689															
FRIDAY	22-Dec-23	1690	273	3	152	0											
SATURDAY	23-Dec-23	1691															
SUNDAY	24-Dec-23	1692	143	4	246	6	58	0	294	20							
MONDAY	25-Dec-23	1693															
TUESDAY	26-Dec-23	1694															
WEDNESDAY	27-Dec-23	1695															
THURSDAY	28-Dec-23	1696	1752	01													
FRIDAY	29-Dec-23	1697	143	9	73	2											
SATURDAY	30-Dec-23	1698	172	5													
SUNDAY	31-Dec-23	1699	312	14													
MONDAY	1-Jan-24	1700	639	37													
TUESDAY	2-Jan-24	1701															
WEDNESDAY	3-Jan-24	1702	227	12	186	7											
THURSDAY	4-Jan-24	1703	136	2	395	32											

Fig. 7. Likes and Comments Matrix  
(Source: Researcher Processed Data)

		MATRIKS DIALOG @halalIndonesia							
		A	B	C	D	E	F	G	H
TUESDAY	5-Apr-22	1064							
WEDNESDAY	6-Apr-22	1065							
THURSDAY	7-Apr-22	1066	31						
FRIDAY	8-Apr-22	1067							
SATURDAY	9-Apr-22	1068							
SUNDAY	10-Apr-22	1069							
MONDAY	11-Apr-22	1070		1	98				
TUESDAY	12-Apr-22	1071	1						
WEDNESDAY	13-Apr-22	1072							
THURSDAY	14-Apr-22	1073	3	41					
FRIDAY	15-Apr-22	1074							
SATURDAY	16-Apr-22	1075							
SUNDAY	17-Apr-22	1076							
MONDAY	18-Apr-22	1077	4	25	24	18			
TUESDAY	19-Apr-22	1078			1	12			
WEDNESDAY	20-Apr-22	1079		1					
THURSDAY	21-Apr-22	1080							
FRIDAY	22-Apr-22	1081	2						
SATURDAY	23-Apr-22	1082							
SUNDAY	24-Apr-22	1083							
MONDAY	25-Apr-22	1084							
TUESDAY	26-Apr-22	1085	10	1	5				
WEDNESDAY	27-Apr-22	1086	5						
THURSDAY	28-Apr-22	1087		8					
FRIDAY	29-Apr-22	1088	1	0					
SATURDAY	30-Apr-22	1089							
SUNDAY	1-May-22	1090							

**Fig. 8.** Dialogue Matrix  
(Source: Researcher Processed Data)

From the results of indexing field data, researchers synchronize the placement and data between matrices. These numbers are then calculated to find an average or percentage. The compiled data, which holds significant weight, is summarized in a table to identify trends or anomalies. The results of the data recap can be seen in Table 1. After checking the Visual Matrix, Like & Comment Matrix, and Dialogue Matrix for synchronization, and creating the data recap table, the researcher withdrew the core data.

Table 1. Data Recap

No	Data	Recap	Additional Information
1	Time span	1759 days	
2	Number of uploads	1502 uploads	
3	Average uploads per day	0.85 uploads per day	
4	Number of uploads that received likes	1502 uploads	100% of total uploads
5	Total number of likes	320.445 likes	
6	Average number of likes per upload	213.34 likes per upload	
7	Number of uploads that received comments	1502 uploads	100% of total uploads
8	Total number of comments	27.943 comments	
9	Average number of comments per upload	18.60 comments per upload	
10	Number of comments where dialogue was not identified (did not receive a reply from either admin or netizens)	27.187 comments	97.29% of total comments
11	The number of comments identified as containing dialogue	747 dialogues	2.68% of total comments
12	The number of comments that identified dialogue between fellow netizens	428 dialogues	57.22% of total dialogue
13	The number of comments that identified dialogue between admin and netizens	319 dialogues	42.78% of total dialogue
14	Average number of dialogues per upload	0.49 dialogue per upload	49.8% of total uploads

No	Data	Recap	Additional Information
15	The average number of comments identified as dialogue between fellow netizens per upload	0.28 dialogues per upload	
16	The average number of comments identified as dialogue between social media managers and netizens per upload	0.21 dialogues per upload	

### A. Posts Featuring Administrator Engagement in the Comments Section

For 1,759 days, the number of uploads by @halal.indonesia amounted to 1,502. The average upload rate per day for @halal.indonesia is 0.85 uploads. This cannot be considered a negative aspect, given that there are no fixed guidelines regarding the recommended number of daily uploads. All uploads from @halal.indonesia receive likes and comments. It is uncommon for an upload on Instagram to go without at least some likes, typically even from oneself. However, many posts receive no comments at all. The presence of comments on each of @halal.indonesia's uploads, totaling 1,502, indicates that the @halal.indonesia account is attracting public attention. The total number of comments calculated in this research was 27,187.

Uploads involving admin @halal.indonesia in the comments section are collected to create a core data matrix. This research focuses on selective comments made by Instagram regarding @halal.indonesia, thus necessitating core data collection for analysis and interpretation. The core data for this research is found in the comments section, explicitly focusing on netizens' comments that were replied to by the @halal.indonesia admin. Through the core data matrix, researchers can hone in on discovering unique data and conducting more specific analyses. The core data matrix is displayed in **Figure 9**.

Visual	134A	247A	256B	283A	286A	287A	291A	293A	293C	296B	297B	304A	308A	309A	310A	311A	321B	331B	350A	351C
NUMBER DATA	2	5	1	6	1	2	2	1	1	5	1	1	3	5	5	2	3	3	1	2
SUMMARY DIALOGUE ADMIN	3	5	2	1	3	1	3	2	1	1	2	1	3	2	3	2	3	6	1	2

Fig. 9. Outcomes of the Core Dataset Extraction Process



Social media can help organizations gain insight into the market and develop marketing strategies to build engagement and communicate brands, services, products, and ideas (Rosário & Dias, 2023). Halal Indonesia can be said to be the main reference for people looking for information about halal. Often, people's ignorance leads them to comment in the Instagram comments section or ask questions to at least get answers or certainty regarding their inquiries.

Social media managers play an important role in negotiating and legitimizing new communication practices within organizations, balancing personal and professional aspects of social media use (Bossio et al., 2020). Social media managers (admins) have nine strategic roles, which include policy maker, internal collaborator, technology tester, communications organizer, issues manager, relationship analyzer, metrics expert, police officer, and employee recruiter (Neill & Moody, 2015).

The role of the social media manager @halal.indonesia is significant and crucial, highlighting the urgency of responding to inquiries or comments from followers in the comments section. There were 319 comments reflecting the dialogue between the admin and netizens, which accounts for 42.78%. This indicates that the interaction between netizens and the @halal.indonesia admin is lower than the dialogue that occurs among netizens themselves.

Implementing social media in project management can enhance information sharing, engagement, and relationships, but a lack of strategy is the primary reason for limited use (Daemi et al., 2021). Instagram @halal.indonesia needs to consider user involvement by employing specific strategies to achieve the widest possible absorption of information about halal among followers. Social media managers (admins) are essential for understanding consumer engagement on social media platforms. This is important because it can help marketers develop a "brand as person" strategy, increasing brand interactions beyond the constraints of traditional marketing communications (Kaufmann & Manarioti, 2021). In this case, the marketer is @halal.indonesia.

Taking corrective steps is the most effective strategy for dealing with social media problems, which can trigger more online reactions such as likes, shares, and positive comments (Triantafyllidou & Yannas, 2020). Instagram @halal.indonesia still has not implemented this corrective action strategy and tends to ignore important problems or statements, such as complaints; therefore, it is not able to optimally handle issues that arise around the halal certification program.


Of the 27,187 comments recorded, researchers conducted several filters to obtain core data for analysis. Among all the comments, researchers identified those of the dialogue type. Dialogue comments are netizen comments that receive positive responses from fellow netizens, as well as from the @halal.indonesia admin. Dialogue comments totaled 747, accounting for only 2.68% of the overall comments. This number is quite small for a response from a public account, as it does not reach 5%. From the 747 dialogues, the researchers categorized them into conversations between fellow netizens, totaling 428 dialogues, and dialogues identified as involving admin participation, totaling 319 dialogues.







## B. The Discussion Process That Occurs In The Comments Column Of The @Halal.Indonesia Instagram Account.

Based on observations of core data regarding the number of admin dialogues in the Core Data Matrix (Figure 9), researchers found that admin discussions in each upload rarely reached tens or hundreds, typically numbering fewer than 10 dialogues. In fact, the dialogic orientation in government social media messages has a positive impact on public engagement and perceptions of effectiveness (Lai et al., 2020). That's why researchers will classify uploads with admin involvement in comments above 9 dialogues as uploads that attract attention and are considered important in managing Instagram @halal.indonesia.

Uploads with more than 9 instances of admin involvement in the comments column are highlighted in yellow, as shown in Figure 9. Only 15 uploads, or 4.7% of the total, fall into this category. These fifteen uploads will be analyzed and interpreted. The analysis of Instagram admin comments @halal.indonesia is displayed in Table 2 below.



Table 2. Comments Analysis

No	Uploads	Comments Analysis
1		<p>November 22, 2021 – 20 responses</p> <p>This upload is a type of public service communication that provides information regarding the date, time, and type of service where the public can visit the BPJPH service building. The information contained in this upload is important as it supports the actualization of BPJPH's role and function as an institution for socialization, education, and publication of halal products. In this upload, admin @halal.indonesia is very informative by engaging in 20 dialogues in the comments section.</p>

No	Uploads	Comments Analysis
2		November 26, 2021 – 14 responses This upload presents information regarding halal certification, which is, of course, the main task of BPJPH. Moreover, this account highlights how easy it is to obtain a halal certificate nowadays. This information is very useful for netizens who want to apply for halal certification, and it would be very helpful if the @halal.indonesia admin assists netizens who need further information via the comments section.
3		January 20, 2022 – 15 responses Enhancing public understanding of “Halal Certificates” and “Halal Decrees” as well as all regulatory matters is one of BPJPH’s key functions. To prevent misinformation, the BPJPH administration must be proactive in addressing inquiries to transform unclear and inaccurate information into precise and reliable content.
4		January 28, 2022 – 14 responses This upload features the most admin dialogue but in a different context. It has nothing to do with halal information or services. The context of this upload is a form of synergy between ministries, specifically the Ministry of Religion and the Indonesian Ministry of Education, Culture, Research and Technology regarding Internships and Certified Independent Studies (MSIB), which are oriented towards students, not the public interested in managing halal products.
5		April 18, 2022 – 24 responses This upload ranks second for the most admin dialogue. The content is about free halal certification (SEHATI). This upload also serves as a type of public service and highlights the role of BPJPH. Because SEHATI is a conditional feature of BPJPH, admin involvement in responding to information needs and ensuring the uniformity of information is crucial. This can also help avoid misunderstandings or misuse of information by irresponsible individuals or parties.
6		May 3, 2022 – 52 responses This upload ranks first for the most admin dialogue; in fact, the difference is very significant compared to the second rank. This upload is still about free halal certificates like the April 18, 2022, upload, but the public response to the May 3, 2022, upload is also much higher, with 247 total comments, while the April 18 upload has 139 comments. This indicates that the @halal.indonesia admin is very good at managing the discussion ratio. The @halal.indonesia admin sets things up so that the threshold for abandoned comments does not exceed.
7		26 May 2022 – 11 responses This upload is a type of public service upload that provides information about preparations for obtaining a halal certificate. Similar to information about BPJPH building service times, the details included in this upload are vital for supporting the actualization of BPJPH’s role and functions as an institution for socialization, education, and publication of halal products.

No	Uploads	Comments Analysis
8		June 1, 2022 – 15 responses The reason the quiz content attracts attention from the @halal.indonesia admin is that this quiz serves as an educational trigger packaged in a game format. Comments show that a wealth of knowledge is exchanged among fellow netizens, fostering organic education within the community.
9		August 15, 2022 – 13 responses As an extension of BPJPH in reaching various levels of business, especially the lower middle class throughout Indonesia, a significant amount of PPH needs to be distributed across various regions. While PPH is part of the halal certificate service delivery system, this upload is a job vacancy. Ultimately, since PPK is part of the system, the @halal.indonesia admin is quite active in addressing various questions and difficulties regarding PPH registration.
10		August 15, 2022 – 11 responses Uploads 9 and 10 are related and similar, specifically concerning PPH registration, the registration flow, and various related information. Since BPJPH requires PPH, the @halal.indonesia admin aims to assist applicants as much as possible during the selection process. This demonstrates the seriousness of managing @halal.indonesia.
11		October 9, 2022 – 11 responses Like the uploaded data in no. 8, this upload is quiz content that can encourage netizens to search for answers on the internet before responding to questions. This action indirectly prompts netizens to learn more about BPJPH products.
12		November 3, 2022 – 10 responses This upload serves as a public service that provides information on the advanced process for obtaining a free halal certificate. The details within this upload are crucial for supporting the role and function of BPJPH as the authority responsible for issuing halal certificates.
13		December 12, 2022 – 12 responses If viewed from the perspective of the usefulness of information, this upload has no direct benefit, whether for services, outreach, socialization, or education. However, the content of this upload, specifically the organization of the festival, could directly impact education and increase the number of applicants for halal certification.



No	Uploads	Comments Analysis
14		<p>March 6, 2023 – 12 responses</p> <p>The number of uploads regarding free halal certificates (SEHATI) generated the most administrative dialogue, specifically 3 uploads. This further reinforces the role of the @halal.indonesia admin in fulfilling BPJPH's duties to conduct outreach, education, and other types of public services related to halal.</p>
15		<p>December 3, 2023 – 12 responses</p> <p>If viewed from the perspective of the usefulness of information, this upload has no direct benefit for services, outreach, socialization, or education. However, this type of content can alleviate the tension between the @halal.indonesia account, which is an official government account, and service users of the Indonesian Ministry of Religion. This is important for creating positive sentiment and fostering more humane relations between government institutions and the community.</p>

Social media increases social inclusion, facilitates interaction, and enhances transparency, accessibility, and workable solutions for citizen participation in planning processes (Lin & Kant, 2021). Instagram @halal.indonesia engages various elements of society who follow the Instagram page @halal.indonesia to gain as much information about halal as possible. Followers seek easy access, information, and solutions to address their problems regarding halal.

The type of post (video, image, link, or status) influences citizen engagement, with videos and images yielding the highest positive impact (Siyam et al., 2020). In this instance, there were only 15 uploads with admin involvement in the comments section, accounting for 4.7% of total uploads with admin dialogue participation. These post types include: service content and information about halal certification, which comprised 8 uploads (No. 1, 2, 3, 5, 6, 7, 12, and 14). Additionally, there are 2 uploads of halal quiz content (No. 8 and 11), 2 uploads concerning PPH vacancies (No. 9 and 10), 1 upload of MSIB content (No. 4), 1 upload of festival content (No. 13), and 1 upload of entertainment content called #sahabathalal (No. 15).

Human voice conversations in social media complaints lead to more positive observer perceptions, with interactional justice mediating this process and positively influencing corporate image and word-of-mouth intentions (Javornik et al., 2020). Social media users desire control over synthesized voices, emphasizing expressiveness, customizability, and adaptability to various contexts to enhance their online persona and impression management (Zhang et al., 2021).

Admin @halal.indonesia performs its role effectively and understands the function of social media in executing BPJPH's role and purpose as a public reference. This is demonstrated by the way the admin selects which uploads are crucial for engaging in dialogue and positively contributing to BPJPH services, namely 8 of the 15 uploads with the most dialogue.

Attention to social media and official government websites is vital in understanding their impact on public perceptions of transparency, which significantly influences trust and engagement (Ernungtyas & Boer, 2023). Furthermore, integrating social media into mobile government platforms can enhance citizen engagement and satisfaction by providing interactive spaces for public participation in decision-making processes (Desmal et al., 2023). With the growing popularity of the Instagram account @halal.indonesia, the platform can act as a dynamic social space that connects the government's halal policymakers and the broader community. By encouraging open and constructive interactions, this digital space can boost public interest and participation in the halal sector, while also aiding the government in developing policies that are more practical, responsive, and socially accepted.

The phenomenon of social media discussions and the role of government agencies can be better understood through the lens of the psychology of interest, which plays a critical role in shaping motivation, behavior, and success across various fields (Su, 2020). Interest is a dynamic construct, and understanding its nature is essential for effectively assessing and applying it in practical contexts. In this regard, the public's strong interest in halal issues should be met with a reciprocal interest from social media managers—particularly in fostering an interactive and informative space on platforms such as Instagram.

Current theories suggest that interest is constructed through three interrelated components: individual, social, and contextual, with emotion serving as a key underlying element (Халиков, 2020). Interest also plays a vital role in forming and regulating social subjectivity, influencing internalization, identification, and self-actualization processes (Karavaeva



& Litvinova, 2022). Social relationships and group dynamics built upon trust and support are essential for nurturing psychological interest (Hoff et al., 2020). Thus, cultivating interest in online interaction and dialogue becomes a strategic pathway to achieving greater success and improving institutional performance in the digital public sphere.

From this analysis, Instagram @halal.indonesia needs to re-evaluate how two-way communication exists on social media platforms, especially their own Instagram. Memory, the tendency to repeat interactions with past contacts, is a major source of reciprocity in human communication networks, contributing to social stability and cooperation (Chowdhary et al., 2023). Building two-way communication requires memory power and an understanding of the context by considering humanistic relationships between people on social media, alongside a collective understanding of the importance of consistency. After all, whatever feedback from the public, whether good or bad, is an expression (Heywood & Yaméogo, 2023). In the context of social media, it would be beneficial if our comments received responses. Two-way communication identifies that engagement has occurred; however, further research is needed to measure how strong this engagement is. Engagement occurs with the media, but also with people through the media, taking place in various dimensions (Bastos, et al., 2021). We know that social media is a highly influential dimension of information media. Viral content brings change to society.

Although a one-way communication pattern on Instagram is more effective in building brand trust, primarily because audiences perceive the information as more authoritative and valid (Gunawan et al., 2023), this approach may not be the most suitable in the context of communicating halal-related information. In the case of Instagram @halal.indonesia, two-way communication strategies appear more relevant and impactful. Interpersonal elements such as using selfies, informal or non-scientific content, first-person narratives, and active engagement through comment replies foster a sense of dialogue and community. These strategies support meaningful two-way interactions between science communicators and the public, enhancing trust and engagement in social media (Martin & MacDonald, 2020).

Therefore, in disseminating information and education related to halal, @halal.indonesia's performance plays a crucial role as a key reference point for the social media community. To ensure the effectiveness of this role, social media managers must enhance follower engagement, particularly by actively responding to comments. This approach is essential to foster a sense of belonging among followers, position the account as a trusted and responsive source for halal-related inquiries, and establish it as a comprehensive and primary gateway for halal socialization, complementing the official website.

## CONCLUSION

BPJPH, through its Instagram account @halal.indonesia, has demonstrated effective social media management, particularly in handling responses within the comment section. The admin of @halal.indonesia exhibits strong communication skills, creativity, and a solid understanding of BPJPH's products, policies, and audience needs. This is reflected in the consistent alignment of responses with BPJPH's role as a public service institution, ensuring that the information shared serves the interests of the wider community. Beyond addressing informational inquiries, the admin also engages constructively with suggestions and criticisms. This responsiveness reflects an effort in issue management aimed at dispelling the perception that government agencies are resistant to feedback. The admin replies to criticisms with composure and empathy, acknowledging the issues raised and offering thoughtful solutions.

Despite these strengths, there remains room for improvement to optimize the overall performance of the @halal.indonesia account. One key recommendation is to reduce the use of uniform or template-based replies. Even when addressing repetitive questions, responses should be personalized to maintain a sense of authentic engagement. Variations in phrasing can enhance the perception of responsive and human-centered communication. Additionally, attention should be given to the ratio between the number of comments and the number of replies. A high discrepancy may suggest neglect or lack of responsiveness. To address this, BPJPH should consider increasing the number of social media administrators to improve engagement and foster more dynamic discussions within the comment section.

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