Exploring Practice and Engagement of Instagram by Malaysia Ministries During Covid-19

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ABSTRACT

The rapid diffusion of social media applications is ushering in new possibilities for non-profit organisations to communicate with and engage the public. Social media can be a means of participation and engagement. In particular, it involves the delivery of information through social media that is directed to encourage public participation and engagement by providing comments, responses, and input to government agencies. Instagram, a mobile photo (and video) capturing and sharing service, has quickly emerged as a new medium in the spotlight in recent years. In this study, the researchers analysed the level of citizen engagement with Malaysia government ministries practices and calculated the engagement rate of each ministry on Instagram. This research was conducted for a period of one year which is from 1st January until 31st December 2020 through the formula of the Engagement Rate measurement. The data showed 21 accounts from 27 ministry Instagram accounts received a low Engagement Rate quality, which means 77.78% of ministry Instagram accounts had not been able to optimise their Instagram accounts to get engagement from their followers. Moreover, Engagement Rate is a very important measure for knowing Instagram optimisation. By knowing the Engagement Rate, we will find out how much influence the account has on followers.

Keywords: *Engagement, Instagram, Ministry, COVID-19, Malaysia.*

INTRODUCTION

The advent of social media has created a social cyber environment, where people, businesses, organisations and others connect to each other with ease irrespective of distance or geographical barriers.

Social media can be a means of participation and engagement, namely the delivery of information through social media that is directed to encourage public participation and engagement by providing comments, responses, and input to government agencies (DePaula & Dincelli, 2018). The use of social media by the government can provide opportunities for the government to fulfil the basic objectives of democracy, namely transparency, citizen participation, and engagement (ibid). On social media, people can have direct conversations with politicians, civic officials, and even entire government agencies. It also gives them the opportunity to participate.

A lot of countries use social media to establish communication with their people. There are now 4.88 billion internet users around the world, which equates to almost 62 percent of the world's population and social media users increased by more than 400 million (+9.9 percent) over the past 12 months to reach 4.55 billion in October 2021 (Social media use in 2021, 2021). Social media also does not require a large investment for its implementation. Social media also has principles of openness, accountability, the collaboration of all stakeholders and participatory (community participation). The public

administration can use social media to connect with its citizens to increase the level of citizen participation.

Instagram provides users with an instant way to capture and share their life moments with friends through a series of (filter manipulation) pictures and videos (Hu et al., 2014; Jiang et al., 2020). Since its launch in October 2010, it has attracted more than 150 million active users, with an average of 55 million photos uploaded by users per day, and more than 16 billion photos shared so far. The extraordinary success of Instagram corroborates the recent Pew report which states that photos and videos have become the key social currencies online (Social media use in 2021, 2021).

Social media does not require a large investment for its implementation. Social media also has principles of openness, accountability, the collaboration of all stakeholders and participatory (community participation). The public administration can use social media to connect with its citizens to increase the level of citizen participation (Verma et al., 2017). Researches have shown that Instagram is one of the materials that the Malaysian ministries used to inform and to engage with the citizens (Rahman, 2022). A lot of countries use social media to establish communication with their people (Kusumaningtyas & Vanel, 2019). The ministry can keep on improving their engagement with the citizens by posting information about the public's interest regarding their fields more often, so that there is engagement (ibid). However, there is less academic work on the issue of engagement of social media in the government ministries in Malaysia.

Thus, this research will provide an overview and analyse Malaysia government ministries practise as the rapidly growing of social media enables the government to actively communicate with the public, thereby facilitating participatory decision making. Other than that, this research will calculate the engagement rate on each ministry's Instagram account. We utilised a year of Instagram data posted from 1st January 2020 until 31st December 2020. The objective of this research is to analyse the level of citizen engagement with Malaysia government ministries practices. The second objective is to calculate the engagement rate on each ministry's Instagram account.

LITERATURE REVIEW & RESEARCH BACKGROUND

Instagram is a free online photo sharing application and social networking platform that was acquired by Facebook in 2012 (Solomon, 2013). Instagram allows users to edit and upload photos and short videos through a mobile application. Users can add a caption to the uploaded posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app (ibid). Each user's post will be displayed on the Instagram feed of its followers, and can also be viewed by the public when tagged with hashtags or geotags. Users can also choose to make their profile private so that only their followers can view their posts.

Instagram is not only a tool for individuals, but is also used by the government. For many, the app is synonymous with selfies and artfully filtered food pics (Kusumaningtyas & Vanel, 2019). But governments are increasingly using Instagram to connect with citizens, whether to push out important information, share the whereabouts of political leaders or just to post a pleasant photo. When viewed together, these public-sector Instagram feeds provide a snapshot of government life across the country (Fahmi et al., 2021).

History of Instagram

There are many ideas about the first occurrence of social media. Carton (2009) stated that, "Throughout much of human history, we have developed technologies that make it easier for us to communicate with each other." The earliest information encountered by the writers of this article referred to 1792 and the use of the telegraph to transmit and receive messages over long distances (Ritholz, 2010).

Emile Durkheim, a French sociologist known by many as the father of sociology, and Ferdinand Tonnies, a German sociologist, are considered pioneers of social networks during the late 1800s. Tonnies believed that social groups could exist because members shared values and beliefs or because they shared conflict. His theory dealt with the social contract conceptions of society. Durkheim combined empirical research with sociological theory. Also, in the late 1800s, the radio and telephone were used for social interaction, albeit one-way with the radio (Rimskii, 2011).

Launched on October 6, 2010, as an iPhone app, Instagram was originally designed with the purpose of allowing users to share life moments through pictures as they happen in real time. Since 2010, Instagram has become one of the most popular websites in the world ranking as the 17th most popular site in the United States and 30th globally. In 2012, roughly 57% of Instagram users visited the site at least once a day while 58 photographs were being uploaded each second (McLachlan, 2022). In 2015, Instagram surpassed 300 million active users with more than 70 million average photos uploaded per day. Instagram provides smartphone users (iPhone and Android) the ability to capture photos using their phone's camera through the Instagram app. Based on these numbers, Instagram can be considered one of the most popular applications for sharing photos and for interacting with friends, acquaintances and worldwide brands. With the growing prevalence of social media, there has been an emergent focus from both academics and practitioners on the concept of engagement in social media platforms especially Instagram (Brodie et al., 2013).

Once a photo or video has been captured, users can edit the image and apply filter(s) before sharing with others. In addition, users can add a description of the photo, tag people who are depicted in the photo, and can also add the location where the picture was captured. Users who are satisfied with the appearance of their photo, can directly send their photo to the Instagram news feed.

The users' followers will then have the option of liking the photo or commenting underneath the image. Users can see which followers have liked or commented on each picture by clicking the ''news'' tab, or users can select the ''following'' tab to stay up to date on the liking and commenting activity of their romantic partners, friends, family, or followers for whom users have no offline relationship (Ridgway & Clayton, 2016).

Online Engagement Through Social Media

A vital aspect of citizens' engagement with the government is the use of effective communication channels like social media, which are crucial for ensuring sustained public involvement (Hoffman & Fodor, 2010; Meijer & Thaens, 2013; Willems & Alizadeh, 2020), due to the unique characteristics of related technologies, including blogs, wikis and social networks, which enable public authorities to interact with the public, in the form of user-generated content and real-time communication (Agostino & Arnaboldi, 2016; Willems & Alizadeh, 2020).

Governments are accountable to citizens and society at large, since they are responsible for safeguarding the interests of the general public. By using the Internet and social media (SM), a huge amount of information can be published for a relatively low cost (Bonsón et al., 2015). In this way, the use of ICTs in the public sector (e-government) has become a powerful strategy for administrative reform at all levels of government. E-government involves a number of activities such as providing information, directions and advice, two-way communication, including notifying problems, providing comments, or submitting requests (Manoharan et al., 2022). This includes paying accounts, purchasing products and materials, lodging returns, and submitting applications for services and grants and governance, enabling active citizen participation through informing, representation, consultation, and involvement (ibid).

In regard to the use of ICTs in local governments, social media is ranked third among the preferred modes of communication by the identified stakeholders' groups (politicians, administration and civil society) after the email and the municipality website (Johannessen, Flak & Sæbø, 2016). They also concluded that effective municipal communication and e-participation require the use of different media, and that 70% of respondents preferred some kind of digital communication. Previously, among all the available SM, Facebook offers the clearest possibilities for more sustained interaction between citizens and their local authority (Ellison & Hardey, 2014). According to a previous research, Facebook has the highest levels of engagement among SM users, with 63% of Facebook users visiting the site at least once a day and 40% doing so multiple times throughout the day (Social media use in 2021, 2021). The use of Facebook to enable contact among citizens can be characterised as a normal practice.

However, during Covid-19, social media use has accelerated to the point of becoming a ubiquitous part of modern healthcare systems (Wong et al., 2021). Social media brings a new dimension to healthcare by providing a common channel for the government officials, healthcare professionals and the public to communicate regarding health issues. It is a powerful tool for social interaction and ongoing education, and facilitates collaboration between users. Additionally, in promoting covid-19 vaccination, several governments including the Malaysian government used social media, specifically Instagram to increase the spread of information on covid-19 vaccines and gaining the public trust (Fahmi et al., 2021).

Previously, there have been several studies that have been conducted related to engagement between government ministries and the public on Instagram. For example, Azmi and Budi (2018) analysed Indonesia government ministries practices and calculated the engagement rate of each ministry in Instagram. The results indicate that ministries tend to share their posts during the weekdays and working hours. The public also tends to endorse photos with many likes and comments. The results of the analysis also revealed that the engagement level of the people did not correlate with the frequency of Instagram ministries posts. Arman and Sidik (2019) examine the level of Indonesia's public engagement with the government in Instagram. They proposed a new formula to measure the level of citizens' engagement on Instagram and they found that 50.82% of Indonesian ministries and institutions have not been able to optimise their Instagram accounts to get engagement from their followers. Another similar study, Aufa et al. (2020) observed the frequency post and engagement rate of 23 Indonesian hospitals with their followers during the pandemic. The study showed that 15 hospitals increased Instagram activities during the pandemic, and eight hospitals showed a significant increase compared to the pre-pandemic period. However, a few hospitals, especially the publicly owned, need to improve the posts and the engagement rate.

Furthermore, social media is one of the more prevalent channels through which customers engage with a brand or firm, and businesses are recognising the need to engage where current and potential customers are paying most attention (Baird & Parasnis, 2011; Nanayakkara & Dissanayake, 2020; Khajeheian & Ebrahimi, 2021). Social media platforms provide users with an interactive avenue to create value and engage with the firms (Brodie et al., 2013; Mukherjee, 2019; Nanayakkara & Dissanayake, 2020; Khajeheian & Ebrahimi, 2021). Users create social media content through their contributions, comments and likes. Subsequently, their input facilitates the engagement and interaction of other members. Therefore, companies want to encourage their followers to not just passively consume content, but actively exhibit social media engagement behaviour in such a way that they comment and create new content (Baird & Parasnis, 2011; Vivakaran & Neelamalar, 2018; Kim et al., 2021).

METHODOLOGY
The Sampling Technique and Procedure
The research methodology that the researchers used is content analysis. Content analysis is a research tool that is used to determine the existence of certain words, themes, or concepts in some given qualitative data (i.e. text). This study involves 27 Instagram of ministries in Malaysia. This research will calculate the engagement rate of each ministry's Instagram account. This study took a year of Instagram data that were posted from 1st January of 2020 until 31st December of 2020. All of the Instagram accounts will be analysed to see the level of citizen engagement with the Malaysia government ministries and to calculate the engagement rate of each ministry's Instagram. The Instagram account for each of the ministries will be identified through the website www.kabinet.gov.my. Then, the total of posts, likes and comments will be obtained by conducting data mining to track and summarise engagement activities on the Instagram accounts of ministries.

Data Collection
Data collection is defined as the procedure of collecting, measuring and analysing accurate insights for research using standard validated techniques. The researchers can evaluate their hypothesis on the basis of collected data. The researchers referred to non-printed material through the internet to get through the websites, journals, articles and others in order to gain the background and further information on the research.

In this research, data collection was collected directly from Instagram by collecting the total number of posts, likes and comments. The process of collecting the total number of posts, likes and comments was taking a long time to complete. The researchers took around three or four weeks to collect the data.

Data Analysis
In conducting research on measuring the Engagement Rate of Malaysian government ministries and institutions on Instagram, the researchers carried out several stages. Firstly, we generated a list of all 27 ministries in Malaysia based on data from the www.kabinet.gov.my. Second, we conducted data mining to track and summarise engagement activities on the Instagram accounts of ministries and institutions for a period of one year, between January 1, 2020 and December 31, 2020. We searched official ministry websites in Google's search engine to locate the official Instagram account of each ministry

and then found their Instagram account on their websites. We searched in Google's search engine and Instagram's internal search function for the name of each ministry if we could not find the Instagram accounts on their websites.

We collected post features (total number of posts, total number of likes and total number of comments). There are two ways through which an Instagram user can interact/ engage with another user. First is by likes – hitting the heart symbol to like the Instagram post. Second is comments – posting their opinion, views, and questions relating to the Instagram post in the comments section in text format.

Third, we used a formula from Arman and Sidik (2019), the Measurement of Engagement Rate in Instagram, to measure the Engagement Rate on Malaysian government ministries' and institutions' Instagram accounts. We gave a various level of value in these two engagement types. Comments are the highest level of engagement with a value of 2 for each comment; commenting is interacting with another user in the type of text. Likes to post's value is 1 for each like because it is only hitting the heart symbol. By combining these two types, the total engagement value that a user can offer to another Instagram user post would be three. In this study, the researchers used specific formula to calculate the engagement rate:

$$\text{Engagement rate} = (\text{Total Likes} \times 1 + \text{Total Comments} \times 2) / 3$$

RESULTS AND DISCUSSION

Data of the content analysis that was analysed by the researchers included 27 Instagram accounts of ministries in Malaysia. They are Ministry of Health, Ministry of Communication and Multimedia, Ministry of Education, Prime Minister's Department, Ministry of Youth and Sports, Ministry of Defence, Ministry of Home Affairs, Ministry of Domestic Trades and Consumer Affairs, Ministry of Higher Education, Ministry of Finance, Ministry of Foreign Affairs, Ministry of Housing and Local Government, Ministry of Development, Ministry of Federal Territories, Ministry of Science, Technology and Innovation, Ministry of International Trade and Industry, Ministry of Transports, Ministry of Environment and Water, Ministry of Tourism, Arts and Culture, Ministry of Women, Family and Community Development, Ministry of Agriculture and Food Industries, Ministry of Energy and Resources, Ministry of Entrepreneur and Cooperative Development, Ministry of Plantation Industries and Commodities, Ministry of Works, Ministry of National Unity and Ministry of Human Resource). The Instagram account for each of the ministries was identified through the website www.kabinet.gov.my.

Based on the study, all of the data were analysed from official ministry websites in Google's search engine to locate the official Instagram account of each ministry and then find their Instagram accounts on their websites. The study focused on the engagement rate and the engagement rank for each of the Instagram ministries. The data of this study were determined according to the total number of likes, posts and comments on each of the Instagrams of the ministries.

In this section, the researchers discuss the findings of the Malaysia Government Ministries practices in Instagram. From the 27 ministries that were being analysed, all have Instagram accounts and all of the ministry websites have links to their Instagram accounts, in which 19 ministries were registered as a verified account. Based on the data, the researchers analysed their posts on application and interaction with the posts. The post formats are photo and video. The following tables and graphs show the Malaysia government ministries Instagram account shared photos and videos and the percentages.

Table 1: Total number of post

Ministry	Post	Percentage (%)
Ministry of Health	3,291	11.9
Ministry of Communication and Multimedia	6,552	23.7
Ministry of Education	800	2.9
Prime Minister's Department	1,581	5.7
Ministry of Youth and Sports	1,271	4.6
Ministry of Defence	1,438	5.2
Ministry of Home Affairs	591	2.1
Ministry of Domestic Trades and Consumer Affairs	2,034	7.4
Ministry of Higher Education	757	2.7
Ministry of Finance	1,342	4.9
Ministry of Foreign Affairs	705	2.6
Ministry of Housing and Local Government	350	1.3
Ministry of Development	1,387	5.0
Ministry of Federal Territories	1,409	5.1
Ministry of Science, Technology and Innovation	592	2.1
Ministry of International Trade and Industry	499	1.8
Ministry of Transports	341	1.2
Ministry of Environment and Water	445	1.6
Ministry of Tourism, Arts and Culture	106	0.4
Ministry of Women, Family and Community Development	549	2
Ministry of Agriculture and Food Industries	331	1.2
Ministry of Energy and Resources	239	0.9
Ministry of Entrepreneur and Cooperative Development	364	1.3
Ministry of Plantation Industries and Commodities	360	1.3
Ministry of Works	172	0.6
Ministry of National Unity	135	0.5
Ministry of Human Resources	0	0
TOTAL	**27641**	**100**

Table 1 above shows the posts and the percentages of the 27 Instagrams of Malaysia ministries. It shows that the Ministry of Communication and Multimedia has the highest frequency in the Instagram posts, which was 6552 and the percentage is 23.7%. Meanwhile, the Ministry of Human Resources was the lowest in frequency by 0 that is equivalent to 0%.

Table 2: Total Number of Comments

Ministry	Comments	Percentage (%)
Ministry of Health	1,016,873	90.1
Ministry of Communication and Multimedia	56,410	5
Ministry of Education	34,441	3.1
Prime Minister's Department	2,610	0.2
Ministry of Youth and Sports	1,822	0.2
Ministry of Defence	2,153	0.2
Ministry of Home Affairs	3,270	0.3
Ministry of Domestic Trades and Consumer Affairs	2,502	0.2
Ministry of Higher Education	2,090	0.2
Ministry of Finance	1,954	0.2
Ministry of Foreign Affairs	833	0.1
Ministry of Housing and Local Government	17	0.002
Ministry of Development	210	0.02
Ministry of Federal Territories	1,218	0.1
Ministry of Science, Technology and Innovation	250	0.02

Ministry of International Trade and Industry	770	0.07
Ministry of Transports	71	0.006
Ministry of Environment and Water	118	0.01
Ministry of Tourism, Arts and Culture	197	0.02
Ministry of Women, Family and Community Development	251	0.02
Ministry of Agriculture and Food Industries	95	0.008
Ministry of Energy and Resources	53	0.005
Ministry of Entrepreneur and Cooperative Development	92	0.008
Ministry of Plantation Industries and Commodities	406	0.04
Ministry of Works	61	0.005
Ministry of National Unity	34	0.003
Ministry of Human Resources	0	0
TOTAL	**1,128,801**	**100**

Table 2 illustrates the total number of comments and percentages of the Instagram of the 27 ministries in Malaysia during the period of the study. The table shows that the Ministry of Health has the highest number of comments by 1,016,873 and the frequency is 90.1% compared to the Ministry of Human Resources with the percentage of 0%.

The Ministry of Health used Instagram to keep the mass audiences well informed during the crisis of Covid-19. The spread of COVID-19 is unprecedented in almost every aspect for the public sector, including communications. Public information professionals are being asked to provide regular updates in uncertain times to an anxious public. The findings of this study are in line with the findings of previous studies (Aufa et al., 2020; Wong et al., 2021; Fahmi et al., 2021) which state that the pandemic era has caused social media to become an important instrument in providing interactive information to the public.

Table 3: Total number of likes

Ministry	Likes	Percentage (%)
Ministry of Health	16,669,317	57.7
Ministry of Communication and Multimedia	5,823,141	20.2
Ministry of Education	2,515,763	8.7
Prime Minister's Department	1,766,188	6.1
Ministry of Youth and Sports	868,270	3
Ministry of Defence	307,323	1.1
Ministry of Home Affairs	162,927	0.6
Ministry of Domestic Trades and Consumer Affairs	155,400	0.5
Ministry of Higher Education	144,395	0.5
Ministry of Finance	130,882	0.5
Ministry of Foreign Affairs	66,299	0.2
Ministry of Housing and Local Government	55,038	0.2
Ministry of Development	49,355	0.2
Ministry of Federal Territories	42,931	0.1
Ministry of Science, Technology and Innovation	33,435	0.1
Ministry of International Trade and Industry	20,662	0.07
Ministry of Transports	12,427	0.04
Ministry of Environment and Water	12,303	0.04
Ministry of Tourism, Arts and Culture	10,676	0.04
Ministry of Women, Family and Community Development	9,975	0.03
Ministry of Agriculture and Food Industries	10,202	0.04
Ministry of Energy and Resources	8,797	0.03
Ministry of Entrepreneur and Cooperative Development	7,945	0.03
Ministry of Plantation Industries and Commodities	4,371	0.02
Ministry of Works	3,445	0.01

Ministry of National Unity	1,819	0.01
Ministry of Human Resources	0	0
TOTAL	**28,893,286**	**100**

Table 3 shows the total number of likes and percentages of the Instagram of the 27 ministries in Malaysia. The results from the study show that the Ministry of Health has the highest total of likes by 16,669,317 and also the highest in percentage of 57.7% compared to other Instagram ministries, whereas the lowest total number of likes was the Ministry of Human Resources, in which the total of likes is 0 and the percentage is also 0%.

The Ministry of Health commonly uses Instagram as one of the platforms that can provide health information to the mass audience and the community. During the pandemic, the community was more aware about their health. So, through Instagram, the ministry can potentially improve the community's health outcome, can develop a professional network between government and community, and can raise personal awareness about recent health news or discoveries. The findings of this study also confirm previous studies which found that social media, especially Instagram, plays an important role in providing awareness to the public about the health status of a country and conveying important information by the government on measures to deal with covid-19 (Aufa et al., 2020; Wong et al., 2021; Fahmi et al., 2021).

Table 4: Engagement rate

Ministry	Engagement rate	Percentage (%)
Ministry of Health	6,234,354.3	60.0
Ministry of Communication and Multimedia	1,978,653.7	19.1
Ministry of Education	861,548.3	8.3
Prime Minister's Department	590,469.3	5.7
Ministry of Youth and Sports	290,638.0	2.8
Ministry of Defence	103,876.3	1.0
Ministry of Home Affairs	56,489.0	0.5
Ministry of Domestic Trades and Consumer Affairs	53,468.0	0.5
Ministry of Higher Education	49,525.0	0.5
Ministry of Finance	44,930.0	0.4
Ministry of Foreign Affairs	22,655.0	0.2
Ministry of Housing and Local Government	18,357.3	0.2
Ministry of Development	16,591.7	0.2
Ministry of Federal Territories	15,122.3	0.1
Ministry of Science, Technology and Innovation	11,311.7	0.1
Ministry of International Trade and Industry	7,400.7	0.1
Ministry of Transports	4,189.7	0.04
Ministry of Environment and Water	4,179.7	0.04
Ministry of Tourism, Arts and Culture	3,690.0	0.04
Ministry of Women, Family and Community Development	3,492.3	0.03
Ministry of Agriculture and Food Industries	3,464.0	0.03
Ministry of Energy and Resources	2,967.7	0.03
Ministry of Entrepreneur and Cooperative Development	2,709.7	0.03
Ministry of Plantation Industries and Commodities	1,727.7	0.02
Ministry of Works	1,189.0	001
Ministry of National Unity	629.0	0.006
Ministry of Human Resources	0.0	0
TOTAL	**10,383,629.4**	**100**

Table 4 above shows the engagement rate and the percentages of the 27 Instagram accounts of Malaysia's ministries. It shows that the Ministry of Health has the highest engagement with 6,234,354.3 posts (60.0%). Meanwhile, the Ministry of Human Resources was the lowest in engagement by 0 that is equivalent to 0%. Through the data, the engagement rate measurement results showed 21 accounts from the 27 ministry Instagram accounts received low Engagement Rate quality, which means 77.78% of the ministry Instagram accounts had not been able to optimise their Instagram accounts to get engagement from their followers. Increased social media activities in the Ministry of Health's Instagram account are expected to enhance the people's general knowledge about COVID-19, allowing to improve the compliance behaviour of the people related to the health protocol during the pandemic (Aufa et al., 2020). According to Essa (2020), there are seven reasons that contribute to low engagement rate in social media. Among the reasons are some users do not use the right social media networks, do not include calls to action, over promoting, and social media posts are not multi-dimensional.

CONCLUSION

The use of social media by the government to deliver information and interact with the public is a matter that needs to be studied because the delivery of information is now very different compared to the past. On social media such as Instagram, people can engage in direct dialogue with politicians, civil servants, and even entire government agencies. It gives them a chance to engage back as well. There are also unique requirements for Instagram as social communications at all levels of government as how important it is for governments not only to adapt to a rapidly advancing world, but also on how to take advantage of new forms of communication.

When the ministries keep the public engaged, they will be able to keep them well informed about the policy and issues that matter most to them. Through Instagram, the ministries are given an opportunity to be more transparent. And when they open themselves up, the public will trust them more. People used to forget that there are actual people behind government institutions. Instagram gives them an opportunity to show to the public that they are normal humans too.

Most of the analysis made in this study indicates that the Ministry of Health has the highest number of likes and comments. Meanwhile, the Ministry of Communication and Multimedia has the highest number of posts compared to other 26 ministries' Instagrams. During the year-long study, it can be deduced that the pandemic of Covid-19 is one of the factors that contributes to the public engaging more with the Ministry of Health's Instagram account.

Through the data, the engagement rate measurement results showed 21 accounts from the 27 ministry Instagram accounts received low Engagement Rate quality, which means 77.78% of the ministry Instagram accounts had not been able to optimise their Instagram accounts to get engagement from their followers.

Engagement rate is a very important measure for knowing Instagram optimisation. By knowing the Engagement Rate, we will find out how much influence the account has on followers. The point is to know and learn the flaws in order to improve engagement because the higher the value of engagement rate means the better the performance and quality of the Instagram account (Arman & Sidik, 2019).

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