

ABSTRAK

Content Creator Videographer dilibatkan sebagai pengelola informasi di Humas Dishub Jabar. Salah satu media publikasinya yaitu melalui Instagram @dishubjabar. Penelitian ini bertujuan untuk mengetahui perwujudan peran, hambatan serta penyelesaiannya, dan alasan *Content Creator Videographer* menjadi bagian di Humas Dishub Jabar. Pada penelitian ini menggunakan teori Peran dari Thomas & Biddle. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi deskriptif kualitatif. Teknik pengumpulan data secara primer yaitu wawancara, observasi, dan dokumen. Sedangkan data sekunder menggunakan referensi buku, penelitian terdahulu, internet searching dan studi dokumen. Teknik penentuan informan dilakukan dengan metode *purposive sampling*. Teknik analisis data menggunakan reduksi data, penyajian data dan penarikan kesimpulan. Teknik keabsahan data peneliti menggunakan triangulasi data. Hasil penelitian pada perwujudan peran *Content Creator Videographer* yaitu terdapat lima peran yaitu *role perception* pada persepsi dari atasan dalam pekerjaan yang dilakukan, *role expetacion* yakni ekspetasi atasan atas hasil yang dikerjakan, *role performance* atas capaian yang dikerjakan oleh *Content Creator Videographer*, *role evaluation* dan *role sanction* dalam melaksanakan revisi pekerjaan dan apresiasi Gubernur serta tanggapan dari masyarakat di *Instagram*. Selanjutnya terdapat hambatan yang terjadi pada *Content Creator Videographer* yaitu hambatan psikologi, semantik, lingkungan, dan teknis. Alasan *Content Creator Videographer* hadir di Dishub Jabar sebagai perwujudan keterbukaan informasi.

Kata Kunci: Peran, *Content Creator Videographer*, Humas, Instagram

ABSTRACT

Content Creator Videographer are involved as a part to manage information of Dishub Jabar Public Relations. One of the publication media is through Instagram @dishubjabar. This study aims to determine the embodiment of role, obstacles and their resolution, and the reasons Content Creator Videographer became part of the Dishub Jabar Public Relations. In this study, researchers used the Role theory of Thomas & Biddle. The methodology in this study is to use qualitative methods with a qualitative descriptive. Primary data collection techniques in this study are interviews, observations, and documents. Meanwhile, the researchers' secondary data uses book references, previous research, internet searching and document studies. The technique of determining informants is uses a purposive sampling method. Data analysis techniques use data reduction, data presentation and drawing conclusions. The researcher's data validity technique uses data triangulation. The results of the research on the embodiment of the role of the content creator videographer are that there are five roles: role perception, the perception of superiors in work done; role expectations, the expectations of manager for the results done; role performance for the achievements done by the content creator videographer; role evaluation and role sanction in carrying out work revisions; and appreciation from the governor as well as responses from the public on Instagram. Furthermore, there are obstacles that occur in content creator videographer are psychological barriers, semantic barriers, environmental barriers, and technical barriers. The reason why content creator videographer is present at Dishub Jabar Public Relations as embodiment of information disclosure.

Keyword: Role, Content Creator Videographer, Public Relations, Instagram