

ABSTRACT

In the Indonesian banking sector, cases of skimming are currently on the rise. As a PR practitioner in the banking industry, it is expected that PR professionals can uphold a positive image in the eyes of customers and the public. This study discusses the utilization of Instagram's social media monitoring by @banksyariahindonesia, aiming to determine whether the implementation of social media monitoring on Instagram by @banksyariahindonesia has been successful in preventing skimming cases at Bank Syariah Indonesia (BSI). This study employs a qualitative approach with a descriptive research method. This research draws upon the theory by Center, Cutlip & Broom (2011:320), specifically the program evaluation theory. Additionally, the researcher also integrates Christopher's theory (2011:84), which encompasses data collection, media or tools selection, data analysis, and data distribution. Data collection is attained through observations, interviews, and documentation. This research findings conclude that the Corporate Communication division utilizes social media monitoring on Instagram through @banksyariahindonesia as a means to prevent skimming cases. This is accomplished by engaging in four crucial stages of social media monitoring and conducting program evaluations, thereby contributing to the maintenance of a positive image among customers and the general public.

Keywords: *Corporate Communication, skimming, social media monitoring*