

ABSTRACT

The branding strategy of Bandung City Public Relations is an important reference in disseminating information to realize Bandung excels in the 213th Anniversary of Bandung City. Instagram is an effective social media for Bandung City Public Relations in disseminating this information. The purpose of this research is to find out how the Bandung branding strategy excels in the 213th Anniversary of the City of Bandung on Instagram @humas_bandung. Researchers used a method through a qualitative approach with data collection from interviews, observation, and documentation. This research uses the Cutlip Center and Broom (2020) branding strategy, namely fact finding, planning, action and communication, and evaluation of activities in (Loing, Himpong, Kalesaran 2020). (1) In fact finding, Bandung City Public Relations analyzes the data and facts of the Bandung City 213th Anniversary event and the application of the Bandung Unggul tagline; (2) In planning Bandung City Public Relations describes data and facts in agenda setting; (3) Bandung City Public Relations produces content and disseminates it through Instagram; and (4) Bandung City Public Relations evaluates each content to determine the extent to which the Bandung Unggul message reaches the public.

Keywords: *Branding, Excellence, 213th Anniversary of Bandung City, Instagram, @humas_bandung.*