

ABSTRACT

Food and beverage industry (F&B) continues to experience change / developments in the world, including in Indonesia. In the city of Bandung, the culinary industry is growing rapidly, it can be seen from the rise of a new restaurants and cafés that continue to appear in various regions. Various social media platforms that continue to present and develop make this media not only as a medium of socializing, but also a means for various circles to be able to promote something or build an image through cyber public relations activities. This research discusses about cyber PR activities conducted by Lereng Anteng Panoramic Coffee Place through Instagram in order to know how strengthening public relations message through cyber PR activities from @lerenganteng Instagram account in communicating Lereng Anteng Tourism area. This research uses qualitative method with descriptive study approach with observation and interview technique. The results of this research suggest that cyber PR activities to communicate Lereng Anteng made by Instagram @lerenganteng account includes publications with scheduling activities, upload photos and video, and monitoring. As well as media relations activities in the form of responding to followers comments.

Keywords:*Instagram, cyber public relations, culinary tour*