

## **ABSTRACT**

*Nowadays, lot of official Instagram's accounts from companies especially in the transportation industry appears to acquire some functions of public relations, one of the company is PT. Kereta Api Indonesia (Persero). Although the only one railway company in indonesia, but PT. Kereta Api Indonesia (Persero) have to perform public relations activity to keep good relations with all of their stakeholders and to maintain their good image. One of the activities from PT. Kereta Api Indonesia (Persero) is to manage @keretaapikita which is an official Instagram account. This research is based on the importance of company to implement a public relations activities to keep good relations with all of their stakeholders and also to keep the company's good image. The object of this research is public relations process from @keretaapikita which has uniqueness and several differentiation from the others official company account. Theories which will be used in this research are public relation concept, public relation process, and image. This research employs descriptive qualitative research design. These results indicate that Public Relations unit in PT. Kereta Api Indonesia (Persero) has done the all public relations processes such as fact finding, planning, communicating, and evaluating in managng Instagram account of @keretaapikita with an attractive packaging content so that it can create a positive image in the public eye.*

**Keywords: Public Relations, Public Relations Process, images, Instagram.**