

ABSTRACT

Social media has changed the way people in the world live their lives, from how to deliver news to how to interact with others. Social media is available everywhere and cannot be avoided because social media has a strong impact on today's life. Social media plays an important role in supporting communication in large organizations, because it will be easier to convey information from executives to a lower level.

At present, the world's population living in urban areas is expected to continue to increase. The need to balance social development and economic growth in the context of high urbanization is a major driver of world interest in "smart cities". Smart city is one of the innovations that is now being intensively built in Indonesia as a step in the modernization and adoption of technology to a wider sector. Indonesia also experiences a high level of urbanization from year to year. Jakarta, Makassar, Bandung, and Yogyakarta are examples of cities in Indonesia that are trying to adopt the concept of smart city.

The phenomenon of this research is that the leadership style of the city government is an important factor in the successful implementation of government programs. Therefore, Oded Muhammad Danial's leadership as the new Bandung Mayor greatly influenced the success of Bandung Smart City. With the replacement of the new Bandung Mayor, Oded also uses social media as a means of communication with the community. Through the use of Instagram by Oded Muhamad Danial in communicating and socializing the Bandung Smart City program, an overview of the use of Instagram social media Oded Muhammad Danial in realizing the programs of the six priority areas of Bandung Smart City. The research method used to find out in this research is descriptive qualitative research with purposive sampling technique using content analysis approach.

The results of this study are expected to develop and apply knowledge about the analysis of the use of social media by using content analysis and as a reference and reference for other more in-depth research and also to know the effectiveness of the use of Instagram's Instagram social media in communicating the Smart City program based on the results of content analysis Instagram owned by Oded Muhammad Danial..

Keywords: *Social Media, Smart City, Leadership, Instagram, Content Analysis*