

## ***ABSTRACT***

*This research was conducted to determine the social media management strategy of the Jakarta National Museum through the Instagram application. Jakarta National Museum. Then the theory or concept used is Share, Optimize, Manage, Engage. The method used by the researcher is qualitative because it goes through the interview process and direct observation to the Jakarta National Museum. There are several stages carried out by the national museum, namely Planning, namely planning concepts for content on Social Media. Action and communication content that had been discussed previously was then raised through the Social Media of the Jakarta National Museum. Evaluation is the last stage which is recapitulated at the end of each year and then discussed what are the mistakes of each post through insights from the Social Media of the Jakarta National Museum.*

*Keywords: Museums, Public Relations, Social media management, Instagram.*