

ABSTRACT

Humas Pemerintah Kota Bandung innovates to create information dissemination programs to educate, inform, and also inspire Bandung City citizens to find out the information about Bandung City Government and other information. The purpose of this study is to find out how to use Instagram as a medium for disseminating city government information. This study uses descriptive qualitative methods so that it can describe a process, situation or phenomenon that is currently happening. This research was conducted by referring to the Public Relations Management Process theory by Cutlip, Center & Broom (2009), defining problems, planning programs, taking action and communication, and evaluating. The conclusion obtained from this study is that the use of Instagram as a medium for disseminating information for the city government has been carried out quite well by adjusting the content of the message and the process of disseminating information carried out by Humas Pemerintah Kota Bandung.

Keywords: *humas pemerintah kota bandung, information, instagram, public relations management process, social media.*