

ABSTRACT

Telkom Jawa Barat utilizing several social media as a strategy in building community perspectives. This is also one of the reasons for the author to examine the social media strategy used by Telkom Jawa Barat because it uses a different strategy from other competitors. This study aims to find out and seek more in-depth information regarding the strategies used by Telkom Jawa Barat in utilizing social media accounts Instagram (Official Account @telkomjabar) in building a community perspective on the company. In this study, the researcher chose to use a qualitative research method with a descriptive approach with the aim of analyzing the problems and habits that exist in society with certain situations, including the interaction of activities, actions, points of view, ongoing stages, and the impact of an event. This research was conducted based on the theory of the Public Relations Management Process by Cutlip, Center, and Broom in the Handbook Of Public Relations (a comprehensive introduction) (2000: 341) is situation analysis, planning and programs, taking action and communication, and program evaluation. The conclusion of this research is the strategy of using Instagram @telkomjabar social media in building a community that has been done well by Telkom Jawa Barat through interesting content programs that have been carried out by Telkom Jawa Barat through social media. It also received a good response from the community.

Keywords: *Strategy, Instagram, Media sosial, Public Perspective.*