

ABSTRACT

Social media is now widely used by people around the world with 191million users in Indonesia. PR of PT Surveyor Indonesia utilizes social media Instagram to form an image. The purpose of this study is, namely to determine the PR strategy of PT Surveyor Indonesia in building a corporate image through Instagram social media, and to determine the impact of PT Surveyor Indonesia's PR strategy in building an image through Instagram social media to stakeholders. The theory used is the PR Strategy of Cutlip, Center&Broom (2011) and Stakeholder of Warsono (2009). This study uses a descriptive type of qualitative approach. Data collection techniques used are observation, interviews, and document studies. The results show that PT Surveyor Indonesia's PR strategy in building an image through Instagram social media is to turn on Instagram social media content, in the form of loading trending topic content, using intermezzo/trivia, special hashtag #sitizen, utilizing Instagram features, and requiring all employees to follow @Surveyor.id's Instagram. In addition, the impact of PT Surveyor Indonesia's PR strategy in building an image through social media Instagram on stakeholders have positive impact. There is a positive response&appreciation from stakeholders related to uploading Instagram content @Surveyor.id which is tagging stakeholders who are collaborating, as well as the company's activity in loading intermezzo/trivia content. In addition, the positive impact is also due to the active role of PR in paying attention to stakeholders and efforts to build interaction through providing information to stakeholders.

Keywords: *PT Surveyor Indonesia, public relations, public relations strategy, social media, stakeholders*