

## ABSTRACT

*This research was conducted to find out how to analysis manage the @ppsdm\_migas used by PPSDM Migas Public Relations in managing the @ppsdm\_migas. The purpose of this study is to find out how the @ppsdm\_migas is carried out by PPSDM Migas Public Relations. The method used in this study is a descriptive method with a qualitative approach. Data was collected by interview and direct observation. This informant was selected using a purposive sampling technique involving 1 (one) expert informant and 2 (two) supporting informants. The results of the research show that the analysis management of the @ppsdm\_migas carried out by PPSDM Migas Public Relations is by doing Share, Optimize, Manage, Engage.*

***Keywords:*** Social Media, Instagram, PR