

ABSTRACT

Government Public Relations strategy is important in planning information messages that will be conveyed to the wider community. This research study discusses the public relations strategy of the Bandung City government in managing Instagram @humas_bandung. The purpose of this research is to find out how the public relations strategy carried out by the Bandung City government public relations in managing Instagram social media @humas_bandung. This research uses a qualitative approach with a descriptive research type, the collection of the results of this research data was obtained through interviews, observation and documentation. This research uses a public relations strategy according to Cutlip Center and Broom in Nova (2014: 25) namely Fact Finding, Planning, Communication, and Evaluation. The results of the study stated that the public relations of the Bandung City government carried out public relations strategy activities that referred to the Cutlip Center and Broom theory, in fact finding the Bandung City government public relations carried out phenomenon analysis by the internal analysis team, planning through discussing Instagram content plans and work plans, then communicating by creating communication that is easily understood by the audience, and evaluation as a measure of the success of the public relations strategy. Of all the public relations strategies carried out, the public relations of the Bandung City government resulted in the success of the I title in managing the best social media in West Java through the 2022 Jabar Awards Public Relations event.

Keywords: *Bandung City Government Public Relations, Social Media Instagram @humas_bandung, Public Relations Strategy.*