

ABSTRACT

The Public Relations Ombudsman of the Republic of Indonesia is a government agency that provides up-to-date and reliable information. Current use of social media has a very positive impact on how the public first learns about organizations. The purpose of this study is to analyze the use of social media Instagram Public Relations Ombudsman Republic of Indonesia in terms of the information search process, content planning, communicating content results, and evaluating the results of Instagram content that has been created. This study uses qualitative and descriptive research methods so as to provide an overview of processes, conditions, and things that are happening. This research was conducted using the IPCE theory (Information Gathering, Planning, Communication, and Evaluation) from Dominick (2002) as a research reference, in which the theory mentions the process of information gathering, planning, communication and evaluation. The conclusion drawn from this research is that Government Public Relations uses digital platforms as a medium for disseminating information and communications that are published and have been thoroughly explored to ensure that the information is accurate and up-to-date, as well as packaged in an attractive way in the eyes of the public. The Public Relations Ombudsman of the Republic of Indonesia uses Instagram as a research processing tool to obtain informative and creative content.

Keywords: Information, Instagram, Public Relation, Social Media