

ABSTRACT

This research aims to elucidate the implementation of Digital Public Relations (DPR) practices through the Instagram social media platform conducted by the Embassy of the Republic of Indonesia (KBRI) in Doha, Qatar, with a focus on enhancing Indonesia's international image. A nation's image plays a pivotal role in influencing global perceptions and opinions about the country. In the digital age, social media has emerged as a potent tool for shaping public views through compelling visual content and narratives. Employing a descriptive approach, this study utilizes qualitative data gathered from direct observations of KBRI Doha Instagram account and content analysis of posted material. The theoretical framework encompasses DPR concepts, the nation's image, and the strategic use of social media as a communication tool. The collected data is comprehensively analyzed to depict how KBRI Doha employs DPR practices through Instagram. The research findings reveal that KBRI Doha has effectively employed DPR strategies through the Instagram platform by designing informative and engaging content showcasing Indonesia's cultural richness, economic potential, and innovative accomplishments. This content is curated with a consistent narrative guide, focusing on enhancing the positive image of Indonesia. Additionally, KBRI Doha actively engages with its followers, responding to inquiries and comments, thereby fostering direct dialogues with its audience.

Keywords: *Image, Digital Public Relations, Instagram, Social Media*