ABSTRACT

The presence of X @KAI121 social media is a communication tool to interact between PT Kereta Api Indonesia and customers. In addition, in 2011 there was a case of sexual harassment that was considered inappropriate in handling the case. So that this has an impact on the sustainability of the image of PT Kereta Api Indonesia. This research discusses the analysis of social media monitoring on the @KAI121 account that has been implemented by PT Kereta Api Indonesia. This research aims to find out how the analysis of social media monitoring X @KAI121 in building a positive image. This study uses the theory of media monitoring stages from Arief, N (2019: 55) which includes searching for keyword terms, media selection, media monitoring objectives, and data analysis. In addition, researchers also use the theory from Ruslan (2016: 150), namely the 4 steps of the public relations process. This research uses qualitative research methods, post-positivism paradigm, and collection techniques used through interviews, observations, documentation studies, and literature studies. The results of this study show that PT Kereta Api Indonesia in the Contact Center 121 division has conducted social media monitoring using the help of the Ripple 10 application. The results of media monitoring through Ripple 10 are to find out the results of customer interactions with PT KAI in X, find out the audience picture related to PT KAI, and positive news related to PT KAI.

Keywords: *Social media monitoring, image, social media*