

## **ABSTRACT**

*Social media is now present among the public and has changed the communication paradigm, becoming a platform for exchanging information and opinions. One of the most actively used social media platforms is Instagram. In this study, Pandawara Group posted a video about the cleanliness of Ciburun Beach, labeling it as the 4th dirtiest beach. This content was met with rejection from the village officials, who threatened to sue Pandawara Group. The aim of this study is to determine the extent of public opinion on the attitude of the Ciburun Village officials in Sukabumi regarding the Pandawara Group's content in an Instagram post by @folkative titled "Labeling the 4th Dirtiest Beach, Ciburun Village Officials Threaten to Sue Pandawara." This study uses the method of quantitative content analysis and is based on the positivism paradigm. The data collection technique employed is random sampling. For reliability testing, inter-coder reliability was tested using Holsti's formula. The results of the study show 46 positive opinions (12.01% of comments), 265 negative opinions (69.19% of comments), and 57 neutral opinions (18.80% of comments). Negative comments were the most dominant compared to the other two categories, indicating that the majority of the public who commented held critical views and disapproved of the actions and attitudes of the Ciburun Village officials regarding Pandawara Group's actions.*

**Keywords:** *Instagram, Social Media, Public Opinion*