

ABSTRACT

This study examines the strategy of using Instagram social media by the Population Control and Family Planning Office (DPPKB) of Bandung City to prevent stunting. Over the past two years, there has been a significant decrease in stunting rates in Bandung City which is in line with the optimisation of content management on the @dppkb.bandung Instagram account. The theory used in this research is the Four Pillars Media Social Strategy from Lon Safko and K. Brake to explain the content management strategy of DPPKB Bandung's Instagram. The research was conducted using the main sources of interviews with research informants, social media observations on the Instagram account @dppkb.bandung, interviews, and document and literature studies from various books and journals with similar discussion topics. With a qualitative approach and case study method, this research explores how a planned content strategy, cross-agency collaboration, and active interaction with audiences through Instagram social media contribute to the stunting reduction rate in Bandung City. The results found that integrating communication strategies involving family planning extension workers, content rubrication, and direct promotion through field activities, has increased the effectiveness of message dissemination and community engagement in stunting prevention. These results provide new insights into social media management as a significant health communication tool in the digital era. Through this approach, DPPKB Bandung City seeks to build the understanding of the people of Bandung City towards stunting prevention through Instagram Social Media.

Keywords: *social media management, strategic communication, social media*