

ABSTRACT

In the digital era, social media has become one of the primary tools for governments to communicate with the public. Social media enables the rapid and widespread dissemination of information and provides a platform for two-way interaction between the government and the public. One of the most widely used social media platforms is Instagram, which strengthens the relationship between an institution and its audience. This study discusses how the West Java Provincial Communication and Information Agency (Diskominfo Jabar) utilizes the Instagram account @diskominfojabar as a tool to convey messages and information to the public. The objective of this research is to understand how Diskominfo Jabar leverages Instagram @diskominfojabar to conduct Social Media Monitoring activities. This research uses the Social Media Monitoring Process concept by Christopher (2011, p. 84). The researcher employs a qualitative research method, constructivism paradigm, and data collection techniques through interviews with three informants, literature review, and observation. The findings of this study reveal that Diskominfo Jabar collaborates with Focus On to conduct social media monitoring of the @diskominfojabar account to ensure objective evaluation. It was also found that the framework for conducting social media monitoring is based on the FAIR criteria: Followers, Activity, Interaction, and Responsiveness.

Keywords: Fair, Instagram, Social Media Monitoring.