

ABSTRACT

The Soreang Samsat Tax Office has a strategic role in managing and increasing tax revenues in its area. Along with technological developments and changes in people's communication behavior, the use of social media by Tax Office Public Relations is becoming increasingly important. This indicates that 24% of motorized vehicles did not re-register at SAMSAT Soreang. This phenomenon has a significant impact on regional tax revenues and indicates a low level of public awareness or compliance with vehicle tax obligations. Research purpose to find out the tax office's public relations social media strategy in increasing public awareness of paying taxes at SAMSAT Soreang. this report uses a qualitative case study approach (understanding) methodology because the qualitative case study approach seeks to explore and understand how persuasive communication strategies influence public awareness in paying taxes at SAMSAT Soreang. Qualitative analysis is used to analyze qualitative data, such as interview data, observation, or text analysis. This method involves an in-depth process of organizing, understanding, and interpreting data. The conclusion of this research shows that the Instagram social media account @samsatsoreangjuara is a strategy to increase public awareness of paying taxes. makes the SAMSAT program the main content in disseminating information and combined with creativity in utilizing viral things, it makes the account more interesting. The use of all the features used by are also features that people often use in their daily activities using Instagram.

Keywords: Tax Office Bandung Regency, Public Relation, Social Media Strategy