

ABSTRACT

Digital Public Relations is a key strategy that is very important to achieve goals in an effective way. The background of this research is the Prevention, Eradication, Abuse, and Illicit Trafficking of Narcotics (P4GN) Program created by BNN (National Narcotics Agency) and implemented on Instagram social media. This research aims to analyze the Digital Public Relations strategy at BNN in implementing P4GN through Instagram social media. By using descriptive qualitative method, this research involved three people from BNN internal in the field of public relations as key informants and one BNN Instagram account follower as a supporting informant who is a university student. The results showed that BNN Public Relations carried out four stages in carrying out the Digital Public Relations strategy on P4GN published through Instagram, namely fact finding, namely searching for information and activities related to P4GN, planning, namely planning related to the publication of P4GN content through BNN Instagram, taking action and communicating, namely the creation and publication of several types of content through BNN Instagram, evaluation, namely BNN Public Relations analyzing the results of content with high and low engagement and then following up on the results of the evaluation.

Keyword : National Narcotics Agency, Digital Public Relations, Instagram, Prevention Eradication Abuse and Illicit Trafficking of Narcotics.