

ABSTRACT

Spectaxcular 2024 is an annual event organized by the Directorate General of Taxes (DJP) as part of a sympathetic tax campaign. This event is one of a series of activities held to commemorate Tax Day, celebrated simultaneously throughout Indonesia. Through Spectaxcular 2024, it is expected that the public image of tax offices can be improved and public compliance in fulfilling tax obligations can be increased. This research uses a qualitative approach with Krippendorff's content analysis method. Data were collected through interviews, observation, and social media documentation. The research findings show that the message description in the Instagram content of Spectaxcular 2024 emphasizes call-to-action sentences and information about the event series—such as joint exercise activities, narratives from political figures, and guest star performances—along with captions and hashtags for each post. Meanwhile, the message construction built within the Instagram content is mainly persuasive, aiming to encourage the audience to participate in the Spectaxcular 2024 event. The message characteristics employ casual, everyday language to invite the audience and raise public awareness about the importance of national taxation.

Keywords: *Content Analysis, Event Management, Directorate General of Taxes, SpecTAXcular 2024*