

ABSTRACT

The development of the digital world requires people who previously did not use the technology are "forced" to literate technology for various reasons. In its development the digital world has pros and cons in its application, to overcome the negative effects of the development of the digital era, especially the internet on social media, the Ministry of Communication and Informatics issued a Digital Literacy program which in its aim was to overcome the emergence of hoaxes among the people, the unpreparedness of the community in facing the digital era was also one of the factors why hoax or disinformation was very easily spread. In this study, researchers want to raise the phenomenon of how this Digital Literacy program is socialized to the public, through Instagram social media which is also a land for problems to arise in the people's unpreparedness to accept digital developments. This study uses descriptive qualitative methods supported by constructivist paradigms. The theory used is a communication strategy. Data obtained through the results of in-depth interviews and observations. In this study, implementing communication strategies starting from planning; the research phase and problem formulation and communication management are divided into; planning communication strategies, implementing communication strategies, and evaluation stages. The results of the research obtained are, in implementing the socialization of the Digital Literacy program, the communication strategies carried out are formulating objectives, analyzing communicators, getting to know communicants, composing messages, selecting Instagram media as socialization media, using Instagram social media, monitoring programs, and evaluating strategies communication.

Keywords: *Communication Strategy, Socialization, Social Media*