

ABSTRACT

Advances in technology are increasing the need for public relations (PR) functions in educational institutions to disseminate effective information and create strategic digital relationships through social media. To ensure information dissemination takes place effectively, a strategy and evaluation process is needed to determine the performance of social media. The purpose of this research is to find out the reasons why PR & Analytics Telkom University conducts a social media analysis process and how the process carried out in managing the @telkomuniversity Instagram. The concept used in this research is The Nine Steps of Strategic PR by Smith (2020) and the Social Media Analytics by Fan and Gordon (2014). This research uses a qualitative approach with a case study research method. The data were obtained from interviews three key informants, one expert informant, and four supporting informants, participatory observation, and document study. The results showed Telkom University PR & Analytics conducted four phases of PR strategy, namely formative research, strategy, tactics, and evaluative research, with the social media analysis process in the evaluative research phase to obtain in-depth evaluation results. The social media analysis divided into five stages, namely data crawling, analyze, summarize, present, and content development, with the monitoring stage used to monitor content development based on the results of social media analysis. The conclusion obtained is the social media analysis process is used to evaluate the performance of Instagram @telkomuniversity so PR & Analytics Telkom University can carry out content development based on the results of social media analysis.

Keywords: *private university, public relations strategy, social media, social media analysis.*