

ABSTRACT

The importance of using social media used in the management of a city to Smart City because it requires fast, precise and accurate information service is indispensable. Social Media has changed the way people in the world live their lives, from how to deliver the news to how to interact with others. Social media is available everywhere and unavoidable because social media has a strong impact on today's life. The phenomenon of this research is city government leadership is an important factor in the success of Smart City implementation. Therefore, the leadership of Anies Baswedan as governor of Jakarta City greatly affects the success of Jakarta Smart City.

The purpose of this research is expected to be used to know the mapping of social media usage of the governor of Jakarta in communicating Jakarta Smart City based on the results of the analysis of Instagram content of Anies Baswedan.

The research method used to find out in this research is qualitative research with the approach to content analysis using Instagram media @aniesbaswedan from February 10, 2019 to February 10, 2020. This analysis uses the Atlas. Ti app,

The results of this study have revealed that the priority areas of Smart Economy, Smart People and Smart Living are the most communicated areas.

Keywords: *Social Media, Smart City, Leadership, Effectiveness, Instagram, Content Analysis*