

ABSTRACT

Developments in this modern era which are all digital with the presence of communication and information technology provide a new atmosphere for Government Institutions as equipment for disseminating information and as a means of communication. Public Relations of the Bogor Regency Government disseminates information and also communicates with the public through Instagram. The purpose of this study is to find out how to use Instagram as a medium for disseminating information and communication in the district government. This study uses a descriptive qualitative method so that it can describe a process, situation or phenomenon that is currently happening. This research was conducted by referring to the theory of aspects and processes of public relations management by Dominick (2002), namely the IPCE theory which comes from the abbreviation Information Gathering (Information Search), Planning (Planning), Communication (Communication), and Evaluations (Evaluation). The conclusion obtained from this study is that the use of Instagram as a medium for disseminating information and communication by the district government has been carried out quite well by adjusting the content of the message and the process of disseminating information properly. However, there is one thing that needs to be improved, namely the two-way communication between the Bogor Regency Government Public Relations and the community.

Keywords: District Government, Instagram, Public Relations Management Process, Public Relations, Social Media,