

ABSTRACT

In this digitalization era, the use of social media as a digital platform is very widely used. Building a positive reputation for the company can also be done through social media by the right communicators, one of which is the CEO as a spokesperson for the company. The purpose of this research was conducted to determine the implementation of CEO communication which was formed of Telkomsel's public relations strategy in managing the Instagram account of Telkomsel's CEO @hendrisjam. This research uses the theory of public relations strategy by Cutlip and Center (2013), social media planning model by Luttrell (2015), also PR Measurement and Evaluation Components by Lindenmann (2003). This research uses a qualitative approach with descriptive research type and data collection techniques carried out through in-depth interviews with one key informant, two expert informants, and four supporting informants, also through non-participant observation, and document study. The results showed that Telkomsel's public relations has carried out a special strategy in managing the company's CEO's Instagram account which could be divided into 5 steps, namely secondary analysis for new innovation, preliminary preparation, creating and publishing, account management, and performance reports. The final conclusion is that Telkomsel's positive reputation can be built through personal branding communicated by the CEO on Instagram according to the goals of this activity, and the perception tone obtained from the results of measuring audience perceptions is also positive.

Keywords: *CEO communication, corporate reputation, personal branding, public relations strategy, social media.*