

ABSTRACT

Technology and innovation that continues to develop penetrate the financial sector. One of the innovations in the financial sector is fintech lending or online loans. The ease of applying for loans and the lack of knowledge in the community, cause problems in the community for using online loans. OJK Public Relations utilizes Instagram to convey information that can educate the public regarding online loans. The purpose of this study is to find out how OJK's public relations officers educate the public regarding online loans and the role of Instagram social media in conveying information related to online loans. This study uses a qualitative descriptive method to be able to describe what is seen, heard, felt, and said related to the phenomena that occur. The results of this study explain that the process carried out by OJK public relations in providing educational information related to online loans can add new knowledge to the community regarding online loans.

Keyword : Implementation PR, Online Loans, Social Media Instagram.