

ABSTRACT

The current Covid-19 pandemic makes people do more activities on social media to support their activities. As public relations must be able to adapt to all the new habits that exist and understand all forms of changes in behavior and community communication when carrying out their activities. Pemkot Bogor itself uses Instagram as the main media in disseminating information related to the Covid-19 pandemic and also other important information to the public. Therefore, the authors are interested in researching the management strategy of Instagram as a public information medium by Pemkot Bogor during the Covid-19 pandemic. The focus of this research is the strategy for managing social media of Pemkot Bogor, especially Instagram. This study uses an approach with a case study method to describe the research data obtained. The purpose of this study was to determine the Instagram management strategy used by Pemkot Bogor during the Covid-19 pandemic. The results of this study indicate that Pemkot Bogor applies the process of public relations strategy, including fact-finding, planning, communication, and evaluation.

Keywords: Covid-19, Government, Instagram, Public Relations, Strategy