

ABSTRACT

Public Relations of the Pekanbaru City Government uses social media such as Instagram as a means of digital-based communication and easily disseminates information. In this case, the Public Relations of the Pekanbaru City Government can analyze the latest information or the development of COVID-19, especially in Pekanbaru City. This study aims to analyze and determine the strategy used by the Public Relations of Pekanbaru City Government using the Public Relations Strategy Theory by Rosady Ruslan (2014: 130). Based on the results of the study, the strategy used by the Public Relations of the Pekanbaru City Government is First, Education is carried out through social media. Second, the Cooperation Approach to achieve the main program objectives. Third, the Persuasive and Educational Approach is creative content. Fourth, making CSR programs to help the community. Fifth, an integrated and coordinated approach to oversee all implementation in the field. The conclusion of the research objective is that the operational strategy refers to the In-Minister of Home Affairs 2020, an Integrated and Coordinated Approach starting from Internal to External, a CSR Program in collaboration with supporting agencies, a Persuasive and Educational Approach with Creative Content Visualization, and a Cooperation Approach both internal and external agencies. along with all stakeholders, shareholders, private companies take part. With the implementation of Health Protocol Education, it can be done regularly and improve publication steps using social media monitoring tools and innovations for creative content.

Keywords: *Education, Instagram, Health Protocol, Public Relations Strategy.*