

ABSTRACT

Technological advances have resulted in changes in media channels from conventional media to more digital ones, which are used in public relations practices by Public Relations (PR) practitioners of any company including radio stations. Ardan Radio has a PR who practices digital public relations on the company's social media accounts. PR Ardan uses social media as a media channel to build relationships with the public, especially the external public. The focus of discussion in this research is on the practice of digital public relations on Instagram social media management. This study aims to determine the public relations practices carried out by the Ardan radio station on Instagram and social media and the contents in it. Researchers used Onggo's digital public relations theory and PR management theory on Cutlip & Center's social media. The researcher uses a qualitative approach with a case study method according to Robert K Yin. The data collection process was carried out using in-depth interviews, observation, and literature studies. The results of the study, there are stages in the management of social media by PR, namely fact-finding, planning, communication, and evaluations. Then it was collected and concluded that Ardan implemented public relations practices on Instagram digital media following the ongoing trend in order to attract the attention of Ardan's public target, namely the youth public group.

Keywords: digital public relations, public relations practice, and social media management.