

ABSTRACT

One type of strategy that is frequently utilized to interact with the audience is public relations strategy. To capture the audience's attention when putting the public relations plan into practice, you must play an exciting content role. The goal of this study is to ascertain the public relations approach used by the Bogor City Communication and Information Office to manage Instagram social media accounts @kominfobogor as well as the general public's reaction to such public relations efforts. The researcher employed a qualitative methodology, conducting interviews with the intended informants. Diskominfo Bogor is the subject of this investigation. The findings demonstrate that Diskominfo Bogor's public relations officer position is competent at handling social media information. The target audience is identified, a schedule is made, and content is distributed. Audience response is said to be quite good for the management of social media carried out by the Bogor City Communication and Information Office. So, it can be concluded that the content on Instagram @kominfobogor is quite good because it can use storytelling and interaction with the audience.

Keywords: content, community response, public relations strategy, social media