

ABSTRACT

This research was conducted to find out how Strategy Public Relations Fajar Cirebon in Improving Image Through Social Media Instagram. The method used in this study is a qualitative method. Data collection was done by interview and direct observation. The informants of this study were selected using a purposive sampling technique involving two key informants, one expert informant, and two supporting informants. The results of the study show that the strategy taken by Fajar Cirebon Daily with Instagram social media @fajar.cirebon in improving the image is by analyzing situations such as seeing opportunities or advantages in using Instagram social media; attracting many readers and followers with quality and actual news content, and receiving lots of input and suggestions so that it can be better in the future.

Keywords: Fajar Cirebon Daily, Followers, Instagram, Public Relations Strategy.