

ABSTRACT

The Ministry of Foreign affair of the Republic of Indonesia has placed the representatives in the country that are considered strategic to build an international relations, there is Embassy of the Republic of Indonesia and Consulate General of the Republic of Indonesia. In addition to improving aspects of the Indonesian Embassy tasks, Consulate General of the Republic of Indonesia also can be a medium for Indonesian Citizen in their area of jurisdiction to seek an information or file a complaints. The research method used is qualitative, in this study data was collected through interviews, documentations, and literature study.

The purpose of analyzing the use of social media Instagram @indonesiainla belonging to the Consulate General of the Republic of Indonesia in Los Angeles is to find out how big the influence of social media Instagram on a quality of communications with society. There is 4 strategic pillar that Consulate General of the Republic of Indonesia use to create a content, communication, collaboration, education, and entertainment. The method that Consulate General of the Republic of Indonesia used to attract their audience is by create an informative and educative content that is presented in the form of entertainment.

Keywords: *Communication, Communication Strategy, Social Media*