

## **ABSTRACT**

*The use of social media, especially Instagram, now does not only function as a medium of entertainment, but also as a medium for disseminating information, as done by the Instagram account @prfmnews, now they have a program called citizen report or same as citizen journalism where the public also can report the information. It is purpose so that the @prfmnews Instagram account can interact directly with the public and their followers. The purpose of this research is to find out how the social media strategy is implemented by the Instagram account @prfmnews. This research uses descriptive qualitative research methods with analysis of social media strategy theory according to Lon Safko and David K. Brake which includes the four pillars of social media strategy, consist of the pillars of communication, collaboration, education, and entertainment. The results of this study show that the @prfmnews Instagram account applies the four pillars of this communication strategy. The implementation of the communication pillar is shown by the existence of a brand identity by using the hashtags #PRFMNewsChannel and #RadioBerita, as well as brand image by forming interactions with audiences through captions that stimulate audiences to comment. the implementation of the pillars of collaboration is shown by collab posts and giveaways. The implementation of the education pillar is shown by the presence of public services embedded in the content. The implementation of the entertainment pillar is shown by the creation of film review content.*

**Keyword:** *Social Media Strategy, Lon Safko, David K. Brake, Social Media, Instagram*