

ABSTRACT

The BSD Toll Road has recently experienced several problems such as many complaints about operations, traffic jams and flooding. As a solution to this problem, BSD Toll Road maximizes the role of Public Relations in providing information through Instagram social media content. However, in its implementation there were several obstacles such as lack of personnel, lack of variety, and inability to manage content. Therefore, the author is present as a member of Public Relations of PT BSD to design works with the aim of knowing the role of Public Relations of PT BSD in implementing Instagram's daily content management as part of communication with the public. The design of this work uses several theories including communication, mass communication, public relations, social media, Instagram, content, and content production. The primary data used in the design of this work was obtained through observation, interviews and documentation. As for secondary data, the author conducts scientific studies through journals, websites, and articles that can add to the author's insight regarding toll roads. The design of this work describes the role of Public Relations in Instagram @infobsdtol content management activities including pre-production activities including identification of networks and audiences as well as social media plans, production includes tapping, and post-production includes editing, copywriting, evaluation and revision, uploading and analysis. Through these activities PT BSD Public Relations was able to produce good content so that it can become a medium of communication and a problem solver between institutions and road users. The success of PT BSD's Public Relations in becoming a communication medium and problem solver is also supported by data related to published content analysis in the form of followers, reach, interaction, and engagement which have all increased as well as the results of the 2022 customer satisfaction survey which stated satisfaction with the role of public relations in delivering communication and response to complaints.

Keywords: *BSD Toll Road, Public Relation Social Media Instagram, Content*