

## **ABSTRACT**

*This study discusses coffee shops that are aware of the importance of public relations positions to maintain their existence when there are many competitors, namely De.U Coffee. De.U Coffee has an image that it wants to build as a creative space for the people of Bandung City as well as an aesthetic place. Entering the digital era, the role of public relations has been digitized so that it can be called digital public relations or digital public relations. Like the role of public relations at De.U Coffee which utilizes digital media, namely social media Instagram and social media influencers to build the image of its business ventures. The purpose of this study is to determine the role of digital public relations in establishing relationships with social media influencers seen as communication facilitators, processes, and their role in overcoming obstacles that occur while building the image of De.U Coffee. The main concepts and theories used are the role of digital public relations and image theory.*

*This study used a descriptive qualitative method by collecting data through interviews and observation. The results of this study indicate that the image that De.U Coffee wanted to build since its inception, among other things, wanted the impression of being an aesthetic place that is not just a coffee shop but a creative space for the people of Bandung City. Dissemination of this information through social media influencers, especially content creators because they have their image and a wide audience. Thus, it can help build the image of De.U Coffee.*

***Keywords: image, digital public relations, instagam, social media influencer***