

Abstract

The hectic number of cases carried out by unscrupulous members of the Police has resulted in a decline in the image of the Police in society. The two most shocking cases involved high-ranking National Police officers who respectively carried out shooting scenarios and selling drug evidence. The use of Instagram social media by the Public Relations Division of the West Java Regional Police is one of the efforts to improve the image of the institution in the eyes of the public. The purpose of this research is to find out how the Public Relations Division of the West Java Regional Police contributes to and utilizes existing features on Instagram to restore image and increase public trust. This study used a qualitative method involving two informants from the West Java Regional Police Public Relations, one informant from lecturers who had disciplines in the field of digital media, and three informants from followers of the West Java Regional Police Public Relations Instagram account who had been interviewed to get the results obtained. accurate and credible. The results of this study concluded that the Public Relations Division of the West Java Regional Police had carried out a number of stages put forward by Cutlip, Center and Broom, but the image enhancement through social media was still not optimal because the uploads still seemed stiff and homogeneous.

Keywords: *Image, Instagram, National Police, Social Media Management, West Java Regional Police Public Relations.*