

## ***ABSTRACT***

*Bandung City Public Relations branding strategy has undergone significant changes with the development of social media, especially Instagram. In an effort to build a positive image, Bandung City Public Relations has utilized local talent on the Instagram platform. This study aims to analyze the Bandung City Public Relations branding strategy in building image through talent on Instagram. This research uses a qualitative approach with a descriptive approach. Branding theory is used by Wheeler by using the analysis units of Strategy Acquisition, Strategy Development, Strategy Deployment, and Strategy Retention. The results of the study show that Bandung City Public Relations has succeeded in utilizing Instagram as a means to build a positive image. They carry out an effective branding strategy by partnering with talent who has the ability to convey information on Instagram. This talent consistently uploads content that highlights the beauty, uniqueness, and activities in the city of Bandung.*

***Keywords:*** *branding, Bandung City Public Relations, image, Instagram, talent*