

ABSTRAK

In practice, government public relations at the National Police Institute is carried out using social media communication channels. The social media used is Instagram which is called Herman Hadi Basuki. This research wants to explain the public discourse on Herman Hadi Basuki's social Instagram regarding the G20 issue. Next, the researcher wanted to find the drama performed by Herman Hadi Basuki, therefore the researcher used Van Dijk's discourse analysis and Burke's drama. This research uses a qualitative approach and the type of research is discourse analysis. Researchers collected data by crawling data with three applications, namely Phantom Buster, Discourse Network Analyzer, and Visone. This research found that the issue of public discourse offered by the police is the ability of the National Police to create security and social order. However, the public is not very interested in the discourse on security and social order carried out by the National Police. This lack of interest was caused by the issue of the G20 discourse not being directly related to the daily needs of the community, therefore the community presented a discourse for the National Police to improve public administration activities and professionalism to side with the people.

Keywords: Herman Hadi Basuki, Public, Discourse