

ABSTRACT

This research discusses the public relations strategies implemented by the Indonesian National Army (TNI) in managing social media with the goal of building a positive public opinion. The study aims to explore how the TNI utilizes social media as a strategic communication tool to foster relationships with the public. A qualitative research method is employed, involving data collection through a case study approach, in-depth interviews, content analysis of TNI's social media, and a constructivist paradigm. The results indicate that the TNI adopts an inclusive communication strategy, focusing on the use of relevant and engaging content. The application of Gary Vaynerchuk's (2013) "Jab, Jab, Right Hook" concept and the approach outlined by Arthur W. Page (Marhaeni, 2016), including "Tell the Truth, Prove it With Action, Listen To the Customer, Manage for Tomorrow, Conduct Public Relations as if The Whole Company Depends on it, Remain Calm, Patient and Good Humored," appears to play a key role in building a positive image. Additionally, the TNI faces challenges such as misinformation and needs to ensure a prompt response to issues that arise on social media. With a deep understanding of the identity and role of the TNI, this research provides valuable insights into how a military institution can leverage social media to build supportive public opinion. The study makes a significant contribution to understanding public relations strategies in the military context and lays the foundation for further development in optimizing the use of social media as an effective communication tool for government institutions.

Keywords: Government Institutions, Public Opinion, Public Relations, Social Media,