

ABSTRACT

Government communication strategy has a central role in planning and distributing messages to the public. This study aims to determine the management strategy for the dissemination of information on the Directorate General of Fiscal Balance (DJPK) dictionary content through the Instagram social media @ditjenpk. DJPK dictionary content contains information designed through visualization and narration so that the messages conveyed are easily understood by the public. As a government institution, DJPK optimizes content creation planning so that the communication held has a positive impact on the image of the institution in disseminating information. Public involvement in every DJPK content dissemination can influence the perception of the institution. The method in this research uses a descriptive qualitative approach with data collection through interviews, observation, and documentation. This research uses Regina Luttrell's (2019) communication strategy theory known as SoMe, namely (1) share by sharing information content; (2) optimize optimize content messages; (3) manage content production management; and (4) engage involve the public. The result of this study is that there is a significant increase in positive perceptions achieved by DJPK through optimizing the creation and dissemination of DJPK dictionary content, as well as active responses from social media managers to public responses.

Keywords: *DJPK Dictionary, Government Public Relations, Instagram, Strategy.*