

ABSTRACT

Before that, the development of social media has changed the way people communicate with and influence government agencies. One of the affected aspects is that government agencies now utilize Instagram as an interactive tool to strengthen relationships with their public. Thus, it is necessary to combine the campaigns of the Ministry of Environment and Forestry with public communication. This research discusses the management of @kementerianlhk Instagram content in supporting animal conservation campaigns. The Ministry of Environment and Forestry utilizes Instagram social media as one of the tools in an effort to deliver messages and information to the public. The purpose of this research is to find out how content management on Instagram @kementerianlhk in supporting animal conservation campaigns. This research uses the 4C concept (context, communication, connection, collaboration) by Chris Heuer (Solis B., 2011). Researchers used qualitative research methods, postpositivism paradigm, and data collection techniques through interviews with four informants, document studies, and observation. The results obtained are that the management of Instagram content @kementerianlhk in supporting the animal conservation campaign is with the 4C concept (context, communication, connection, collaboration) going well. However, there are still shortcomings that need improvement in the communication stage with the audience or Instagram followers @kementerianlhk, namely timeline consistency, responding to negative responses and comments.

Keywords: *animal conservation campaigns, content, Instagram, social media*