

ABSTRACT

Ivoox Indonesia is a media organization that provides and delivers high-quality and reliable information through Instagram @ivooxid. Ivoox presents all information in the form of photos or videos found in feeds, reels, and stories. To achieve engaging content, a good content management strategy is needed so that the messages conveyed can be received by the audience. The purpose of this research is to understand the public relations strategy of Ivoox Indonesia in managing their Instagram @ivooxid social media account.

This study uses a qualitative research method and employs a constructivist paradigm. The research applies the public relations strategy according to Cutlip & Center. The results indicate that Ivoox implements public relations strategies based on Cutlip & Center's framework. In the Defining the Problem stage, journalists felt uneasy about the spread of information that was not accurate, leading to the creation of Ivoox as a platform to provide high-quality and reliable information. In the Planning and Programming stage, Ivoox chose Instagram as their primary focus for social media. In the Taking Action and Communicating stage, to ensure data accuracy, Ivoox employs journalists and conducts research through government websites and Good News from Indonesia. Finally, in the Evaluating the Problem stage, Ivoox conducts evaluations as a benchmark for the success of their public relations strategy.

Keywords: *Content, Ivoox Indonesia, Public Relations, Social Media Instagram.*