

ABSTRACT

In the digital era, technological advances and increasing information have changed the way of communicating in various sectors, including government. The government is now using Big Data to manage data efficiently, speed up decision-making time, and produce accurate policies. This study aims to analyze the communication strategy implemented by Open Data Jabar in introducing its products to reach students as its users. The method used in this study is a qualitative approach with a descriptive method. Data were collected through in-depth interviews with selected informants and participatory observation with the Open Data Jabar team. Data collection techniques include semi-structured interviews, participatory observation and documentation studies to obtain in-depth information and clear and detailed data. The results of the study show that the communication strategy implemented by Open Data Jabar in building brand awareness among students is by creating content that is relevant to its audience based on data available on the Open Data Jabar data portal. Open Data Jabar strives to share content that is relevant to the audience with a user-centric approach, design thinking concept, and monitoring the latest trends. The target audience of Open Data Jabar is students because students need data for assignments or research.

Keywords: *Brand Awareness, Communication strategy, Government agencies, Instagram, Students.*