

ABSTRACT

Social media is a form of means for mass communication and can be a bridge to show the existence of its users. Biro Adpim Jabar is one of the West Java government agencies tasked with serving other important leaders, but Biro Adpim Jabar is not widely known by the public. Biro Adpim Jabar manages social media so that it can be recognized by the public, especially the people of West Java. The aim of this research is to find out how Biro Adpim Jabar social media is managed. This research uses descriptive qualitative methods through interviews, observations and literature studies for data collection. Researchers used the planning model The Circular Model of SoMe by Regina Luttrell as a guide for researching the social media management of Biro Adpim Jabar. The results show that Biro Adpim Jabar applies all stages of The Circular Model of SoMe: Share (Understand goals, share content, follow trends & be consistent), Optimize (Optimize favorite content, features, use of captions & hashtags, and figure fame and collaboration) , Manage (media monitoring, time management and manager management) and Engage (Interaction with the audience and organizing contests or campaigns). This research also found several shortcomings in the social media management of Biro Adpim Jabar, such as less than optimal features on the TikTok, X and YouTube platforms. Biro Adpim Jabar tends to focus more on managing Instagram social media.

Keywords : *Social Media, Biro Adpim Jabar, The Circular Model of SoMe.*