

ABSTRACT

This research examines the strategies of the Surabaya Communication and Information Office (Dinkominfo) in managing content on Instagram @Surabaya. In 2024, the city of Surabaya received a "sufficiently informative" rating based on an assessment of the availability and quality of public information services, which includes the management of Instagram @Surabaya by Dinkominfo. The theory used in this study is the Four Pillars Media Social Strategy by Lon Safko and David K. Brake, which consists of communication, collaboration, education, and entertainment, serving as a framework to outline the content management strategies for Instagram @Surabaya. Data for the research was collected through informant interviews, observations of Instagram @Surabaya, and document and literature studies related to similar topics. Additionally, in the structured exploration of Dinkominfo's content management strategies on Instagram @Surabaya, the researcher employed a constructivist paradigm. The findings reveal that Dinkominfo Surabaya manages content based on the communication pillar, focusing on audience segmentation on Instagram @Surabaya and monitoring comments as an indicator for new content ideas and addressing public complaints to the relevant departments. Dinkominfo collaborates with the Health Office, the Department of Culture and Tourism, and others as part of its efforts to disseminate information and raise awareness of the functions and responsibilities of the collaborating agencies. This collaboration with various departments in Surabaya facilitates Dinkominfo's packaging of educational content using trusted sources from other departments. Content on Instagram @Surabaya is presented in a light manner as entertainment while still considering the image of Surabaya. This research is expected to serve as a reference and evaluation material for Dinkominfo Surabaya in enhancing interactions with the audience in the comments section, as an effort to build relationships between government agencies and the public.

Keywords: Content Strategy, Instagram, Public Information.