

ABSTRACT

The Social Media Management Strategy of the West Java Provincial Social Service in Shaping a Positive Image in the Community." The research method used is qualitative, as outlined in relevant previous studies. The analyzed PR strategies include the Strategy of Publicity, Strategy of Persuasion, Strategy of Argumentation, and Strategy of Image. The results indicate that the West Java Provincial Social Service is less engaging in presenting content on social media. The author suggests providing more appealing content, such as podcasts, which have recently captured public interest, to enhance community awareness and build a positive image.

Keywords: *Social Media, Positive Image, Public Relations, West Java Provincial Social Service, PR Strategy*