

ABSTRACT

Social media has become an important channel for public service institutions in building a good communication with the public. BPJS Ketenagakerjaan as a social security institution utilizes Instagram social media as the main channel to handle customer complaints directly and responsively. This study aims to determine how BPJS Ketenagakerjaan's public relations strategy in handling customer complaints of social security services through Instagram social media @bpjs.ketenagakerjaan. The research approach uses descriptive qualitative methods with data collection techniques through observation, in-depth interviews, and documentation. This research refers to the public relations strategy model from Cutlip, Center, and Broom which includes four sub-analyses: problem identification, program planning, communication implementation, and program evaluation. The results show that BPJS Ketenagakerjaan carries out a structured digital communication strategy through monitoring complaints, classifying issues, preparing educational content, and periodic evaluation based on public sentiment. The responses are not only personally solutive, but also educative and preventive in nature to maintain the image of the institution and increase participant satisfaction. With this strategy, BPJS Ketenagakerjaan shows an active role in building positive relationships with the public in the digital space.

Keywords: Public Relations, Strategy, Customer Complaints, Instagram.