

ABSTRACT

This study aims to determine the extent to which Instagram content on the @tanggap.karawang account influences public perception of the Karawang Regency Government's image. In the rapidly evolving digital era, social media has become an effective communication tool between the government and the public. Social media, particularly Instagram, now plays a crucial role in disseminating information and shaping public opinion. The Karawang Regency Government utilizes the @tanggap.karawang account as a platform for delivering public services, policy information, and responses to citizen complaints. This research employs a quantitative approach using a survey method involving 400 respondents who are active followers of the @tanggap.karawang Instagram account. The study is grounded in the Magic Bullet Theory, which posits that media messages can have a direct and powerful impact on audiences. The findings reveal that all dimensions of content—relevance, clarity, originality, credibility, consistency, and attractiveness—significantly influence the formation of government image, encompassing public perception, cognition, motivation, and attitude. These findings underscore the importance of optimizing digital communication strategies to enhance public trust and participation.

Keywords: *Instagram Content, @tanggap.karawang, Government Image, Social Media, Magic Bullet Theory*