

ABSTRACT

This study examines the public relations work done by Candidate Pair 02 Prabowo Gibran's Success Team member, Grace Natalie, on the @Gracenat Instagram account. The strategy employed in this study is a qualitative approach with a content analysis method. Social media surveillance was used to gather data. Data reduction, data presentation, and verification are steps in data analysis. The aim of this study was to use Grace Natalie's Instagram account to ascertain the role of public relations (the Prabowo Gibran Candidate Pair 02 team). According to the findings of the study, Grace Natalie has fulfilled the responsibilities of public relations by serving as a good image marker, relationship builder, communicator, and backup manager. In the meanwhile, Instagram has seen posts about messages, communicants, and impacts as a result of political advertising. The role of public relations on Instagram social media @Gracenat can be seen from Prabowo Gibran's dominance in the 2024 presidential election posts, the emphasis on the title and content of the news that leads to a good impression, the use of metaphors that tend to bring down opposing candidates, displaying the facts desired by the @Gracenat Instagram post. Instagram Gracenat has the ability to display material that is both balanced and of public interest, with the goal of educating its audience, serving only as a venue to cultivate Prabowo Gibran's campaign image in order to garner support for votes. As a result, Instagram Gracenat's reality construction can influence public opinion in a constructive manner, indirectly influencing public perceptions, attitudes, and actions in order to better comprehend candidate 02 Prabowo Gibran and ultimately win the Prabowo Gibran Candidate Pair in the 2024 presidential election.

Keywords: *Analysis, Instagram, Grace Natalie, Public Relations Role, Success Team.*