

ABSTRACT

Brand image is a very important aspect in the public relations practitioner priority. As a public relations practitioner, it has been expected to be able to manage the society's image to the company to maintain the image of a company. PT. Kereta Api Indonesia (Persero) is a state-owned enterprise engaged in the passenger and goods transportation services field. PT. Kereta Api Indonesia (Persero) is a society's service-based company. It has been important for the public relations to always maintain the society's image to the company. With the increased utilization of technology, the public has started to express their view using social media. The focus of this research has been about how technical public relations in monitoring the company's instagram social media @keretaapikita that has a purpose to know the public's view of the corporation. This research has used a qualitative method with data collection techniques namely interview, observation and literature review. The result of this research is that the process of social media monitoring has been to obtain data suitable to the components, information publication regarding train, comments scanning in every post in Instagram, all data have been collected into big data social media monitoring which then will be evaluated together in determining the next step on instagram social media, and to oversee the effectivity of public relations practitioner in conducting social media monitoring.

Keywords: monitoring, image, social media.