

ABSTRACT

This research is held because it was motivated by Bengkulu people's need for actual, factual information and came from reliable sources. Considering that Bengkulu Province is a province with an area consisting of 1 city and 9 regencies with some of these regencies located quite far from the city, causing important events or information that occurred in several locations to be unreachable by the national news media so that they are not known by the public in other areas in Bengkulu Province. Then PT. Media Online Bengkulu was present as the first local online media by providing information through the website in 2012, seeing another potential which is the widespread use of social media, so that PT. Bengkulu Online Media decided to maximize the use of social media, especially Instagram in presenting information about Bengkulu Province through the @bengkuluekspressdotcom Instagram account. Therefore, a communication strategy is needed in order to present actual and factual information and maximize the use of Instagram as a medium for presenting information and the purpose of this study is to determine the Communication Strategy of PT. Media Online Bengkulu in the Process of Presenting Information through the Instagram Account @Bengkuluekspressdotcom. In this study, the researcher used a qualitative approach with a descriptive analytic study type and included in the post-positivistic paradigm. This study uses the stages of communication strategy from Anwar Arifin which consists of four stages, namely: 1) Knowing the Audience, this stage has two strategies, knowing the audience and determining the target audience. 2) Determining the message, in this section the author finds the types of messages presented on Instagram @ bengkuluekspressdotcom and the process of PT. Bengkulu Online Media in obtaining information applies two strategies, determining the work team and compiling a schedule of activities so that the information presentation process takes place systematically. 3) Determining the method, There are two strategies at this stage, using message delivery methods such as informative, redundancy, persuasive, and educative and the method of compiling messages that have a strategy by structuring messages and editing media 4) Selection and use of media, at this stage This is a process of maximizing the use of Instagram as a medium for presenting information which has two strategies, choosing a posting schedule and determining the Instagram features used such as instastory, IGTV, live streaming fitur and etc.. The results of this study stated that the communication strategy carried out by PT. Media Online Bengkulu has succeeded in presenting information through the Instagram account @bengkuluekspressdotcom.

Kata Kunci : Communication Strategy, PT. Media Online Bengkulu, persenting information, Instagram @bengkuluekspressdotcom