

ABSTRACT

ANDI MUH. SYAHRUL SYAMSUL (1502174103) with the title "Public Relations Strategy in Managing Social Media (Study on Official Instagram Account of the Government of South Sulawesi Province) under the guisertace of Kharisma Nasionalita.

The purpose of the research to be achieved in this study is to find out the Public Relations Strategy in Managing Social Media of the Government of South Sulawesi Province through Instagram Social Media.

The research method used is a qualitative method with data collection techniques namely interviews, observations and documentation. The data is complemented by secondary data from supporting references, articles and sources related to the research object and then studied using qualitative techniques and presented descriptively.

From the results of research on "Public Relations Strategy in Managing Social Media (Study on Official Instagram Account of The Government of South Sulawesi Province)" it can be concluded that the Government of South Sulawesi Province carried out a public relations strategy in managing social media with the aim that the results of these activities could be felt by the wider community in the form of assistance to oversee the success of the public relations strategy. Especially on the implementation strategy, namely communicators as a source of information, messages that will be published to the public, media in supporting the delivery of messages, communicants who consume messages and information, and feedback obtained from message. feedback obtained from messages.

Keywords: Strategy, Public Relation, e-Government, Social Media, Instagram