

ABSTRACT

Today's social media can be used as a medium for public relations practitioners). One of the public relations practitioners of government institutions who have actively used social media is the National Archives of the Republic of Indonesia (ANRI). The aim of ANRI is to make archives as a unifying node of the nation. One form of implementation is by packaging archive content on Instagram social media with the @arsipnasionalri account. Based on this, researchers are interested in knowing how the role of ANRI's Instagram as a medium of public literacy, especially in terms of historical knowledge. The method used is a qualitative approach with a narrative analysis method. Data collection techniques used by researchers are observation, interviews and documentation. The results of this study indicate that ANRI, especially the ANRI Planning and Public Relations Bureau, publishes historical content with various contexts, namely holidays, textual archives, past activities or events, presidential activities, and hero archives packaged into the #ArsipHariIni program. The content is published in the form of photos and videos from archives that have been managed by ANRI, this is to be authentic evidence of the events published. From the content of #ArsipHariIni, the public can add insight into the history of Indonesia. Because in addition to the photos and videos that were shared, ANRI also provided a narration of the events that occurred in the form of a caption.

Word Order: ANRI Instagram, Historical Content, Public Literacy