

Abstract

This research analyzes the public relations strategies employed by the Jakarta Provincial Education Office in managing the Instagram account @disdikdkj to convey messages and information to stakeholders. A qualitative approach with a case study design was utilized to gather data through interviews and content analysis. The findings indicate the adoption of consistent, accurate, and relevant content creation strategies, along with stringent validation prior to posting. Feedback from stakeholders serves as an evaluative instrument, and recommendations are deemed essential to maximize the potential of social media exploration. It is anticipated that this research can contribute to the development of public relations strategies and enhance the understanding of their effectiveness within the educational communication context. This study is expected to provide further insights into the role of public relations strategies in the digital era, particularly within the realm of educational institutions.

Keywords: Government Public Relations, Management, Public Relations Strategy, Social Media.