

ABSTRACT

This research focuses on the analysis of the communication strategy for the Bank Indonesia scholarship through the Instagram account @genbi_telu. The background of this research is the audience's difficulty in obtaining systematic and transparent information related to the Bank Indonesia scholarship. The aim of this study is to analyze the communication strategy employed by Generasi Baru Indonesia (GenBI) Telkom University in conducting outreach via Instagram. The theoretical framework used is the Communication Strategy Theory by Anwar Arifin (1984), with a focus on the dimensions of message structuring and media selection. This study employs a qualitative method with data collected through interviews and observation. The findings show that in the message structuring dimension, messages are created concisely and clearly, supported by visual elements using a people-centered organizational approach that emphasizes transparency, inclusiveness, emotional engagement, closeness, and self-development. This is further strengthened by a call-to-action strategy oriented toward audience needs. Instagram was chosen as the primary communication platform due to its high accessibility by scholarship seekers, supported by interactive visual strategies and expanded outreach through TikTok and LinkedIn. The strategy's strength lies in the application of the social proof principle through collaborative content such as Genbitizen Story, which features inspiring stories from scholarship recipients.

Keywords: Communication Strategy, Digital Content, Information Transparency, Persuasive Communication, Visual Approach