

ABSTRACT

This research discusses the public relations strategy of the Secretariat of the Regional People's Representative Council (DPRD) of West Java Province in managing Instagram content to maintain the institution's reputation. The study aims to identify the strategies implemented by the Public Relations Division in managing the @dprd.jawabarat Instagram account, as well as to examine its management through the lens of analytical data. This research employs a narrative qualitative method, with data collected through interviews, observation, and document analysis. The study is guided by the four-step public relations management model proposed by Cutlip and Center (2013): defining problems or opportunities, planning and programming, taking action and communicating, and evaluating the program. The findings indicate that the Public Relations Division of the DPRD Secretariat has applied a systematic strategy in managing the Instagram account, resulting in positive outcomes in building public engagement through social media. Moreover, a data-driven approach has been adopted in managing the account. Although the current strategies have succeeded in increasing reach, engagement, and follower growth, there is still room for further improvement.

Keywords: *PR Strategy, Instagram, Data Analytics*