

ABSTRACT

This study aims to evaluate the communication strategy of the Instagram account @kemenpar.ri through a communication audit approach. The audit is based on four out of 16 communication audit dimensions set by the Ministry of Administrative and Bureaucratic Reform (2011), namely message delivery, communication style, communication channels, and public feedback. The study also adopts the five stages of communication strategy by Suryadi (2018): needs analysis, design, development, implementation, and evaluation. Findings show that although message delivery is structured, its execution is often disrupted by sudden instructions from leadership. The communication style of informative and educational content remains overly formal and fails to fully engage the target audience. While Instagram serves as the main communication platform, its effectiveness is limited due to low audience engagement. The public feedback dimension also reveals a predominantly one-way communication pattern. Based on these findings, the study recommends an adaptive editorial system, audience-oriented communication style, expanded use of other platforms such as TikTok and YouTube, and the development of two-way interactive communication. Therefore, the implemented strategy can become more relevant, participatory, and effective in reaching the public.

Keywords: *Communication Audit, Communication Strategy, Instagram, Kemenpar.*