

ABSTRACT

MANAGEMENT STRATEGY INSTAGRAM ACCOUNT @SURABAYA by PUBLIC RELATION OF SURABAYA CITY GOVERNMENT

The need for information is a demand for each individual's life. Human beings have an attachment in efforts to fulfill and achieve the need for information. Internet use based on lifestyle show that 87,13% of Indonesians access social media on internet. Statistical data on social media users also strengthen the Public Relation of Surabaya City Government to use social media as a means of communication and information dissemination to the public. This study aims to find out how the management of social media Instagram @surabaya by Public Relation of Surabaya City Government. Using the non-profit organization theory, social media and Instagram. The writer will use descriptive method in this research. The writer does the data collecting by in-depth interview to @surabaya official account's administrator, Instagram users and also an expert in social media. The result shows that @surabaya administrator, in term of manage instagram @surabaya using this four elements, they are context –variety content-, communication –language utilization-, collaboration –community cooperation-, and connection –interaction between others-, so the result of those content match with the city branding that they want to build.

Keywords: *Public Relation, Social Media, Instagram.*

