

## ABSTRAK

**Muhammad Chifa Fauzan** : Pengelolaan *DigitalPublic Relations* Dinas Perhubungan Kota Bandung Melalui Media Sosial Instagram @bdg.dishub

Media sosial merupakan *platform* yang digunakan untuk mengeksplorasi diri dan mendapatkan informasi terbaru. Dalam konteks *Public Relations* media sosial dapat digunakan oleh perusahaan atau organisasi untuk melindungi dan memelihara identitas mereka serta mengelola perkembangan isu dan krisis. hal ini juga dilakukan oleh Humas Dinas Perhubungan Kota Bandung. Media sosial mendorong penggunaanya untuk berpartisipasi dalam diskusi, memberikan umpan balik, melakukan voting, memberikan komentar, dan berbagi informasi.

Penelitian ini menerapkan paradigma konstruktivisme dengan pendekatan kualitatif. Metode yang digunakan ialah deskriptif kualitatif, dengan data primer dan sekunder melalui teknik pengumpulan data, yaitu observasi partisipatori pasif, wawancara dan dokumentasi.

Penelitian ini bertujuan Untuk mengetahui dan mendeskripsikan proses *Share, Optimize, Manage dan Engage*. Pada akun Instagram @bdg.dishub. Dengan konsep teori *The Circular Model of Some*. Teori ini dicetuskan oleh Regina Luttrell. Konsep *The Circular Model of Some* yang dimaksud dalam penelitian ini meliputi *Share, Optimize, Manage dan Engage*.

Hasil penelitian dapat disimpulkan bahwa ada beberapa tahapan antara lain : pertama membagikan (*share*) pada akun media sosial mereka, terutama Instagram @bdg.dishub untuk menyebar luaskan konten-konten yang mereka buat. Tahapan ini membantu bagaimana suatu lembaga atau organisasi untuk memilih, mengidentifikasi, dan memahami cara audiens berinteraksi satu sama lain melalui media sosial. kedua Optimalisasi (*optimize*) dilakukan melalui preferensi yang dibutuhkan dan kebutuhan audiens serta menganalisis data media sosial., ketiga (*manage*) Pada pemantauan interaksi melalui media sosial yang dapat mengukur keberhasilan informasi yang diunggah melalui media sosial terutama Instagram @bdg.dishub. penerapan quick response dan evaluasi. keempat melibatkan (*engage*) proses pengelolaan *digitalpublic relations* melalui media sosial yang dimiliki termasuk Instagram @bdg.dishub,

Berdasarkan hasil penelitian langkah-langkah yang dilakukannya membantu mempermudah @bdg.dishub memahami kebutuhan audiensnya, dengan mencoba untuk membangun hubungan dengan tokoh publik agar dapat meningkatkan engagement dan upaya agar semakin dikenal oleh audiens luar, sehingga dapat menentukan audiens.

**Kata kunci** : Humas *Online*, Media Sosial, Instagram.

## **ABSTRACT**

**Muhammad Chifa Fauzan:** *Digital Public Relations Management of Bandung City Transportation Agency Through Social Media Instagram @bdg.dishu*

*Social media is a platform used to explore oneself and get the latest information. In the context of Public Relations social media can be used by companies or organizations to protect and maintain their identity and manage the development of issues and crises. This is also done by the Public Relations of the Bandung City Transportation Agency. Social media encourages its users to participate in discussions, provide feedback, vote, provide comments, and share information.*

*This study applies the constructivism paradigm with a qualitative approach. The method used is descriptive qualitative, with primary and secondary data through data collection techniques, namely passive participatory observation, interviews and documentation.*

*This study aims to determine and describe the Share, Optimize, Manage and Engage process. On the Instagram account @bdg.dishub. With the concept of The Circular Model of Some theory. This theory was coined by Regina Luttrell. The concept of The Circular Model of Some referred to in this study includes Share, Optimize, Manage and Engage. The results of the study can be concluded that there are several stages, including: one starting the stage of sharing content (share) on their social media accounts, especially Instagram @bdg.dishub to disseminate the content they create. This stage helps an institution or organization to select, identify, and understand how audiences interact with each other through social media. two Optimization is carried out through the preferences needed and the needs of the audience and analyzing social media data.*

*In addition, this optimization also aims to increase audience engagement, ensure that the content presented is relevant and interesting, and encourage more active and positive interactions from social media users. three In monitoring interactions through social media that can measure the success of information uploaded through social media, especially Instagram @bdg.dishub. application of quick response and evaluation. four the process of managing digital public relations through social media including Instagram @bdg.dishub,*

*based on research results with the steps taken to help @bdg.dishub understand the needs of its audience, by trying to build relationships with public figures in order to increase engagement and efforts to be better known by external audiences. Then it can determine the audience.*

**Keywords:** *Online Public Relations, Social Media, Instagram.*