

ABSTRAK

Dinas Perhubungan sebagai instansi pemerintah peduli terhadap kenyamanan pengguna jalan dengan memberikan informasi terkait transportasi kepada masyarakat melalui media instagram. Penelitian ini bertujuan untuk menjelaskan peran humas Dinas Perhubungan Surakarta dalam memanfaatkan media sosial Instagram untuk membangun citra positif. Penelitian ini termasuk penelitian deskriptif kualitatif. Adapun metode pengumpulan data menggunakan dokumentasi yaitu screenshot postingan IG dan wawancara dengan staff humas Dinas Perhubungan Surakarta. Responden dipilih berdasarkan kriteria yang telah ditentukan. Hasil penelitian ini menunjukkan bahwa humas Dinas Perhubungan Surakarta memiliki peran, yaitu: (1) Communicator; (2) Relationship; (3) Back Up Management; dan (4) Corporate Image. Penelitian tersebut menyimpulkan bahwa peran humas Dinas Perhubungan Surakarta dalam memanfaatkan media sosial instagram dapat membangun citra positif di masyarakat.

Kata kunci: Peran Humas , Media Sosial, Instagram, Citra, Dinas Perhubungan Surakarta.

ABSTRACT

The Transportation Office as a government agency, cares about the comfort of road users by providing information related to transportation to the public through Instagram. This study aims to explain the role of the Surakarta Transportation Office public relations in utilizing Instagram social media to build a positive image. This research belongs to qualitative descriptive research. The data collection method used documentation, namely screenshots of IG posts and interviews with the public relations staff of the Surakarta Transportation Office. Respondents were selected based on specific criteria. The results of this study indicate that the public relations of the Surakarta Transportation Office have roles, namely: (1) Communicator; (2) Relationships; (3) Back Up Management; and (4) Corporate Image. The study concluded that the role of public relations for the Surakarta Transportation Office in utilizing Instagram social media can build a positive image in society.

Keywords: The Role of Public Relations, Social Media, Instagram, Image, Surakarta Transportation Office.

