

## **ABSTRAK**

Pengadilan Negeri berperan dalam penegakan hukum dan memberikan informasi tentang layanan hukum melalui media sosial Instagram. Penelitian ini bertujuan untuk menjelaskan peran humas di Pengadilan Negeri Surabaya dalam memanfaatkan media sosial Instagram. Penelitian ini termasuk penelitian deskriptif kualitatif. Metode pengumpulan data meliputi dokumentasi yaitu screenshot postingan Instagram dan wawancara dengan staff humas Pengadilan Negeri Surabaya. Responden dipilih berdasarkan kriteria yang sudah ditentukan. Hasil penelitian ini menunjukkan bahwa humas Pengadilan Negeri Surabaya memiliki peran, yaitu: (1) communicator; (2) relationships; (3) backup management; dan (4) corporate image. Penelitian tersebut menyimpulkan bahwa humas Pengadilan Negeri Surabaya berhasil menjalankan perannya dengan memanfaatkan media sosial.

Kata kunci: Peran Humas, Media Sosial, Instagram, Pengadilan Negeri Surabaya

## ABSTRACT

The district court has a role in enforcing the law and providing information about legal services through Instagram social media. This study aims to explain the role of public relations at the Surabaya district court in utilizing Instagram social media. This research belongs to qualitative descriptive research. The data collection method includes documentation, namely screenshots of Instagram posts and interviews with public relations staff at the Surabaya district court. Respondents were selected based on predetermined criteria. The results of this study indicate that the public relations of the Surabaya district court have roles, namely: (1) communicator; (2) relationships; (3) backup management; and (4) corporate image. The research concluded that the public relations of the Surabaya district court were successful in carrying out its role by utilizing social media.

Keywords: The Role of Public Relations, Social Media, Instagram, Surabaya District Court.

