

ABSTRACT

This study aims to examine how the official Instagram account of the Bandung City Government, @halobandung, functions as a tool for disseminating information to the general public. This research was conducted through observation, in-depth interviews, and documentation of account managers and followers across various age groups.

Descriptive qualitative methods were used. The research focused on content management methods, levels of public participation and responses, and challenges faced. The results show that @halobandung consistently utilizes Instagram features such as infographics, videos, reels, and stories to disseminate information about policies, work programs, leadership activities, and public services.

The content presented can increase government transparency and foster public trust through numerous likes, comments, and reshares. This demonstrates the effectiveness of the content, content approval, and variations in public digital literacy.

Keywords: Social Media, Instagram, Public Information, Bandung City Government, Social Media