

ABSTRAK

Perkembangan media sosial telah mendorong pemerintah untuk beradaptasi dengan strategi komunikasi berbasis digital, salah satunya melalui pemanfaatan Instagram sebagai sarana *Digital Public Relations*. Akun resmi @halobandung yang dikelola Protokol dan Komunikasi Pimpinan Kota Bandung berfungsi menyampaikan informasi kepada masyarakat diruang digital. Namun, muncul permasalahan berupa berita *hoax*, dominasi komunikasi satu arah, keterbatasan interaksi dengan publik, serta beragamnya persepsi masyarakat terhadap citra pimpinan.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data yang digunakan meliputi observasi terhadap konten media sosial, wawancara mendalam dengan pengelola akun @halobandung, serta dokumentasi untuk mendukung analisis. Penelitian ini menggunakan teori *Impression Management* Edward J & T.S.Pittman (1982) yang mencakup Strategi *Ingratations*, Strategi *Self-Promotion* dan Strategi *Exemplification*. Guna memahami strategi komunikasi yang digunakan dalam membentuk citra positif pimpinan Kota Bandung.

Hasil penelitian menunjukkan bahwa Aktivitas *Digital Public Relations* Prokopim mencakup publikasi kegiatan pimpinan, konten edukatif, klarifikasi isu, promosi program. Namun, komunikasi dua arah belum sepenuhnya optimal karena balasan terhadap komentar publik terbatas. Pandangan followers umumnya positif terhadap citra pimpinan, terutama ketika konten menampilkan kegiatan langsung di lapangan, tetapi Sebagian menilai komunikasi masih cenderung formal dan belum interaktif.

Kesimpulan penelitian ini menegaskan bahwa *Digital Public Relations* melalui @halobandung berperan penting dalam membentuk citra positif pimpinan Kota Bandung, meskipun efektivitasnya sangat ditentukan oleh kualitas komunikasi dua arah yang dibangun. Penelitian ini diharapkan Prokopim Kota Bandung untuk terus meningkatkan Strategi *Digital Public Relations* melalui pengelolaan konten yang lebih variatif, kreatif, dan informatif. Interaksi dua arah perlu di optimalkan dengan merespons komentar dari followers secara lebih konsisten dan cepat, terutama pada isu-isu publik yang aktual.

Kata Kunci: *Digital Public Relations*, Citra Positif, Pimpinan Kota Bandung, Media Sosial, Instagram.

ABSTRACT

The rapid development of social media has encouraged governments to adapt their communication strategies through digital platforms, with Instagram emerging being one of the main channels for Digital Public Relations. The official account @halobandung, managed by the Protocol and Communication of leadership of Bandung City, functions as a medium for delivering information to the public in the digital sphere. However, challenges remain, such as the spread of hoaxes, the prevalence of one-way communication, limited public interaction, and diverse public perceptions of the leadership's image.

This research employed a qualitative method with a case study approach. Data collection techniques included observation of social media content, in depth interviews with administrators of @halobandung, and documentation to support the analysis. The study applied Impression Management Theory by Edward J. & T.S. Pittman (1982), which consists of three strategies: ingratiation, self-promotion, and exemplification, to understand the communication strategies used in shaping the positive image of Bandung City's leadership.

The findings show that Prokopim Digital Public Relations activities include publishing leadership activities, educational content, issue clarification, and program promotion. However, two-way communication has not been fully optimized, as responses to public comments remain limited. Followers generally have a positive perception of the leadership's image, especially when content highlights leaders' direct involvement in the field, although some view the communication as still formal and less interactive.

In conclusion Digital Public Relations through @halobandung plays an important role in shaping the positive image of Bandung City's leadership, although its effectiveness greatly depends on the quality of two-way communication established. Future efforts should focus on more varied and creative content as well as consistent and responsive engagement with the public.

Keywords: Digital Public Relations, Positive Image, Bandung City Leadership, Social Media, Instagram.