



ABSTRAK

STRATEGI HUMAS DALAM MENJAGA CITRA POSITIF WAROENG SPESIAL SAMBAL MELALUI MEDIA SOSIAL INSTAGRAM @waroengss

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Perkembangan teknologi informasi dan komunikasi telah mengubah strategi komunikasi public relations, khususnya melalui pemanfaatan media sosial. Instagram menjadi salah satu media yang efektif dalam membangun dan menjaga citra positif perusahaan karena bersifat visual dan interaktif. Penelitian ini bertujuan untuk menganalisis strategi humas Waroeng Spesial Sambal (SS) dalam menjaga citra positif melalui akun Instagram @waroengss. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data menggunakan model Miles dan Huberman serta kerangka teori *The Circular Model of Strategic Social Media (SOME)* yang dikemukakan oleh Regina Luttrell, yang meliputi tahapan share, optimize, manage, dan engage. Hasil penelitian menunjukkan bahwa pada tahap share, Waroeng Spesial Sambal menyampaikan konten informatif dan promosi yang konsisten dengan identitas merek. Pada tahap optimize, pengelolaan konten dilakukan dengan memperhatikan kualitas visual dan pemanfaatan fitur Instagram. Tahap manage dilaksanakan melalui pemantauan interaksi dan respon terhadap audiens. Sementara itu, tahap engage dilakukan dengan melibatkan audiens melalui konten interaktif dan testimoni pelanggan. Secara keseluruhan, strategi humas melalui Instagram dinilai efektif dalam menjaga citra positif Waroeng Spesial Sambal.

Kata Kunci: strategi humas, citra positif, Instagram

ABSTRACT

PUBLIC RELATIONS STRATEGY IN MAINTAINING A POSITIVE IMAGE OF WAROENG SPECIAL SAMBAL THROUGH INSTAGRAM SOCIAL MEDIA @waroengss

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The rapid development of information and communication technology has changed public relations communication strategies, particularly through the use of social media. Instagram is an effective platform for building and maintaining a positive corporate image due to its visual and interactive characteristics. This study aims to analyze the public relations strategies of Waroeng Spesial Sambal (SS) in maintaining a positive image through its Instagram account @waroengss. This research uses a descriptive qualitative approach. Data were collected through interviews, observation, and documentation. Data analysis was conducted using the Miles and Huberman model and the Circular Model of Strategic Social Media (SOME) developed by Regina Luttrell, which includes four stages: share, optimize, manage, and engage. The results show that Waroeng Spesial Sambal applies the share stage by delivering informative and promotional content that is consistent with its brand identity. The optimize stage focuses on visual quality and the use of Instagram features. The manage stage is implemented through monitoring interactions and responding to audience feedback. Meanwhile, the engage stage involves audiences through interactive content and customer testimonials. Overall, the public relations strategy implemented through Instagram is effective in maintaining the positive image of Waroeng Spesial Sambal.

Keywords: *public relations strategy, positive image, Instagram*