

ABSTRACT

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Using Instagram as a Communication Strategy for Consultation Services on the @disdukcapildepok Account

Keywords: *Communication Strategy, Instagram, Consultation Services, Diffusion of Innovation, Disdukcapil Depok*

(xii + 77 + Appendices)

Social media has become an effective communication tool in conveying public information, including in population administration services. This research aims to analyze the use of Instagram as a Communication Strategy for Consultation Services on the @disdukcapildepok Account. The research method used is a qualitative approach with data collection techniques through interviews, observation and documentation. The Diffusion of Innovation Theory by Everett M. Rogers is used as an analytical framework in understanding the adoption of social media by government agencies. The research results show that Instagram is used by the Depok City Dukcapil Office to increase the effectiveness of communication with the community through various features, such as uploading feeds, Instagram Stories, reels, and direct messages (DM) which enable fast and responsive two-way interaction. The use of Instagram has been proven to be helpful in disseminating information on population services, providing administrative consultations, and increasing transparency and accountability of public services. In addition, the public's positive response to this innovation shows that the use of social media can be an effective solution in overcoming communication barriers in public services. This research concludes that this strategy strengthens government interactions with citizens and can be further optimized for other digital services.