

ABSTRACT

This study focuses on the effectiveness of cyber PR on social media implemented by the Satuan Polisi Pamong Praja (Satpol PP) Surabaya city. Satpol PP is a government institution that often gets a negative image in the eyes of the public. Public Relations of Satpol PP Surabaya utilize social media to improve its performance while improving the image of Satpol PP Surabaya City which is viewed negatively by the community. This research uses a quantitative approach because it presents the figures. The type of this research is descriptive (descriptive research), by using survey method. The results of this study indicate that all respondents say if cyber public relations on social media instagram Satpol PP Surabaya City is effective. The four dimensions used in this study are transparency, internet porosity, the internet as an agent and richness content and reach. In each dimension, respondents stated that the practice of cyber public relations in these dimensions is effective. Instagram social media not only help Satpol PP of Surabaya City in disseminating information to society, but also add new understanding to society about Satpol PP of Surabaya City. Public Relations of Satpol PP Surabaya City has succeeded in showing a positive image of Satpol PP Surabaya City to the public.

Keywords: Cyber Public Relations, Satpol PP Kota Surabaya, Instagram