

Penelitian ini bertujuan menganalisis pengelolaan media sosial Instagram PT Jasamarga Jogja Bawen sebagai media diseminasi informasi pembangunan Jalan Tol Yogyakarta–Bawen. Pendekatan kualitatif dengan metode studi kasus digunakan melalui teknik wawancara, observasi, dan studi dokumen. Analisis dilakukan menggunakan prinsip manajemen George R. Terry (*planning, organizing, actuating, controlling*) serta model diseminasi informasi Ordoñez dan Serrat (*source, content, context, medium, user*). Hasil penelitian menunjukkan bahwa Instagram telah dimanfaatkan untuk mempublikasikan kegiatan perusahaan, program CSR, dan progres pembangunan jalan tol. Namun pengelolaannya belum optimal karena konsistensi unggahan belum sesuai media plan, pengelolaan akun masih terpusat pada satu admin, serta evaluasi performa media sosial belum dilakukan secara sistematis.

Kata Kunci: Diseminasi Informasi, Media Sosial, Instagram, PT Jasamarga Jogja Bawen.

This study aims to analyze the management of Instagram social media by PT Jasamarga Jogja Bawen as a medium for disseminating information regarding the construction of the Yogyakarta–Bawen Toll Road. A qualitative approach with a case study method was employed through interviews, observation, and document analysis. The analysis used George R. Terry’s management principles (planning, organizing, actuating, and controlling) and the information dissemination model proposed by Ordoñez and Serrat (source, content, context, medium, and user). The findings show that Instagram has been utilized to publish company activities, corporate social responsibility (CSR) programs, and updates on toll road construction progress. However, its management has not been optimal due to inconsistent posting that does not fully follow the media plan, centralized account management handled by a single administrator, and the absence of systematic evaluation of social media performance.

Keywords: *Information Dissemination, Instagram, PT Jasamarga Jogja Bawen, Social Media*