

## INTISARI

*Cyber public relations* kini memanfaatkan media sosial khususnya *Instagram* untuk memasarkan produknya kepada *costumer* melalui konten yang diunggah. Penelitian ini bertujuan untuk mengetahui strategi *cyber public relations* yang diterapkan di media sosial *Instagram* YATS Colony, jenis konten yang disajikan di media sosial *Instagram* YATS Colony, dan pengaruh *cyber public relations* terhadap *costumer engagement* pengikut *Instagram* YATS Colony. Penelitian ini adalah penelitian kualitatif eksploratori dengan teknik pengumpulan data berupa observasi parsipatoris, wawancara dan dokumentasi. Data yang dikumpulkan yaitu data primer berupa postingan konten dan arsip cerita YATS Colony dan sekunder berupa buku, literatur, jurnal, dokumentasi, serta dokumen-dokumen dari YATS Colony yang diperoleh selama peneliti melaksanakan praktik kerja lapangan. Hasil penelitian ini menunjukkan bahwa strategi yang dilakukan *Public Relations YATS Colony* antara lain penentuan media, penciptaan konten, merencanakan program dan implementasi program. Jenis konten yang disajikan di media sosial *Instagram* YATS Colony terbagi menjadi enam tema konten yaitu *OOTD (outfit of the day)*, *entertainment*, *tips and information*, *event*, *greeting* dan apresiasi. Penerapan *costumer engagement* pada *Instagram* YATS Colony sudah sampai ke tahap kreasi (*creation*), namun belum sampai pada tahap kolaborasi (*collaboration*) yaitu ditandai dengan tidak adanya *loyal community* YATS Colony.

**Kata kunci :** *Public relations, YATS Colony, Instagram, Konten, Costumer engagement*

## **ABSTRACT**

*Cyber public relations is now utilizing social media, especially Instagram, to market its products to customers through uploaded content. This study aims to determine the strategy of cyber public relations implemented on Instagram social media YATS Colony, the type of content presented on Instagram social media YATS Colony, and the effect of cyber public relations on customer engagement followers of YATS Colony Instagram followers. This research is exploratory qualitative research with data collection techniques such as participatory observation, interviews and documentation. The data collected are primary data in the form of content posts and YATS Colony story archives and secondary forms of books, literature, journals, documentation, and documents from YATS Colony obtained during the researchers carrying out fieldwork practices. The results of this study indicate that YATS Colony's Public Relations strategies include determining media, creating content, planning programs and implementing programs. The type of content presented on Instagram social media YATS Colony is divided into six content themes namely OOTD (outfit of the day), entertainment, tips and information, events, greeting and appreciation. The application of customer engagement on Instagram YATS Colony has reached the stage of creation, but has not yet reached the collaboration stage, which is marked by the absence of a loyal community of YATS Colony.*

***Keywords: Public relations, YATS Colony, Instagram, Content, Customer engagement***