

## ABSTRACT

### **COMMUNICATION STRATEGY OF GOOD NEWS FROM INDONESIA (GNFI) IN BUILDING INDONESIA'S BRAND IMAGE (Descriptive Study on Instagram Social Media @gnfi)**

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This research aims to find out the strategies carried out by GNFI to build Indonesia's brand image through Instagram social media. Communication strategies through alternative media present content that inspires and has a positive impact on presenting information in accordance with these communication channels. Good News From Indonesia (GNFI) is a media that offers an optimistic perspective. SOSTAC (situation analysis, objective, strategy, tactics, action, control) communication strategy is the main concept in the research. This research uses a constructivist paradigm with a qualitative approach and in-depth interview method. The results prove that GNFI applies the stages of communication strategy starting from analyzing the situation that occurs, setting goals, developing strategies, determining strategic steps, carrying out planned actions, and conducting evaluations carried out by each work division, as well as optimizing the mission as a media that provides positive information with the aim of restoring people's sense of optimism towards Indonesia. This stage succeeded in making GNFI known and trusted by its followers because the information provided supports Indonesia to be better. Future research is expected to use brand image using quantitative methods and for other information media to utilize the reels format in packaging news on social media.

**Keywords:** Communication strategy, SOSTAC, alternative media, Instagram, GNFI.

Literature : 35

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