

ABSTRACT

EMPLOYEE ADVOCACY PLANNING AS AN EFFORT TO DELIVER EDUCATIONAL MESSAGES VIA INSTAGRAM (Descriptive Study of Tax Education Content by Indonesian Ministry of Finance Employees)

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Technological developments encourage progress in various aspects, one of which is Internal Public Relations in disseminating information to the wider community. The emergence of the latest concept in the advocacy concept provides more opportunities for organizations to increase engagement reach. Employee Advocacy is here to answer the challenges of the flow of information in achieving audience understanding. This research uses the Qualitative Interview Analysis method to identify Employee Advocacy planning carried out at the Indonesian Ministry of Finance as a government agency that is consistent in carrying out Employee Advocacy, especially in tax-related discussions. The Indonesian Ministry of Finance is a reference in implementing Employee Advocacy in government agencies that can be accessed by the public. The findings in this research show an increase in engagement reach for the Indonesian Ministry of Finance. In terms of implementation, the integrated monitoring system is a factor that drives the success of Employee Advocacy in conveying educational messages to the public. The results of this research provide an understanding regarding the concept of Employee Advocacy that can be carried out within the organization.

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