

ABSTRACT

The image of an organization is a public assessment of the organization. An image describes the public impression of an organization. In the era of social media, as it is today, social media is a container that acts as a very important means of promotion. One of the social media that is widely used as a media promotion today is Instagram. The purpose of this study is to analyze and examine the effect of trust on organizational image, the effect of satisfaction on organizational image, the effect of community involvement on organizational image, the effect of transparency on trust, and the effect of responsiveness on satisfaction in Instagram social media on organizations.

The research model will be tested at the Housing and Settlement Area Office of the City of Semarang. The reason for choosing the City Housing and Settlement Area Service is because the Housing and Settlement Area Office often ranks in the top three as one of the Government Agencies in the City of Semarang who are responsive to serving the public through social media. The research method used was distributing questionnaire to the Instagram followers of the Semarang City Housing and Settlement Office who were respondents. The sampling technique used is to choose a simple random sample. To process the data using Structural Equation Modeling (SEM).

Based on the results of the study it was concluded that the media plays a major role in shaping opinion in society, image formation is very easy to form systematically. The presence of social media is used as a medium that publishes profile content, activities, even user opinions and also as a medium that provides space for communication and interaction in social networks in cyberspace. Instagram as a social media has two-way communication between the public and the government, the current influence of globalization requires the government to be able to actively provide information and be responsive to the public.

Keywords : *public assessment; organizational image; Structural Equation Modeling; social media.*