***ABSTRACT***

***This research is tittled* “Peranan Akun Media Sosial Instagram Diskominfobdg Dalam Meningkatkan Citra Positif Bandung Sebagai Ibu Kota Asia Africa”.**

***The goal of the research is to elaborate the role of social media which consist of some interactive sub-variabels. Be able to provide wide space, multi-functional, and promote visual thought which is being applied by social media* DiskominfoBdg.**

***Method of the research is Analytic-Descriptive-Study. Accumulating-Data method is by lybrari study, observation, spreaded-questioner, and interview. This sample used non-probability sampling and sample techniques used are the Simple Random Sampling with Sample from 100 respondents.***

***According to previous research result, social-media role through Instagram is to generate positive look for Bandung City. From this research, it can be concluded that basicly Instagram programme has been set well by DiskominfoBdg on to society. Thus concluded that by imaging theory, there are four important processes to ciaborate positive image of Bandung City which are percepyion, cognition, motivation, and attitude in decision making whether at last society could conclude that Bandung City is good or bad.***

***The point that researcher would like to provide as evaluation point for Bandung City is that Instagram programme used should be continued and innovated by increasing the intensity of promotion that society could recognize Bandung City throught Instagram nowadays. Finally affect to the positive image of Bandung City.***