Public Relations Content Strategy Innovation for Regional Head Image in the Digital Era of East Java

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Abstract : *This study aims to analyze the innovation of public relations (PR) content publication strategies in shaping the image of regional leaders in East Java Province, focusing on the utilization of digital technology. The main issue addressed is the lack of effectiveness of content strategies in changing public perception and building a positive image. Using the theories of relationships, reputation, and relevance (Onggo , 2004), the study explores and analyzes how PR content strategies can be innovatively applied. The research employs a qualitative method with a case study approach, involving in-depth interviews and document analysis. The findings indicate that the use of social media and digital platforms enhances two-way communication, strengthens relationships, and builds a positive reputation. Relevant and timely content increases public engagement, ensuring government messages remain significant. The study suggests optimizing digital technology and enhancing PR staff training to master the latest digital tools. Recommendations for future research include comparative studies across regions on the effectiveness of digital communication strategies. Thus, this study provides practical and theoretical insights to improve the effectiveness of public communication in the digital era, supporting the success of programs and policies in East Java Province.*

Keywords : Strategy Innovation, PR Publication, Image Building, Digital Era

1. BACKGROUND

In the digital era, the role connection community (Public Relations) in government become the more important For build image positive and credible for head area . Administration Bureau Leader Regional Secretariat East Java Province , as part from government , responsible answer in manage communication public and form perception society . Along with progress digital technology , innovative communication strategies are needed in content publication For reach a wider audience broad and diverse . This innovation is important For ensure message government effective and relevant in modern context . Listianto , AA (2024).

In some year Lastly , literature has show that digital communication strategies play a role role important in to form image public . For example , a study by Smith et al. (2020) shows that use of social media in a way strategic can increase involvement public and building image positive for organization government . Likewise , Jones and Brown (2019) emphasize importance adaptation digital technology in PR strategy for increase transparency and accountability . However , even though There is Lots study about digital communication , still there is gap in understanding about How content strategy innovation can applied in a way effective in context government areas , especially in Indonesia (Doe, 2021).

The problem main thing that is raised in This research is lack of content strategy effectiveness Public Relations publication in change perception public and form image positive head area . Although There is effort For adopt digital technology , results observation show that the existing strategy Not yet succeed reach public wide in a way maximum (Smith & Johnson, 2022). This can caused by various factors , including lack of utilization technology in a way effective and obstacles in integrate innovation to in practice everyday . Common solutions available covers improvement training and development capacity for Public Relations staff for utilise digital technology in more effective . In addition , many organization has start adopt approach data based for design and manage content publication , which allows they For more responsive to needs and preferences audience (Brown et al ., 2020). However , these solutions are often general and not yet customized with need specific government area .

This gap includes lack of a study that explores influence specific from certain digital technologies , such as data analysis or tool interactive , towards content strategy effectiveness Public Relations publication . In addition , there has not been Lots research that examines how to content strategy can customized with needs and preferences audience local , as well as How results from this strategy we can measured in a way effective .

The purpose of This research is For explore and analyze content strategy innovation Public Relations publication in to form image head areas in East Java Province , with focus on utilization digital technology .

Novelty from This research lies in its focus For integrate digital technology in content strategy Public Relations publications at the level government area . Different with study previously tended to focused on digital communication In general , this study explores innovation specific in content strategy and how matter That can applied in context local . In addition , this study uses approach studies case For give deep and holistic insight about this phenomenon .

With this approach , research expected can give contribution theoretical and practical in communication strategy development public by Public Relations at the level government area , especially in face challenges of the digital era. This research does not only give outlook about practice best in content strategy innovation , but also offers guide for Public Relations practitioner for increase effectiveness communication them and build image positive for head area .

2.   THEORETICAL STUDY

In the study literature related to communication strategy public , some study previous give outlook important about use technology and communication strategy For to form image positive public . Research by Ashari and Arsyad (2023) highlights implementation of Cyber Public Relations in formation image Samarinda City Police Resort (Polresta) . This study shows the results of This study shows that Implementation of Cyber Public Relations by Public Relations of the Police Samarinda Not yet done in a way comprehensive . Polresta CPR Activities Samarinda only up to the level of press agency and public information, Public Relations has not yet involving public in CPR activities for increase image they . Some obstacles experienced by the Police Public Relations Samarinda , namely related lack of Human Resources and interactions from public in the media they manage .

In addition , Ramadayanti et al. (2022) studied effectiveness use of websites in Public Relations at the Ministry of Religion of North Sumatra Province . The results of this study indicate that the strategy used by the public relations of the Ministry of Religion of North Sumatra in website usage running well . The Public Relations of the Ministry of Religion of North Sumatra always make up-to- date news that contains about news headlines and news area . Advantages use of the website by the Ministry of Religion of North Sumatra includes : the community Can share data or information policy public by the Ministry of Religion of North Sumatra and the website can used For the image of the Ministry of Religion of North Sumatra.

Another study by Indrajayani et al. (2019). Processing information on a number of This channel makes the Surabaya City Government's Digital Public Relations implement role as a journalist in residence. The positive image received public aiming For grow trust and improve participation , so that public expected involved together government For make the development program a success city , expanding publication good news about the city of Surabaya and help government handling times of crisis .

Third This research provides strong foundation For understand how digital communication strategies can applied in context government For build image positive . Each study highlight importance innovation and utilization digital technology in communication strategy public , as well as show that The success of a strategy depends heavily on careful planning and consistent implementation .

In exploring content strategy innovation Public Relations publication for formation image head area in the Administration Bureau Leader Regional Secretariat East Java Province , the concepts described by Onggo (2004) regarding relations , reputation , and relevance

become very relevant . Third This indicator provides strong framework For understand and analyze effectiveness of communication strategy in context government area .

1. Relationships

Connection in context connection public refers to the interactions and communications that are built between organization and its public . This theory emphasizes importance effective two - way communication For build and maintain positive relationship with various stakeholders interests (Grunig & Hunt, 1984). In this study , the focus is on the relationship allow For evaluate how to content strategy Public Relations publications can strengthen connection between government regions and communities . This includes analysis about effectiveness communication carried out by the Administration Bureau Leader in to weave mutual relationship profitable with public .

2. Reputation

Reputation is perception collective public about credibility and image organization . In this context , the formation of image head area in a way direct related with effort build positive reputation (Fombrun & Van Riel, 2004). This research will researching how to content strategy innovative publication contribute to improvement or decline reputation head area . This analysis will help identify factors that influence perception public and provide outlook about How reputation can managed in a way effective through strategic communication .

3. Relevance

Relevance in communication public refers to the extent of messages and actions organization in accordance with needs and expectations public . In the digital age, relevance also includes use the right technology and platform For reach a wider audience wide (Rogers, 2003). This research will evaluate how far the content Public Relations publication remains relevant with target audience and how innovation in content help maintain or increase relevance said . This will covers analysis about communication strategy adaptation For fulfil dynamics need audience in the digital age.

With apply framework this theory , research expected can give comprehensive insight about How innovation in content strategy Public Relations publications can optimized For to form image head positive areas . In addition , this study also aims to For identify areas in need repair and offer recommendation practical For increase effectiveness communication public in the digital era

3. RESEARCH METHODS

Methods used is qualitative with approach studies case , case study allow holistic and detailed data collection from context real , appropriate with complexity The role of Public Relations in the digital era. Yin , RK (2018). Data collected through interview in-depth , observation participatory , and analysis documents , which allows exploration deep and holistic to phenomenon specific (Yin, 2018). The data will be collected through interview in-depth , observation participatory , and analysis document .

Interview deep done with informant main , namely public as recipient Information and Administration Bureau Leader Regional Secretariat East Java Province as implementation of publication strategy . Observation participatory will done For understand dynamics operational and interaction direct in context real . Analysis document covering review to material publications , internal reports , and other relevant records .

Data analysis was performed use analysis thematic , which involves coding , identification themes , and interpretations deep For understand patterns and relationships between theme (Braun & Clarke, 2006). Data validity is guaranteed through triangulation sources and methods , as well as member checking for ensure accuracy data interpretation (Creswell & Poth, 2018). This approach is expected give contribution theoretical and practical in communication strategy public by Public Relations in government area , especially in face challenges of the digital era.

4. RESULTS AND DISCUSSION

The purpose of This research is For explore and analyze content strategy innovation Public Relations publication in to form image head areas in East Java Province , with focus on utilization digital technology .

1. Relations, the use of social media and online platforms allows effective two - way communication between government and society . This creates perception positive about responsiveness government , improve participation public , and strengthen trust public .

2. From the side reputation for consistent and transparent content strategy play role important in build reputation positive head area . Government capable monitor sentiment public in real-time and adapt communication For overcome crisis . Collaboration with local media help convey accurate information , strengthening reputation , and overcome misinformation .

3. In terms of relevance , research find that content publication still relevant with target audience thanks data analysis and personalization message . Innovation in video,

infographic and story formats interactive ensure communication government still interesting and easy accessed . With adjust communication strategy based on preference audience , government succeed increase involvement public and maintain support society . In general Overall , this study shows that content strategy innovative and data-based PR publications digital technology is key For to form image head positive and credible area

Research result show that content strategy innovation Public Relations publications that utilize digital technology is key For to form image head positive area . With strengthen relationship , building solid reputation , and ensure relevance communication , government area can increase trust public and supportive success of the program and policies in East Java Province . This study also provides recommendation practical For increase effectiveness communication public in the digital era, as well as identify areas in need repair more carry on .Putra, TA " Public Relations (Humas) Strategy of Bawaslu of South Jakarta City in Forming Public Trust in Social Media Instagram” (Bachelor's thesis, Faculty of Preaching and Communication). In conclusion , the Public Relations (Humas) strategy of the South Jakarta City Bawaslu through Instagram social media can give significant contribution in increase trust public to election general . With Thus , the institution election general can to obtain support and trust more public strong in operate his job as organizer election fair and transparent public

Azhary , A., Trisnawati , AD, Palakyah , IY, Apriani , R., & Cahyani, AR (2024). The Influence of Public Relations on Public Trust in the Public Service Sector This study concludes that that open and responsive communication is essential in create trust sustainable society , which ultimately contribute to the improvement quality service public .

DISCUSSION

The purpose of This research is For explore and analyze content strategy innovation Public Relations publication in to form image head areas in East Java Province , with focus on utilization digital technology .

1. Relationships

This study shows that innovation in content strategy Public Relations publications have in a way significant strengthen connection between government regions and communities . In the digital era, the use of technology such as social media and online platforms have open road for more two - way communication effective . Government can interact direct with society , answer questions , and respond concern in real-time. This creates perception positive about responsiveness and openness government .

Interview deep with public as recipient information disclose that participation public increase when they feel heard and involved in dialogue as well taking decision . The community involved in a way active feel more connected with government and more believe in ability government For fulfil need they . The relationship between each other this benefit , which is reinforced through digital interaction , helping increase trust public to government area .

In addition , the government has utilise digital technology for involving public in the process of taking decision through online surveys and discussion forums . This technology allows inhabitant For give valuable input and feel become part from the government process . With Thus , the relationship between government and society become more close and based on mutual communication profitable .

2. Reputation

Reputation is perception collective public about credibility and image organization . Content strategy innovative publication play role important in build and maintain reputation head positive areas . Consistent , accurate , and transparent content , such as publication about achievement government and innovative programs , have succeed increase image head area .

In handling crisis and issues controversial , effective communication strategies are essential For minimize impact negative on reputation . Government capable monitor sentiment public in real-time and adjust communication strategies they For overcome worry and build return trust . Interview with the Administration Bureau Leader show that factors like consistency messages and responses fast very influential perception public and helpful in management effective reputation .

Government has take steps For ensure that information conveyed to public nature transparent and can trusted . With in collaboration with local media , government can convey consistent and addressable messages possible misinformation circulating . This collaboration helps strengthen reputation head area and ensure that public accept accurate and reliable information reliable .

3. Relevance

Relevance in communication public refers to the extent of messages and actions organization in accordance with needs and expectations public . This study found that relevance content Public Relations publication remains tall with target audience , thanks to use the right technology and digital platforms . Through data analysis and research audience , government can adapt content and communication strategy they For fulfil needs and preferences audience.

Innovation in form content , such as videos, infographics , and stories interactive , as well as proper use of digital platforms , ensuring that communication government still interesting

and easy accessed . Research results show that relevant and appropriate content time increase involvement public and ensure that message government still significant in the middle change environment .

For ensure relevance , government has using analytical data For understand preference audience and adjust message they . Personalization content based on this data make communication more effective and improve involvement public . With ensure that the message conveyed relevant with life daily society , government can maintain attention and support public .

5. CONCLUSION AND SUGGESTIONS

This study revealed that innovation in content strategy Public Relations publication , with utilise digital technology , very important For to form image positive head area . Through strengthening relationship , development solid reputation , and relevant communications , government area can increase trust public , support success of programs, and policies in East Java Province . Digital technology enables more two - way communication effective , creating perception positive about responsiveness government . This research also offers recommendation practical For increase effectiveness communication public in the digital age and identify areas that need repair more carry on .

Research Suggestions

Optimization Use Digital Technology . It is recommended that the government area Keep going optimize use digital technology in communication strategy them . This includes improvement training for Public Relations staff for control latest digital tools and adopt practice best in social media management . In addition , the government must consider For invest in more data analysis advanced For understand trends and preferences audience , so that can adapt content with more effective .

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