RRI Tanjungpinang's public relations strategy in increasing loyality in the era of disruption

Juli Andana[1*], Muhammad Najih Farihanto[2]

[1,2]Communication Science Department, Ahmad Dahlan University, 55166, Indonesia
author's email: juli1800030143@webmail.uad.ac.id[1], muhammad.farihanto@comm.uad.ac.id[2]

ABSTRACT

Keywords

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The development of information technology has brought government public relations as well as organizations and companies, through Cyber Public Relations, to disseminate news or information through social media and social networks to improve better relations between public relations and the public, so that the information provided arrives more quickly and can be done anywhere, without any space limits. So that innovation and fundamental changes occur on a large scale as a result of the emergence of digital technology which is able to change the system that occurs in Indonesia and globally. Then the media also experienced quite significant growth. Therefore, Cyber PR RRI Tanjungpinang needs to change its view from one that is product or service oriented, to a customer oriented view. So RRI is able to provide company loyalty in line with technological competition between radio and other media. This type of research is qualitative in nature and is carried out through a case study approach. Qualitative research method is a research method used to examine the condition of an object where the researcher is the key instrument, the collection technique is carried out in combination. The results of this research are, first, the most important strategy that RRI Tanjungpinang must have is a stronger broadcast reach with other media. second, move to invite partners by making a proposal first, offering cooperation, and presenting the program being carried out. third, utilizing technology as a form of communicating to the public using various multiplatforms in the palm of one gadget.

1. Introduction

The level of media competition, especially broadcasting institutions such as radio stations, is currently quite high in an effort to grab the attention of the audience (von Rimscha et al., 2019). The beginning of the emergence of competitive competition in capturing the attention of the audience remains and becomes the only practical and affordable source of information chosen by the audience (Ekström & Westlund, 2019). In RRI activities, each radio station has its own characteristics according to its segmentation. Likewise, in terms of business development services that play a role as RRI Tanjungpinang Public Relations (Rosidi & Zain, 2019). With the rapid growth of the information and technology industry, the media industry has also experienced significant growth (Crain & Nadler, 2019). However, radio is one of the media for delivering information or advertising messages widely used. RRI Tanjungpinang needs to change its view from a product or service oriented view, to a customer oriented view (costumer oriented) (Lathifah & Ismandianto, 2021).

So that RRI is able to provide company loyalty along with technological competition between radio and other media (Cangara Hafied, 2020). Currently, the development of communication technology such as the internet is growing rapidly. This development makes Public Relations actors take advantage of technology (Prasetiyo et al., 2020). Anyone cannot avoid the development of technology today, including public relations actors in the company. With the internet which is a communication system that can be easily accessed by all levels of society (Pratiwi, 2022). This makes communication easier to implement and the ease with which information can be spread very quickly (Nurhadi & Kurniawan, 2017). The development of information technology then brings government

public relations as well as organizations and companies, through Cyber Public Relations disseminating news or information through social media and social networks and also through websites can improve better relations between public relations and audiences, so that the information provided is faster to arrive and can be done anywhere, without any space limits (Hediana & Winduwati, 2020). Media development is currently experiencing digital technology disruption (Lestari, 2018).

Digital disruption is an era of massive innovation and change fundamentally due to the emergence of digital technology that is able to change the system that occurs in Indonesia and globally (Putri, 2020). This technological development will be able to replace human jobs, change production on digital platforms, distribution, and advertising in the media. When the author submits the manuscript, the editor wants to see that the author has provided a perspective that is consistent with aim and scope this journal (Hastuti et al., 2022). The author needs to explain the concepts offered and the novelty of the research based on quotations from several original and important works from several journals, including the most recent review articles (Mahaputra & Saputra, 2021). A review article is very important to read because it provides an overview of the development of the field up to the last article. The author can search deeper by looking for the original paper contained in the bibliography of a review article (Rauschnabel, 2021).

The introduction should be concise but meaningful. Although the introduction requires an explanation of "state of the art" until the article is written, do not draw far back (Widjanarko, 2023). A long and excessive introduction will make the reader stop reading. An introduction can be presented in the following structure (Putra & Smolek, 2020). Research on Cyber Public Relations strategies has been widely researched by several practitioners and academics (Flores-Yeffal et al., 2019). Previous research aims to get consideration and reference. In addition, to avoid the assumption of similarity with this research. The results of previous research are as follows (E. B., 2016).

The first research was conducted by Achmad Gilang Perdana,* Cakra Ningsih * Yuni Retna Dewi, RR Bramayanti Krismasakti with the title "Cyber PR Tangsel.Life in Socializing Programs Through Social Media in the Era of the Covid-19 Pandemic". The results of the study are: How is the role of Cyber Public Relations Tangsel.Life in Socializing Programs Through Social Media in the Era of the Covid-19 Pandemic. From previous research and research that will be carried out has a difference, namely the author examines the Cyber Public Relations strategy of Tangsel Life (Hasna, 2020). And the author examines the role of Cyber Public Relations in providing program socialization through Social Media.

This research method uses descriptive analysis method with a qualitative approach. The results of this previous research can be concluded that the Cyber PR activities of the Tangsel Life Community are in accordance with its main objectives, namely supporting management activities in achieving organizational goals, fostering harmonious relationships between the organization and external and internal publics, creating reciprocal two-way communication by disseminating information from the community or organization to the public and channeling public opinion to the organization. and educate the public and build cooperation for mutual benefit and progress (Whittaker & Kowalski, 2015).

Of course, the current era of disruption has a huge impact on the way, attitude, and behavior in communication. Compared to the past, we only recognize communication in terms of a personal context, where someone must meet in person at the time of need. However, for now the development of communication that moves very fast and is traced by the use of communication tools itself makes a different nuance when communicating with communication tools that can be used anytime and anywhere (Amin & Priansah, 2019). Likewise, what happens to communication behavior from the impact of the development of communication technology itself (Aksa, 2018).

One of them is related to the way RRI Tanjungpinang Public Relations works which participates in the transformation of the current disruption era (Ramayanti, 2020). Disruption is something that is quite worried about the company, especially the Public Broadcasting Organization of Radio Republik Indonesia, the worry is that it is unable to innovate and make the absence of RRI Tanjungpinang. Thus, it becomes a challenge for Cyber Public Relations of RRI Tanjungpinang so that the image and existence as a Public Broadcasting Institution of the Republic of Indonesia Radio can survive and remain loyal in conducting radio activities in the midst of the current era of disruption (Amelia, 2020). RRI Tanjungpinang realizes this challenge based on a sense of care that with the development of

communication technology that occurs today, this is where RRI Tanjungpinang knows the drastic changes in behavior required by public consumers towards companies (Annisa, 2021).

Knowing this, Cyber Public Relations needs to make improvements by collaborating on the use of the latest communication technology. In addition, Cyber Public Relations needs to utilize online media and social media in promoting the company through environmental preservation and various community empowerment activities in Tanjungpinang city. This research uses a qualitative method, which aims to find, analyze, and manage from events directly in the field. According to Sugiyono (2018: 213) qualitative research methods are research methods based on philosophy, where researchers are used for scientific conditions as instruments, data collection techniques and qualitative analysis emphasizes meaning (Sugiyono, 2018).

2. Method

Research on the Cyber Public Relations Strategy of RRI Tanjungpinang's public relations in increasing loyalty in the era of disruption will use descriptive qualitative research (Yuliawati & Irawan, 2016). This research will explain how RRI Tanjungpinang Public Relations carries out the role of Cyber Public Relations RRI Tanjungpinang in taking steps to increase loyalty in the current era of disruption (Pribadi & Nasution, 2021). In the data collection techniques needed in research on Tanjungpinang Public Relations Strategy in carrying out the role of Cyber Public Relations in increasing loyalty in the era of disruption, the researchers used the following data collection methods:

Observation: The definition of observation according to (Hastuti et al., 2022) observation is "systematic observation and recording of the elements that appear in a symptom on the object of research". In this observation method, the researcher not only observes the object of research, but also records several things in the object under study. The purpose of this research is one of the media that disseminates information through audio or sound. However, in this day and age, people's interest in listening to radio has diminished. People today prefer to use media that are more sophisticated and more effective (Sama, 2019). Meanwhile, radio is only able to provide information in the form of audio only. In the previous section, it has been explained about the interest of radio listeners by taking location at RRI Tanjungpinang.

Interview: An interview is a conversation with a specific purpose. The conversation was conducted by two parties, namely the interviewer and the interviewee. In this study, researchers will conduct questions and answers directly with research instruments as a reference regarding the questions that researchers will ask the head of RRI Tanjungpinang, Public Relations, and also listeners of Radio RRI Tanjungpinang. The questions that will be asked are about the strategies carried out by RRI Tanjungpinang Public Relations in acting as Cyber Public Relations to increase loyalty in the era of disruption. This question is carried out in depth in order to obtain maximum data. Documentation: Is one of the methods used to obtain information data in the form of books, archives, documents, written figures and images in the form of reports and information that can support research. Documentation is used to collect data regarding RRI Tanjungpinang's Cyber Public Relations Strategy to find out whether RRI Tanjungpinang is able to maintain listener loyalty in the current digital era (Sugiyono, 2015).

Data analysis technique is a process and systematic compilation of data obtained from interviews, field notes, and other materials, so that it is easy to understand, and the findings can be informed to others. Data analysis is done by organizing data, breaking it down into units, synthesizing, arranging into patterns, choosing which ones are important and which ones will be studied, and making conclusions for others. The steps in the data analysis technique in this study, namely Lexy J. Moleong, (2019): Data Reduction: At this stage, it begins with summarizing, choosing the main things, focusing on the important things, and looking for themes and patterns. After the data is reduced, it will provide a clearer picture and will make it easier for researchers to carry out further data collection. And can search for it if needed. Data Presentation: The need to display data which can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. Miles and Habermas use data presentation in qualitative research is with narrative text. In addition to narrative text, it can be in the form of graphs, matrices, networks and charts.

Verification and Conclusion: From the beginning of data collection, researchers have made temporary conclusions. Researchers need to check back or verify what has been recorded by researchers. Conclusions will change if there is no strong evidence to support the next data collection. But if the temporary conclusions at the initial stage are supported by valid and consistent evidence, the conclusions that have been put forward are credible conclusions. Conclusions in qualitative research are findings that have never existed. It can be in the form of a description of an object that was previously vague so that after research it becomes clearer. It can also be in the form of causal or interactive relationships, and hypotheses or theories.

Data Validation Technique: In obtaining the degree of trust in the research that has been carried out, the researcher uses the Tringulation technique, namely, a data validity checking technique by utilizing something other than the data itself, for the purpose of checking or comparing the data. Trigulation aims not to find the truth, but to increase the researcher's understanding of the data and facts he has. One type of tringulation is source tringulation, which means comparing and rechecking the degree of trust in information obtained through different sources in qualitative research. In source tringulation, researchers will compare the results of observations with interviews with sources, to compare the truth of the information. In addition, researchers will check the degree of trust with the tringulation technique, namely through the method, in the form of checking the research results of the three data validations that have been carried out (observation, interview, and documentation) (Sarifudin et al., 2020).

3. Result and Discussion

Researchers will describe the data that has been obtained regarding the Cyber PR Strategy of RRI Tanjungpinang City in increasing Loyalty in the Disruption Era through direct interviews with the Head of RRI Tanjungpinang City, the Public Relations Division of RRI Tanjungpinang and also listeners of RRI Tanjungpinang City. In addition, researchers also made direct observations, which were then continued supported by the results of researcher documentation. The data that has been obtained is based on the research framework which is the basic reference in Chapter I.

3.1. Presenting the Results

Here is the Cyber PR theory that I used for this research. theory created by Cutlip and his friends which says PR practitioners must carry out 4 problem solving processes. The first is to carry out investigations and monitor knowledge to define the problem or can be said to be a situation analysis. This is essentially the intelligence function of the organization. It provides the basis for all steps in the problem-solving process by determining what is currently happening. The problem today is that the development of digital technology is very rapid and has spread to all corners of Indonesia, especially in urban areas. The development of digital technology is characterized by the spread of internet networks in all countries that have different cultures. The presence of the internet network is able to make the people of a country or a region with other regions can easily share information in real time without certain restrictions. The Industrial Revolution 4.0, which is dominated by rapid technological development, and good acceptance from the community are the main reasons that cause technological disruption to occur. In this era of digital technology disruption, people will live two lives, namely life in the real world and life in the digital world. This will also dynamically continue to change, so it cannot be predicted. This problem is one of the problems faced by RRI Tanjungpinang to get its target audience in each program and create strategies or innovations to maintain loyalty and be able to compete with other digital media (Allen H. Center, 2005).

then, the next step is to carry out, plan and program the situation that has been analyzed in the first step. see what problems occur, what needs to be changed or what needs to be done**.** The information gathered in the first step is used to make decisions about public programs, strategic objectives, actions and communications, tactics and goals. In building relationships and a good image of RRI with its audience, RRI adapts to technological developments in the transformation era. Besides using radio, it is also strengthened by social media such as other social media, for example the RRI Playgo application and multi platforms that can be used by the public in one hand such as the use of cellphones. Then Instagram, Facebook and other media with the aim of strengthening RRI Tanjungpinang in this era of digital media existence in order to image RRI so that it can be said to have followed technological developments. However, RRI Tanjungpinang must also image with all

its programs such as Flyers, Banners, Stickers and establish good relations with its partners without giving a negative gap in its services. If RRI already has a good image, public trust in RRI will be even higher. RRI Tanjungpinang with Cyber PR strategy in shaping its image by optimizing with email, then encouraged by other social media. RRI Tanjungpinang has several programs related to 5 fields. The field of Administration that regulates administration such as State property. Meanwhile, the main program is the broadcast field. The news field that manages the news that fills in the news. But besides that, what is most needed is technology. A program that is neatly arranged and good if it is not assisted by adequate technology, the program is unlikely to reach the public (Allen H. Center, 2005).

Then, take action and communicate or implement action and communication programs designed to achieve specific goals for each public in order to achieve program objectives. The question at this step is who should do and deliver it, and when, where and in what way? In an effort to convey information / programs to the public is in time h-1 for example when tomorrow there will be a program then today RRI Tanjungpinang promotes through flyers or shares on social media. In addition, RRI Tanjungpinang presents its audience to join in terms of on-air such as zoom to see the extent of its listeners. The purpose of the program carried out by RRI Tanjungpinang in providing loyalty to the community is to form a worldwide public broadcasting institution. In the sense that all messages or information provided by RRI Tanjungpinang can be trusted. Because basically in this digital transformation era, information is very easily obtained and the public still considers RRI Tanjungpinang as a trusted media verifier of information. He analog media that is still used by RRI Tanjungpinang is not a reason not to be able to compete. However, with the presence of the digital era, the era of transformation and disruption, inevitably it must be mandatory to use existing social media to strengthen RRI Tanjungpinang, which many people do not have analog radios. RRI Tanjungpinang also currently presents many platforms to pamper and pamper people who no longer have analog radio like before (Allen H. Center, 2005).

The last is to evaluate the program. This step is an assessment of the preparation, implementation and results of the program. The program that has been planned will be continued or can be stopped after seeing how the current situation is or how well the steps have been carried out. By entering the digitalization era, all conventional broadcasting institutions will definitely position themselves to enter the digitalization era. That is one of the ways RRI also enters the digitalization era to be able to communicate to its masses through various multiplatforms.

If in the past RRI only spoke through audio, in this disruptive era we must be able to communicate on various media platforms. So RRI metamorphosed to have visuals like for example Kompas media. What was once only a newspaper media, but now has visuals in the form of television. No less than Kompas, RRI is able to innovate and compete from other media, namely also having RRI net which is the television of Radio Republik Indonesia (RRI). There is a tagline, "Watch what you hear" which means that radio products that are heard can be watched in the form of visualization. That is one of communicating to the public with various multiplatforms in the era of technology that now everyone must have a gadget. So to continue to be able to be in the hands of the community, RRI must be able to enter and adapt to what the community is holding. RRI presents RRIPlaygo. In one hand, it is complete with television, online media, and radio.

That is the strategy of how RRI participates in competing and maintaining loyalty to listeners. Because RRI is a means of communication, a medium for delivering messages to the public, it is certain that various kinds of products have been carried out. Some content, or products that have been delivered. The packaging delivered ranges from short packaging, to long ones in the broadcast world, while the shortest message is called an advertisement. The purpose of a short message is for the listener to follow the message delivered. There are also news, dialog, magazine, interactive dialog, performance, drama, and pitchers. Product content is one of conveying the ideas and ideas that we do. In accordance with the In accordance with the vision and mission of the government.

What will be conveyed to the public must certainly be able to educate, bring peace, motivate, soothe as social control society can provide goodness. And it is certain that the message conveyed is anti hoax. Or nothing is untrue. Because RRI is a means of communication, a medium for delivering messages to the public, it is certain that various kinds of products have been carried out. Some content, or products that have been delivered. The packaging delivered ranges from short packaging, to long ones in the broadcast world, while the shortest message is called an advertisement. The purpose of a

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3.2. Create a Discussion

With different theories and views, this research results if the Cyber Public Rlations strategy carried out by previous research, regarding Cyber PR Tangsel.Life in Socializing Programs Through Social Media in the Era of the Covid-19 Pandemic. Social Media in the Era of the Covid-19 Pandemic. In the understanding that has been described above, the presence of cyber media as a change to the Public Relations strategy does not mean that cyber-PR replaces the Public Relations function carried out conventionally, but rather complements the work of public relations. On that basis, researchers present some expert views on Cyber PR as a consideration to understand the new concept of Cyber PR as a consideration to understand new concepts in the research discussion. Cyber PR is a way or work strategy for both academics and public relations practitioners using internet media as a means of publicity. Relations practitioners use internet media as a means of publicity.

In addition to making social media @tangsel.life as a means of information for the South Tangerang public. South Tangerang public.Social media @tangsel.life also has many programs that are made by itself such as: seminars, counseling, culinary tours and in terms of tourism by the City government. Cyber PR is a way or work strategy both academics and Public Relations practitioners use internet media as a means of publicity. tourism with the South Tangerang City government. Where the government government is very supportive of the existence of the younger generation who help in developing the city of South Tangerang itself. South Tangerang City itself. Social media can be interpreted as online media used by individuals and organizations, where users can use it to communicate with others. organizations where users can easily communicate without being limited by time and space. Previously, communication was limited to face-to-face meetings, but now it has become more favorable since the presence of social media.since the presence of social media. Social media has become a new media for people to share, tell stories, and channel ideas, in other words, social media is formed with technology.

Based on the various definitions of the experts above, the researcher concludes that social media is a new platform for interaction with each other. is a new forum for interacting with each other with online technology that creates a virtual communication network without boundaries. which creates a virtual communication network without space and time limitations. Both use through the Public Relations management process which consists of Relations management process which consists of: research, planning, implementation and evaluation. This research focuses on activities or also called the implementation stage which is carried out after planning. The implementation stage is inseparable from good planning on how to communicate and what to communicate so as to create impressions. communicate and what is communicated so as to create impressions that positively affect the parties that are considered important and potential in the community.

Impressions that positively influence parties who are considered important and have the potential to provide full support. efforts to provide full support. How public relations communicates an information is inseparable from the goals to be achieved through public relations activities that will be carried out by the community. Public relations program activities are carried out not only to communicate messages to the public but also to share experiences and experiences with the public. Public Relations management stages which include: Fact Finding, Planning, Action and Communication, as well as Evaluation. Cyber PR activities of the Tangsel Life Community cannot be separated from its main objectives, supporting management activities in achieving organizational goals, fostering harmonious relationships between the organization and its external and internal publics.harmonious relationship between the organization and external and internal publics, creating two-way reciprocal reciprocal two-way communication by disseminating information from the community or organization to the public and channeling opinions. or organization to the public and channeling public opinion to the organization. And educate the public and build cooperation for mutual benefit and progress. Likewise with the research conducted on RRI Tanjungpinang's Cyber

Public Relations Strategy in increasing loyalty in the Disruption Era. It was found that there is new competition in the Disruption Era where Radio is no longer a medium that is able to get the attention of the public, but must improve its media capabilities in this competition. So that RRI Tanjungpinang is able to be present on all platforms.

Present as Television media, Smartphones, and other social media. For example, RRI is now able to broadcast all its programs in one handphone, namely with the RRI Playgo application, which contains RRI channels from Sabang to Marauke. Cyber PR RRI Tanjungpinang has promoted this application through social media which is compiled and made in the form of flyers. With this information, it is hoped that RRI Tanjungpinang will always be needed as a medium of information by the community along with technological developments. conclusions are summarized into: First, the most important strategy that RRI Tanjungpinang must have is a stronger broadcast reach with other media. second, move to invite partners by making proposals first, offering cooperation, and presenting the program being carried out. third, utilizing technology as a form of communicating to the public using various multi-platforms in the technological era where everyone now has a gadget (Trost et al., 2021).

4. Conclusion

With the development and presence of the digitalization era, it is certain that we are required to participate in the association or presence of the world in digital terms. One of the obstacles in maintaining RRI Tanjungpinang is human resources. Human resources are experiencing continuity, so that fresh human resources are needed and are always able to adapt to technology. This is a challenge for RRI Tanjungpinang to be able to quickly regenerate its human resources to meet current demands. Therefore, RRI Tanjungpinang in recent years has received several employees who are directed to HR. This is done for how to support RRI activities that reach world qualityEntering the development of communication technology today, there are changes from the practice of Public Relations 20 years ago to the present.

Situations and changes in corporations also encourage how the role of Public Relations, so that it can no longer carry out Public Relations program activities as usual. in line with the industrial revolution, there are challenges and opportunities for Cyber Public Relations actors in the era of disruption. The era of disruption is a change driven by innovation and science. Communication technology at this time can also occur in the corporate world. Disruptive changes subvert the prevailing system until finally there is a fundamental change that should not be ignored, meaning that today's corporations are inseparable from the threat of being disrupted if they do not immediately make changes and adjust their role in the corporate world, in fact, such as the battle of online transportation corporations (companies) with other online transportation corporations.

Then, the public never expected before that online-based transportation, which is popularly used by the public for the benefit of public mobility, has successfully increased its usefulness with an internet-based application system. The impact is that the public becomes easier to get transportation services and even at very affordable prices, which is more unexpected that online transportation services are not limited to being an alternative tool for traveling anywhere for the public, but also penetrate into the delivery service business (onlinedelivery order). In other words, the development of technology has brought great changes to human civilization and the economy. Disruption not only means the phenomenon of today's change but also reflects the meaning of the phenomenon of tomorrow's change (the future change).

Changes in the era of disruption are essentially not only in ways or strategies but also in fundamental aspects of business. Then, Cyber Public Relations in the era of disruption must have basic skills in the field of communication, but are also required to have an open mindset, and have creative, collaborative and communicative communication competencies in solving problems faced by corporations. These competencies need to be mastered by the Cyber Public Relations division in utilizing communication and information technology such as online media. Given, currently no sector is able to survive the current era of disruption without being willing to change and leave the old ways that are outdated. This disruption era raises challenges and opportunities that must be implemented quickly and precisely, before being rivaled by other corporations in the same field of course. The biggest challenge for Cyber Public Relations corporations today is how to make the company's image

and existence survive in the midst of the current era of disruption. Corporations that know these challenges become very concerned with the development of communication technology and know the drastic changes in the behavior of public consumer needs for companies. Then Cyber Public Relations in the era of disruption, is to make improvements by investing in the use of the latest communication technology, and training the Cyber Public Relations division in mastering communication and information technology such as utilizing online media and social media in promoting corporations through environmental conservation campaigns and various community empowerment activities.

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