



## The Role Of Public Relations In Building a Positive Image of an Organization

Fauziah Lativah <sup>1</sup>, Geofakta Razali <sup>2</sup>

<sup>1</sup> Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia

<sup>2</sup> STIAM I Social Science and Management Institute

**Corresponding Author:** Fauziah Lativah, E-mail; [fauziahlativah611@gmail.com](mailto:fauziahlativah611@gmail.com)

### Article Information:

Received April 10, 2023

Revised May 19, 2023

Accepted June 1, 20202321

### ABSTRACT

Positive images are not formed immediately or by chance, but through a process and strategy. To achieve these goals and objectives requires an art to create a better public understanding so as to deepen public trust in an individual / organization. Public relations is applied to support product promotion activities and image creation. The role of public relations is able to contribute in shaping the corporate image by giving positive projections about its products. If the company's image is positive, then public relations has succeeded in improving the image of the company it represents. Conversely, if the image obtained by a company is negative, then public relations needs to try to restore the negative image into a positive image so that the company can again get a positive image in the eyes of consumers. with public relations, efforts to develop a company's image to become more comprehensive. Consumers tend to want to consume products / services from producers who can be trusted, have a positive image and are able to communicate well with stakeholders.

**Keywords:**Public Relations, Organizational Image

## INTRODUCTION

Digital public relations is a new practice in the world of public relations using the internet as an intermediary medium and utilizing digital force to attract public enthusiasm. One of the tasks of digital PR is managing social media (Zarnuji, 2022), managing social media is a skill that must be possessed by digital PR because it requires high creativity to package it.

Public relations work practices in the industrial era 4.0 continue to transform and make many adaptations (Yanuar dkk., 2022). Public Relations in this digital era continues to experience a number of strategic changes that continue to improve funding efficiency, greater achievement targets and high levels of mobilization. (Merianti and Irwansyah, 2008: 27).

Digital PR begins with the process of transforming public relations work from conventional to modern which at the same time is a new challenge for practitioners. Of course, good governance is needed so that the work process from the first stage to the end is well maintained (Syah dkk., 2022). This digital PR management can be applied in social media packaging, many companies, business people, agencies as well as figures flock to beautify their social media appearance (Oktri Permata Lani dkk., 2022). This effort was made to attract public attention, because currently social media is one of the spaces that is of great interest to the public (Zulfa & Yasin, 2022). Digital PR takes advantage of these conditions to carry out its goals or work programs, so it is necessary to carry out management to achieve these goals.

Instagram is one of the social media that is often used by digital PR to share content. Instagram is also in great demand by many groups so that the dissemination of messages or information that is carried out can be more comprehensive (Rahman dkk., 2023). Sharing content so that it has selling power and looks attractive, of course, must be supported with high creativity in its packaging. Each innovation must have its own characteristics, so it is necessary to develop an innovation management that is effective and right on target to be developed in that area (Agustanti & Astuti, 2022). (Yesicha, 2020: 20) The contents produced by digital PR must also be adapted to the times and the intended targets.

The Trans Studio Bandung Mosque is one of the mosques that has a digital PR role, one of which is managing Instagram social media. An account with the name @masjidtrans currently has more or less 174,223 followers with around 56 content posted (Fajar G dkk., 2022). The content produced by the Trans Studio Bandung Mosque's digital PR is in the form of video clips of daily practices that are packaged in a light way (Ramadhani dkk., 2022), depictions of conditions in the form of audio

visuals which are sufficient to attract public attention (Indriani dkk., 2022). Apart from that, on the Instagram account @masjidtrans, some information is also presented about the study that will be held at the TSB Mosque and other Islamic information packaged in the form of pictures (visual) and video (audio-visual).

## **RESEARCH METHODOLOGY**

This research uses qualitative data types, considering the problems and objectives to be researched with the big theme of cyber public relations, it is hoped that this research can obtain data and information regarding digital PR management in packaging creative da'wah content on TSB Mosque's Instagram account. This study uses primary and secondary data sources (Razali dkk., 2022) . Primary data sources or main data sources in qualitative research are words and actions. Words and actions are sources of data obtained from the field by observing or (Nida dkk., 2023) interviewing. The informants who became informants in this study were the Public Relations of the Trans Studio Bandung Mosque who managed the social media of the TSB mosque and some of the TSB congregation.

Researchers also use secondary data obtained from magazines, bulletins, publications from various organizations, study results, survey results, historical studies, and so on (Teguh dkk., 2023). The data is used to strengthen findings and complement the information that has been collected through direct interviews with the public relations of the Trans Studio Bandung mosque and several congregations of the TSB mosque.

The selection of informants in this study was based on subjects who understand the digital PR management process in packaging creative da'wah content on the TSB Mosque's Instagram account (Farid, 2023). The informants in this study are expected to have data that can facilitate the process of collecting data related to the themes that the researchers propose and are willing to provide complete and accurate information.

Data collection techniques are carried out in natural conditions, primary data sources and data collection techniques are mostly on observation, interviews and documentation (Sitinjak dkk., 2023). The main objective of the research is to obtain data that meets the established data standards.

Data analysis was carried out inductively, namely starting from the field or empirical facts by going into the field, studying the phenomena that exist in the field (Abdi, 2023). Data analysis refers to the Miles and Hubeurman Interactive models in this case referring to the reciprocal relationships carried out by informants and informants regarding research data collection (Agus Triansyah dkk., 2023) . The steps are to do, data reduction, Data Presentation, Decision Making or Verification

## **RESULT AND DISCUSSION**

This research was conducted at the Trans Studio Bandung Mosque which is located at the Transstudio Integrated Center, Jl. Gatot Subroto No. 289 (Yuridhista dkk., 2023). Data on the findings of researchers were obtained from interviews with three

informants. The concept that the researcher uses is the concept of the four steps of PR which includes the stages of fact finding, planning, taking action and communication and evaluation.

The results of the research that has been carried out show that the management carried out by the TSB Mosque's digital PR in packaging da'wah content on the @masjidtrans Instagram account was successfully carried out by implementing a series of management processes starting from the stages of data search, planning, taking action and communication and evaluation.

### **Digital PR Fact Search in Packaging Da'wah Content on TSB Mosque's Instagram Account**

Every company that offers products in the form of services and goods certainly has its own vision and mission so that the movement of the company is directed and refers to the company's vision and mission (Alberty dkk., 2023). collect initial findings when a program is to be made, these findings can be used as material for public relations in formulating strategic plans to adapt to current conditions (Jacob dkk., 2023). The data search stage was carried out by the TSB mosque's public relations through three analyses, namely situation analysis, target analysis and media analysis.

First, situation analysis, the analysis is carried out not in a formal way such as surveys and research but by looking at trends in society, as explained by Mr. Jajat Eka:

"We are doing an analysis but not pure research, so we are just looking at the trend, because I really like to read websites that in fact are about the digital world and in Indonesia itself the growth of digital user data has increased quite a bit in the last few years, starting from there I know about current direction of communication (Arifuddin dkk., 2023). The content of the message conveyed should not be too rigid, do not just fixate on one activity and always have to be a joke. Before we got a lot of followers, we often did trainings (Adema dkk., 2023), what were we lacking on Instagram, how do we post?" (Jajat Eka Octavia, Interview 21 June 2019 at 14.13 WIB)

fact findings is the stage of collecting data or facts that is carried out before taking action. Digital public relations before carrying out activities must know in advance what the public needs, who is included in the target public and how the public situation is viewed from various factors (Soemirat and Ardianto, 2012: 90)

Situation analysis consists of all the background problems needed to provide a more detailed description of the questions prepared (Mukarom and Laksana, 2015: 173). Based on the results of interviews conducted with the digital PR of the Trans Studio Bandung Mosque, they conducted an analysis before using an Instagram account, even though the analysis carried out was not in the form of a pure survey or research.

Second, target analysis, target analysis can be one of the methods used by TSB Mosque's digital PR in selecting content that is suitable for the target audience (Hassan dkk., 2023). The tool used by TSB mosque's digital PR in analyzing its targets is one of the features on Instagram (Louw dkk., 2023). This feature is called insight, with this

insight feature digital PR can get some information about the age range that often visits Instagram @masjidtrans besides that it can also be seen where they come from. Analyzing the target is done by segmenting the target group. The division of this target group is to facilitate the dissemination of information (Muchtar and Aliyudin, 2019:85).

The target target for the Trans Mosque's Instagram has a segmentation of adults and adolescents who are in the age range of around 20-30 years, but because the ta'lim assemblies that often hold studies at the TSB Mosque are quite diverse so that some others who often access Instagram @masjidtrans are gentlemen or mothers aged 40-50 years. Seeing the vulnerable age group who frequently visits Instagram @masjidtrans is quite common, so the trick is to adjust the content or type of content to be posted.

Third, analysis of media selection, TSB Mosque digital PR has several social media including Instagram, Facebook and YouTube. Each social media has its own unique features. Knowledge of the characteristics of social media, its features, advantages and disadvantages is very necessary for digital PR (Arumi Sunarta dkk., 2023). Based on the results of interviews conducted with the TSB Mosque's digital PR, currently many people gather on social media platforms, one of which is Instagram. So that TSB Mosque's digital PR is trying to catch up with the routines of today's people who are constantly struggling with media activities.

Based on the results of research conducted by cupoNation, Indonesia is ranked fourth as the country with the most Instagram users. The total users are 120 million or around 44.94 of the total population (Jelatu dkk., 2023). Instagram is indeed not the only media used by Indonesian people because there are still Facebook, Twitter and YouTube, but as a medium for distributing content, especially photos and videos, Instagram is one of the favorite media, especially for millennials.

Digital PR Planning in Packaging Da'wah Content on the TSB Mosque's Instagram Account

Planning in public relations is an essential thing, because basically planning must provide a further picture. Using this planning to calculate the actions to be taken in the future (Seitel in Soemirat and Ardianto, 2012).

Planning is a series of processes related to efforts to anticipate future trends by determining the right strategies and tactics to realize the goals that have been set (Mukarom and Laksana, 2015: 193). There are two plans made by TSB Mosque's digital PR, namely:

First, plan the purpose of packaging da'wah content on the TSB Mosque's Instagram account. TSB Mosque's digital PR has several goals in managing this social media, as explained by Mr. Muhammad Faris as follows:

"The purpose of creating our own Instagram account is mainly to broadcast da'wah, and we are also working on how to make study information easily accessible to the congregation, so let's post it on IG to spread study information and share one minute boosters or activities. activities at the TSB mosque. Then we also provide good service if there is a community that studies at the TSB mosque, so indirectly it can also raise the good name of the trans mosque." (Faris Al Aziz, Interview June 21, 2019 at 15.32)

The program objectives contain a concrete explanation of the desired results (Mukarom and Laksana, 2015: 199). The desired results from Instagram management by Digital PR Masjid Trans Studio Bandung are syi'ar da'wah, dissemination of information and dissemination of da'wah content. Content created by digital PR

The TSB Mosque is not only concerned with content, but the appearance must also be paid attention to so that the content can be easily accepted by the target audience.

Second, the planning that is prepared in packaging da'wah content on the @masjidtrans Instagram account can be in the form of tactical planning. Tactical planning is planning that is more specific than strategic planning, in tactical planning the tasks that must be carried out by each section are arranged to achieve the strategic objectives that you want to carry out (Ardianto, 2014: 218).

Planning becomes a dimension of the seriousness of the institution in sympathizing and empathizing with problems that arise in the social environment of society. PR requires clear formulation of materials, strategies, targets, public research and the required budget. For this reason, in-depth and ongoing studies are needed, especially in determining content and targets so that they have the carrying capacity for sustainable development in order to increase public empowerment. The quality of PR applications depends on the company's analysis of the social environment (Hadi, 2011: 123)

The tactical planning carried out by the TSB Mosque's digital PR by coordinating in advance with the study scheduling section, then the TSB Mosque's digital PR makes monthly infographics. Planning tactics for studies organized by the community or ta'lim assembly, usually the TSB Mosque's digital PR is waiting for flyers and captions from the committee to then be posted on Instagram @masjidtrans. The H-1 flyer or video from the committee must have been submitted to the TSB Mosque's digital PR, but if it is not given by the committee, the TSB Mosque's digital PR must be more active in searching for flyers or video information on the study, namely by looking at social media accounts owned by the organizer or visit the study info accounts.

Taking Digital PR Actions and Communications in Packaging Da'wah Content on TSB Mosque's Instagram Account

The stage of taking action and communication or it can also be referred to as the implementation stage. This stage describes how the implementation is carried out from the results of the data search and planning that has been made. Implementation is an applicative process carried out by Trans Mosque's digital PR. The stages of implementation or taking action and communication are carried out, namely:

"Let's just share the content on Instagram, the first is a study poster, study schedule, ustadz schedule, Friday schedule and others. The second is a one-minute video, the third is IG TV and the fourth is activity documentation. Then there is also an Instastory, we usually share links or videos for YouTube, we upload them there. Live streaming and human interest photos are usually one of the content that we upload as well. If it's once a week or a day, we usually upload it. Because Instagram itself is made to show off good photos. Then we repost, so if for example there is a congregation with



good photos, we repost and continue the story, sometimes someone likes to vent or something like that and sometimes someone mentions it to their friends, we are careful first if we want to repost it. we pick and choose those that are suitable for reposting, so we repost and when they post, sometimes we repost too.” (Jajat Eka, Interview on 21 June 2018 at 16.01 WIB)

Taking action and communicating (taking actions and communication) is carried out after gathering facts or information and designing a program plan in which the institution or company acts as a source of communication. At this stage several key decisions are made that are fundamental to the nature of the message and the form of media used (Ardianto, 2014: 218).

Recalling the goals to be achieved by TSB Mosque's digital PR, namely broadcasting da'wah, disseminating study information and disseminating da'wah content while branding, imaging and raising a good name are a bonus from the main goal to be achieved. Efforts to disseminate information on TSB Mosque's digital PR study must know which Instagram features can contain more information to convey to the target audience. The features owned by Instagram continue to develop so that it can be said that the uniqueness of this application is that it is rich in features. Instagram can also provide inspiration for its users in increasing creativity, because Instagram has photo and video (content) processing features to make it more artistic and more attractive so Instagram is also widely used by business people to promote their brands. (Atmoko, 2012:10)

The features that are often used are posts, which can contain information such as study posters, study schedules, ustadz schedules, Friday sermon schedules and so on. The type of content posted can be in the form of photos or videos, a one-minute video containing a summary of the study called the one minute booster has become content that has been created by many da'wah accounts in the last two years. Other content that is often posted by digital PR of the Trans Studio Bandung Mosque is content that contains human interest values that can be posted in the form of photos or videos. Photos or videos that are often posted or reposted by the Trans Mosque's digital PR are those showing the building and unique photos of the congregation of the TSB Mosque.

Based on the results of previous research conducted by Imas Permasih at West Java Provincial Government Public Relations, that the taking action and communication stage first prepares targeting in managing Instagram social media. then dividing his time in managing Instagram social media, yes, those are the three prime time and West Java Provincial Government Public Relations uploads at least three uploads a day. West Java Provincial Government Public Relations has a schedule for weekly uploads and has a creative team (which makes infographics, videographics, motions, and photography). (Permasi, Abidin & Ma'arif, 2018: 40)

Poster content, one minute booster, and photos are included in the post content which every day among the contents that the researchers mentioned above must be posted by Trans Mosque's digital PR. Apart from posting content, Instagram @masjidtrans has also broadcast IG TV three times. IG TV is one of the features on

Instagram that is still relatively new, IG TV content contains study videos that are approximately one hour long. IG TV content can be an alternative for congregations who want to watch the study but are constrained by something so they cannot come to the TSB Mosque, the contents of the study can be watched on TSB Mosque's IG TV.

#### Evaluation of Digital PR in Packaging Da'wah Content on TSB Mosque's Instagram Account

Evaluation is the last stage carried out by digital PR in the process of managing da'wah content on the Instagram account @masjidtrans. Evaluation is an assessment stage, usually an assessment indicator is presented containing points that will be measured whether it is implemented properly or if it encounters an obstacle. This evaluation process serves to continuously improve programs or work processes implemented by TSB Mosque's digital PR to make them more effective.

Evaluation is the last stage carried out by the digital PR of the Trans Studio Bandung Mosque. Evaluation is a form of assessment of the program, whether the program is running well or not (Cutlip, Center and Broom, 2011: 320).

The evaluation stage carried out by the TSB Mosque's digital PR is by determining assessment indicators and making monthly reports. Indicators are standard setting, criteria or benchmarks, which are the smallest and most accurate part of a program to identify weaknesses in a program. A program that has been evaluated must make detailed and accurate recommendations to be followed up more precisely (Mukarom and Laksana, 2015: 244). The standards used as special criteria by digital PR for the Trans Studio Bandung Mosque are followers, total posts, total likes and comments. Digital PR of the Trans Studio Bandung Mosque sees an increase or decrease from a predetermined indicator. If there is a decline, it must be known what factors influence the decline,

Based on the results of previous research, the last stage in public relations management or management includes assessment and evaluation of program preparation, implementation and results. The program can be continued or stopped after answering the question: "How did we do it?" adjustments and improvements to the actions or communications that have been implemented can be made based on the feedback received. (Permasi, Abidin & Ma'arif, 2018: 43)

This research was conducted at the Trans Studio Bandung Mosque which is located at the Transstudio Integrated Center, Jl. Gatot Subroto No. 289. Data on the findings of researchers were obtained from interviews with three informants. The concept that the researcher uses is the concept of the four steps of PR which includes the stages of fact finding, planning, taking action and communication and evaluation.

The results of the research that has been carried out show that the management carried out by the TSB Mosque's digital PR in packaging da'wah content on the @masjidtrans Instagram account was successfully carried out by implementing a series of management processes starting from the stages of data search, planning, taking action and communication and evaluation.



## **Digital PR Fact Search in Packaging Da'wah Content on TSB Mosque's Instagram Account**

Every company that offers products in the form of services and goods certainly has its own vision and mission so that the movement of the company is directed and refers to the company's vision and mission. (Haningtyas, 2019, 196) collect initial findings when a program is to be made, these findings can be used as material for public relations in formulating strategic plans to adapt to current conditions. The data search stage was carried out by the TSB mosque's public relations through three analyses, namely situation analysis, target analysis and media analysis.

First, situation analysis, the analysis is carried out not in a formal way such as surveys and research but by looking at trends in society, as explained by Mr. Jajat Eka:

"We are doing an analysis but not pure research, so we are just looking at the trend, because I really like to read websites that in fact are about the digital world and in Indonesia itself the growth of digital user data has increased quite a bit in the last few years, starting from there I know about current direction of communication. The content of the message conveyed should not be too rigid, do not just fixate on one activity and always have to be a joke. Before we got a lot of followers, we often did trainings, what were we lacking on Instagram, how do we post?" (Jajat Eka Octavia, Interview 21 June 2019 at 14.13 WIB)

fact findings is the stage of collecting data or facts that is carried out before taking action. Digital public relations before carrying out activities must know in advance what the public needs, who is included in the target public and how the public situation is viewed from various factors (Soemirat and Ardianto, 2012: 90)

Situation analysis consists of all the background problems needed to provide a more detailed description of the questions prepared (Mukarom and Laksana, 2015: 173). Based on the results of interviews conducted with the digital PR of the Trans Studio Bandung Mosque, they conducted an analysis before using an Instagram account, even though the analysis carried out was not in the form of a pure survey or research.

Second, target analysis, target analysis can be one of the methods used by TSB Mosque's digital PR in selecting content that is suitable for the target audience. The tool used by TSB mosque's digital PR in analyzing its targets is one of the features on Instagram. This feature is called insight, with this insight feature digital PR can get some information about the age range that often visits Instagram @masjidtrans besides that it can also be seen where they come from. Analyzing the target is done by segmenting the target group. The division of this target group is to facilitate the dissemination of information (Muchtar and Aliyudin, 2019:85).

The target target for the Trans Mosque's Instagram has a segmentation of adults and adolescents who are in the age range of around 20-30 years, but because the ta'lim

assemblies that often hold studies at the TSB Mosque are quite diverse so that some others who often access Instagram @masjidtrans are gentlemen or mothers aged 40-50 years. Seeing the vulnerable age group who frequently visits Instagram @masjidtrans is quite common, so the trick is to adjust the content or type of content to be posted.

Third, analysis of media selection, TSB Mosque digital PR has several social media including Instagram, Facebook and YouTube. Each social media has its own unique features. Knowledge of the characteristics of social media, its features, advantages and disadvantages is very necessary for digital PR. Based on the results of interviews conducted with the TSB Mosque's digital PR, currently many people gather on social media platforms, one of which is Instagram. So that TSB Mosque's digital PR is trying to catch up with the routines of today's people who are constantly struggling with media activities.

Based on the results of research conducted by cupoNation, Indonesia is ranked fourth as the country with the most Instagram users. The total users are 120 million or around 44.94 of the total population (tirto.id, 2019). Instagram is indeed not the only media used by Indonesian people because there are still Facebook, Twitter and YouTube, but as a medium for distributing content, especially photos and videos, Instagram is one of the favorite media, especially for millennials.

#### **Digital PR Planning in Packaging Da'wah Content on the TSB Mosque's Instagram Account**

Planning in public relations is an essential thing, because basically planning must provide a further picture. Using this planning to calculate the actions to be taken in the future (Seitel in Soemirat and Ardianto, 2012).

Planning is a series of processes related to efforts to anticipate future trends by determining the right strategies and tactics to realize the goals that have been set (Mukarom and Laksana, 2015: 193). There are two plans made by TSB Mosque's digital PR, namely:

First, plan the purpose of packaging da'wah content on the TSB Mosque's Instagram account. TSB Mosque's digital PR has several goals in managing this social media, as explained by Mr. Muhammad Faris as follows:

"The purpose of creating our own Instagram account is mainly to broadcast da'wah, and we are also working on how to make study information easily accessible to the congregation, so let's post it on IG to spread study information and share one minute boosters or activities. activities at the TSB mosque. Then we also provide good service if there is a community that studies at the TSB mosque, so indirectly it can also raise the good name of the trans mosque." (Faris Al Aziz, Interview June 21, 2019 at 15.32)

The program objectives contain a concrete explanation of the desired results (Mukarom and Laksana, 2015: 199). The desired results from Instagram management by Digital PR Masjid Trans Studio Bandung are syi'ar da'wah, dissemination of information and dissemination of da'wah content. Content created by digital PR

The TSB Mosque is not only concerned with content, but the appearance must also be paid attention to so that the content can be easily accepted by the target audience.

Second, the planning that is prepared in packaging da'wah content on the @masjidtrans Instagram account can be in the form of tactical planning. Tactical planning is planning that is more specific than strategic planning, in tactical planning the tasks that must be carried out by each section are arranged to achieve the strategic objectives that you want to carry out (Ardianto, 2014: 218).

Planning becomes a dimension of the seriousness of the institution in sympathizing and empathizing with problems that arise in the social environment of society. PR requires clear formulation of materials, strategies, targets, public research and the required budget. For this reason, in-depth and ongoing studies are needed, especially in determining content and targets so that they have the carrying capacity for sustainable development in order to increase public empowerment. The quality of PR applications depends on the company's analysis of the social environment (Hadi, 2011: 123)

The tactical planning carried out by the TSB Mosque's digital PR by coordinating in advance with the study scheduling section, then the TSB Mosque's digital PR makes monthly infographics. Planning tactics for studies organized by the community or ta'lim assembly, usually the TSB Mosque's digital PR is waiting for flyers and captions from the committee to then be posted on Instagram @masjidtrans. The H-1 flyer or video from the committee must have been submitted to the TSB Mosque's digital PR, but if it is not given by the committee, the TSB Mosque's digital PR must be more active in searching for flyers or video information on the study, namely by looking at social media accounts owned by the organizer or visit the study info accounts.

**Taking Digital PR Actions and Communications in Packaging Da'wah Content on TSB Mosque's Instagram Account**

The stage of taking action and communication or it can also be referred to as the implementation stage. This stage describes how the implementation is carried out from the results of the data search and planning that has been made. Implementation is an applicative process carried out by Trans Mosque's digital PR. The stages of implementation or taking action and communication are carried out, namely:

"Let's just share the content on Instagram, the first is a study poster, study schedule, ustadz schedule, Friday schedule and others. The second is a one-minute video, the third is IG TV and the fourth is activity documentation. Then there is also an Instastory, we usually share links or videos for YouTube, we upload them there. Live streaming and human interest photos are usually one of the content that we upload as well. If it's once a week or a day, we usually upload it. Because Instagram itself is made to show off good photos. Then we repost, so if for example there is a congregation with good photos, we repost and continue the story, sometimes someone likes to vent or something like that and sometimes someone mentions it to their friends, we are careful first if we want to repost it. we pick and choose those that are suitable for reposting, so we repost and when they post, sometimes we repost too." (Jajat Eka, Interview on 21 June 2018 at 16.01 WIB)

Taking action and communicating (taking actions and communication) is carried out after gathering facts or information and designing a program plan in which the institution or company acts as a source of communication. At this stage several key decisions are made that are fundamental to the nature of the message and the form of media used (Ardianto, 2014: 218).

Recalling the goals to be achieved by TSB Mosque's digital PR, namely broadcasting da'wah, disseminating study information and disseminating da'wah content while branding, imaging and raising a good name are a bonus from the main goal to be achieved. Efforts to disseminate information on TSB Mosque's digital PR study must know which Instagram features can contain more information to convey to the target audience. The features owned by Instagram continue to develop so that it can be said that the uniqueness of this application is that it is rich in features. Instagram can also provide inspiration for its users in increasing creativity, because Instagram has photo and video (content) processing features to make it more artistic and more attractive so Instagram is also widely used by business people to promote their brands. (Atmoko, 2012:10)

The features that are often used are posts, which can contain information such as study posters, study schedules, ustadz schedules, Friday sermon schedules and so on. The type of content posted can be in the form of photos or videos, a one-minute video containing a summary of the study called the one minute booster has become content that has been created by many da'wah accounts in the last two years. Other content that is often posted by digital PR of the Trans Studio Bandung Mosque is content that contains human interest values that can be posted in the form of photos or videos. Photos or videos that are often posted or reposted by the Trans Mosque's digital PR are those showing the building and unique photos of the congregation of the TSB Mosque.

Based on the results of previous research conducted by Imas Permasih at West Java Provincial Government Public Relations, that the taking action and communication stage first prepares targeting in managing Instagram social media. then dividing his time in managing Instagram social media, yes, those are the three prime time and West Java Provincial Government Public Relations uploads at least three uploads a day. West Java Provincial Government Public Relations has a schedule for weekly uploads and has a creative team (which makes infographics, videographics, motions, and photography). (Permasi, Abidin & Ma'arif, 2018: 40)

Poster content, one minute booster, and photos are included in the post content which every day among the contents that the researchers mentioned above must be posted by Trans Mosque's digital PR. Apart from posting content, Instagram @masjidtrans has also broadcast IG TV three times. IG TV is one of the features on Instagram that is still relatively new, IG TV content contains study videos that are approximately one hour long. IG TV content can be an alternative for congregations who want to watch the study but are constrained by something so they cannot come to the TSB Mosque, the contents of the study can be watched on TSB Mosque's IG TV.

### **Evaluation of Digital PR in Packaging Da'wah Content on TSB Mosque's Instagram Account**

Evaluation is the last stage carried out by digital PR in the process of managing da'wah content on the Instagram account @masjidtrans. Evaluation is an assessment stage, usually an assessment indicator is presented containing points that will be measured whether it is implemented properly or if it encounters an obstacle. This evaluation process serves to continuously improve programs or work processes implemented by TSB Mosque's digital PR to make them more effective.

Evaluation is the last stage carried out by the digital PR of the Trans Studio Bandung Mosque. Evaluation is a form of assessment of the program, whether the program is running well or not (Cutlip, Center and Broom, 2011: 320).

The evaluation stage carried out by the TSB Mosque's digital PR is by determining assessment indicators and making monthly reports. Indicators are standard setting, criteria or benchmarks, which are the smallest and most accurate part of a program to identify weaknesses in a program. A program that has been evaluated must make detailed and accurate recommendations to be followed up more precisely (Mukarom and Laksana, 2015: 244). The standards used as special criteria by digital PR for the Trans Studio Bandung Mosque are followers, total posts, total likes and comments. Digital PR of the Trans Studio Bandung Mosque sees an increase or decrease from a predetermined indicator. If there is a decline, it must be known what factors influence the decline,

Based on the results of previous research, the last stage in public relations management or management includes assessment and evaluation of program preparation, implementation and results. The program can be continued or stopped after answering the question: "How did we do it?" adjustments and improvements to the actions or communications that have been implemented can be made based on the feedback received. (Permasi, Abidin & Ma'arif, 2018: 43)

### **Digital PR Fact Search in Packaging Da'wah Content on TSB Mosque's Instagram Account**

Every company that offers products in the form of services and goods certainly has its own vision and mission so that the movement of the company is directed and refers to the company's vision and mission. (Haningtyas, 2019, 196) collect initial findings when a program is to be made, these findings can be used as material for public relations in formulating strategic plans to adapt to current conditions. The data search stage was carried out by the TSB mosque's public relations through three analyses, namely situation analysis, target analysis and media analysis.

First, situation analysis, the analysis is carried out not in a formal way such as surveys and research but by looking at trends in society, as explained by Mr. Jajat Eka:

"We are doing an analysis but not pure research, so we are just looking at the trend, because I really like to read websites that in fact are about the digital world and in Indonesia itself the growth of digital user data has increased quite a bit in the last few years, starting from there I know about current direction of communication. The content

of the message conveyed should not be too rigid, do not just fixate on one activity and always have to be a joke. Before we got a lot of followers, we often did trainings, what were we lacking on Instagram, how do we post?" (Jajat Eka Octavia, Interview 21 June 2019 at 14.13 WIB)

*fact finding* is the stage of collecting data or facts that is carried out before taking action. Digital public relations before carrying out activities must know in advance what the public needs, who is included in the target public and how the public situation is viewed from various factors (Soemirat and Ardianto, 2012: 90)

Situation analysis consists of all the background problems needed to provide a more detailed description of the questions prepared (Mukarom and Laksana, 2015: 173). Based on the results of interviews conducted with the digital PR of the Trans Studio Bandung Mosque, they conducted an analysis before using an Instagram account, even though the analysis carried out was not in the form of a pure survey or research.

Second, target analysis, target analysis can be one of the methods used by TSB Mosque's digital PR in selecting content that is suitable for the target audience. The tool used by TSB mosque's digital PR in analyzing its targets is one of the features on Instagram. This feature is called insight, with this insight feature digital PR can get some information about the age range that often visits Instagram @masjidtrans besides that it can also be seen where they come from. Analyzing the target is done by segmenting the target group. The division of this target group is to facilitate the dissemination of information (Muchtar and Aliyudin, 2019:85).

The target target for the Trans Mosque's Instagram has a segmentation of adults and adolescents who are in the age range of around 20-30 years, but because the ta'lim assemblies that often hold studies at the TSB Mosque are quite diverse so that some others who often access Instagram @masjidtrans are gentlemen or mothers aged 40-50 years. Seeing the vulnerable age group who frequently visits Instagram @masjidtrans is quite common, so the trick is to adjust the content or type of content to be posted.

Third, analysis of media selection, TSB Mosque digital PR has several social media including Instagram, Facebook and YouTube. Each social media has its own unique features. Knowledge of the characteristics of social media, its features, advantages and disadvantages is very necessary for digital PR. Based on the results of interviews conducted with the TSB Mosque's digital PR, currently many people gather on social media platforms, one of which is Instagram. So that TSB Mosque's digital PR is trying to catch up with the routines of today's people who are constantly struggling with media activities.

Based on the results of research conducted by cupoNation, Indonesia is ranked fourth as the country with the most Instagram users. The total users are 120 million or around 44.94 of the total population (tirto.id, 2019). Instagram is indeed not the only media used by Indonesian people because there are still Facebook, Twitter and YouTube, but as a medium for distributing content, especially photos and videos, Instagram is one of the favorite media, especially for millennials.

### **Digital PR Planning in Packaging Da'wah Content on the TSB Mosque's Instagram Account**

Planning in public relations is an essential thing, because basically planning must provide a further picture. Using this planning to calculate the actions to be taken in the future (Seitel in Soemirat and Ardianto, 2012).

Planning is a series of processes related to efforts to anticipate future trends by determining the right strategies and tactics to realize the goals that have been set



(Mukarom and Laksana, 2015: 193). There are two plans made by TSB Mosque's digital PR, namely:

First, plan the purpose of packaging da'wah content on the TSB Mosque's Instagram account. TSB Mosque's digital PR has several goals in managing this social media, as explained by Mr. Muhammad Faris as follows:

"The purpose of creating our own Instagram account is mainly to broadcast da'wah, and we are also working on how to make study information easily accessible to the congregation, so let's post it on IG to spread study information and share one minute boosters or activities. activities at the TSB mosque. Then we also provide good service if there is a community that studies at the TSB mosque, so indirectly it can also raise the good name of the trans mosque." (Faris Al Aziz, Interview June 21, 2019 at 15.32)

The program objectives contain a concrete explanation of the desired results (Mukarom and Laksana, 2015: 199). The desired results from Instagram management by Digital PR Masjid Trans Studio Bandung are syi'ar da'wah, dissemination of information and dissemination of da'wah content. Content created by digital PR

The TSB Mosque is not only concerned with content, but the appearance must also be paid attention to so that the content can be easily accepted by the target audience.

Second, the planning that is prepared in packaging da'wah content on the @masjidtrans Instagram account can be in the form of tactical planning. Tactical planning is planning that is more specific than strategic planning, in tactical planning the tasks that must be carried out by each section are arranged to achieve the strategic objectives that you want to carry out (Ardianto, 2014: 218).

Planning becomes a dimension of the seriousness of the institution in sympathizing and empathizing with problems that arise in the social environment of society. PR requires clear formulation of materials, strategies, targets, public research and the required budget. For this reason, in-depth and ongoing studies are needed, especially in determining content and targets so that they have the carrying capacity for sustainable development in order to increase public empowerment. The quality of PR applications depends on the company's analysis of the social environment (Hadi, 2011: 123)

The tactical planning carried out by the TSB Mosque's digital PR by coordinating in advance with the study scheduling section, then the TSB Mosque's digital PR makes monthly infographics. Planning tactics for studies organized by the community or ta'lim assembly, usually the TSB Mosque's digital PR is waiting for flyers and captions from the committee to then be posted on Instagram @masjidtrans. The H-1 flyer or video from the committee must have been submitted to the TSB Mosque's digital PR, but if it is not given by the committee, the TSB Mosque's digital PR must be more active in searching for flyers or video information on the study, namely by looking at social media accounts owned by the organizer or visit the study info accounts.

### **Taking Digital PR Actions and Communications in Packaging Da'wah Content on TSB Mosque's Instagram Account**

The stage of taking action and communication or it can also be referred to as the implementation stage. This stage describes how the implementation is carried out from the results of the data search and planning that has been made. Implementation is an applicative process carried out by Trans Mosque's digital PR. The stages of implementation or taking action and communication are carried out, namely:

"Let's just share the content on Instagram, the first is a study poster, study schedule, ustadz schedule, Friday schedule and others. The second is a one-minute video, the third is IG TV and the fourth is activity documentation. Then there is also an Instastory, we usually share links or videos for YouTube, we upload them there. Live

streaming and human interest photos are usually one of the content that we upload as well. If it's once a week or a day, we usually upload it. Because Instagram itself is made to show off good photos. Then we repost, so if for example there is a congregation with good photos, we repost and continue the story, sometimes someone likes to vent or something like that and sometimes someone mentions it to their friends, we are careful first if we want to repost it. we pick and choose those that are suitable for reposting, so we repost and when they post, sometimes we repost too.” (Jajat Eka, Interview on 21 June 2018 at 16.01 WIB)

Taking action and communicating (taking actions and communication) is carried out after gathering facts or information and designing a program plan in which the institution or company acts as a source of communication. At this stage several key decisions are made that are fundamental to the nature of the message and the form of media used (Ardianto, 2014: 218).

Recalling the goals to be achieved by TSB Mosque's digital PR, namely broadcasting da'wah, disseminating study information and disseminating da'wah content while branding, imaging and raising a good name are a bonus from the main goal to be achieved. Efforts to disseminate information on TSB Mosque's digital PR study must know which Instagram features can contain more information to convey to the target audience. The features owned by Instagram continue to develop so that it can be said that the uniqueness of this application is that it is rich in features. Instagram can also provide inspiration for its users in increasing creativity, because Instagram has photo and video (content) processing features to make it more artistic and more attractive so Instagram is also widely used by business people to promote their brands. (Atmoko, 2012:10)

The features that are often used are posts, which can contain information such as study posters, study schedules, ustadz schedules, Friday sermon schedules and so on. The type of content posted can be in the form of photos or videos, a one-minute video containing a summary of the study called the one minute booster has become content that has been created by many da'wah accounts in the last two years. Other content that is often posted by digital PR of the Trans Studio Bandung Mosque is content that contains human interest values that can be posted in the form of photos or videos. Photos or videos that are often posted or reposted by the Trans Mosque's digital PR are those showing the building and unique photos of the congregation of the TSB Mosque.

Based on the results of previous research conducted by Imas Permasih at West Java Provincial Government Public Relations, that the taking action and communication stage first prepares targeting in managing Instagram social media. then dividing his time in managing Instagram social media, yes, those are the three prime time and West Java Provincial Government Public Relations uploads at least three uploads a day. West Java Provincial Government Public Relations has a schedule for weekly uploads and has a creative team (which makes infographics, videographics, motions, and photography). (Permasi, Abidin & Ma'arif, 2018: 40)

Poster content, one minute booster, and photos are included in the post content which every day among the contents that the researchers mentioned above must be posted by Trans Mosque's digital PR. Apart from posting content, Instagram @masjidtrans has also broadcast IG TV three times. IG TV is one of the features on Instagram that is still relatively new, IG TV content contains study videos that are approximately one hour long. IG TV content can be an alternative for congregations who want to watch the study but are constrained by something so they cannot come to the TSB Mosque, the contents of the study can be watched on TSB Mosque's IG TV.

### **Evaluation of Digital PR in Packaging Da'wah Content on TSB Mosque's Instagram Account**

Evaluation is the last stage carried out by digital PR in the process of managing da'wah content on the Instagram account @masjidtrans. Evaluation is an assessment stage, usually an assessment indicator is presented containing points that will be measured whether it is implemented properly or if it encounters an obstacle. This evaluation process serves to continuously improve programs or work processes implemented by TSB Mosque's digital PR to make them more effective.

Evaluation is the last stage carried out by the digital PR of the Trans Studio Bandung Mosque. Evaluation is a form of assessment of the program, whether the program is running well or not (Cutlip, Center and Broom, 2011: 320).

The evaluation stage carried out by the TSB Mosque's digital PR is by determining assessment indicators and making monthly reports. Indicators are standard setting, criteria or benchmarks, which are the smallest and most accurate part of a program to identify weaknesses in a program. A program that has been evaluated must make detailed and accurate recommendations to be followed up more precisely (Mukarom and Laksana, 2015: 244). The standards used as special criteria by digital PR for the Trans Studio Bandung Mosque are followers, total posts, total likes and comments. Digital PR of the Trans Studio Bandung Mosque sees an increase or decrease from a predetermined indicator. If there is a decline, it must be known what factors influence the decline,

Based on the results of previous research, the last stage in public relations management or management includes assessment and evaluation of program preparation, implementation and results. The program can be continued or stopped after answering the question: "How did we do it?" adjustments and improvements to the actions or communications that have been implemented can be made based on the feedback received. (Permasi, Abidin & Ma'arif, 2018: 43)

### **CONCLUSION**

TSB Mosque's Digital PR has carried out management in accordance with the four steps of PR concept, namely, conducting data searches analyzing the situation, audience and media used, planning goals for packaging Instagram content and making tactical plans, taking action and communication (taking action and communication) starting by dividing content according to features on Instagram, following up on review poster content to the community, cross-checking content, creating accidental content. The communicating process is carried out by making a posting strategy on Instagram and paying attention to the intensity of posting as well as content packaging, and evaluating it by making assessment indicators and making monthly reports.

Digital PR of the Trans Studio Bandung Mosque has succeeded in managing the packaging of da'wah content on the @masjidtrans Instagram account as an effort to disseminate research information to the public. This is evident from the continued increase in the number of followers on the Instagram account @masjidtrans and the increasing number of people attending the study held at the Trans Studio Bandung Mosque.

## REFERENCES

- Abdi, K. (2023). Implementation of Cooperative Accountability in Managing Financial Reports at SMP Negeri 14 Binjai. *Journal Markcount Finance*, 1(3), 171–181. <https://doi.org/10.55849/jmf.v1i3.207>
- Adema, H., Tariq, K., & Carmelo, D. (2023). Disclosure of Islamic Social Reporting of Islamic Banks in Indonesia with Analysis of Profitability and Size for 2016-2020. *Journal Markcount Finance*, 1(1), 13–25. <https://doi.org/10.55849/jmf.v1i1.54>
- Agus Triansyah, F., Hejin, W., & Stefania, S. (2023). Factors Affecting Employee Performance: A Systematic Review. *Journal Markcount Finance*, 1(2), 118–127. <https://doi.org/10.55849/jmf.v1i2.102>
- Agustanti, A., & Astuti, K. (2022). Relationship Between Social Skills and Social Support with Peers' Academic Confidence on Boarding High School Students. *Journal International Dakwah and Communication*, 2(2), 97–110. <https://doi.org/10.55849/jidc.v2i2.201>
- Alberty, P., Zaitul, Z., Putri, D., & Ilona, D. (2023). Board Diversity and Government Link Company Performance: The Case of Emerning Country. *Journal Markcount Finance*, 1(3), 196–205. <https://doi.org/10.55849/jmf.v1i3.145>
- Arifuddin, A., Lita, W., Catherine, S., & Yingxiang, S. (2023). The Influence of Leadership Style and Work Motivation on Employee Performance. *Journal Markcount Finance*, 1(3), 206–215. <https://doi.org/10.55849/jmf.v1i3.116>
- Arumi Sunarta, D., Catherine, S., Dylan, M., & Alon, F. (2023). Realization of Subsidized Housing Financing on Sharia Services. *Journal Markcount Finance*, 1(2), 79–86. <https://doi.org/10.55849/jmf.v1i2.97>
- Fajar G, D., Bernd, E., Erland, J., & Alurs, Y. (2022). Lack of Public Relations Role in the Use of Instagram as a Publication Tool to Improve Community Services at the Salimpaung District Health Center (Case Study on Instagram Account puskesmas salimpaung). *Journal International Dakwah and Communication*, 2(1), 10–19. <https://doi.org/10.55849/jidc.v2i1.105>
- Farid, A. S. (2023). Changing the Paradigm of Traditional Journalism to Digital Journalism: Impact on Professionalism and Journalism Credibility. *Journal International Dakwah and Communication*, 3(1), 22–32. <https://doi.org/10.55849/jidc.v3i1.374>
- Hassan, D., Vera, A., & Visconte, A. (2023). Covid terror and government appeals to public interest for Eid in the village. *Journal Markcount Finance*, 1(1), 26–35. <https://doi.org/10.55849/jmf.v1i1.55>
- Indriani, D., Cosr, R., Deg, A., & Arngo, L. (2022). Determination of Adoption of Children in Judicial Settings in Religious Courts and District Courts Batusangkar. *Journal International Dakwah and Communication*, 2(1), 31–38. <https://doi.org/10.55849/jidc.v2i1.107>
- Jacob, B., Huazheng, H., & Congzhao, H. (2023). Financial Distress Analysis Using Altman Z-Score, Springate and Zmijewski in Retail Companies on the IDX. *Journal Markcount Finance*, 1(1), 1–12. <https://doi.org/10.55849/jmf.v1i1.53>
- Jelatu, H., Maria, L., & Martin, J. (2023). The Influence of Level of Education, Training and Work Discipline on the Performance of Forestry Officials in Makassar. *Journal Markcount Finance*, 1(1), 46–58. <https://doi.org/10.55849/jmf.v1i1.67>
- Louw, S. A., Papilaya, J., & Rehatta, G. (2023). The Effect of Price on the Purchase Decision of Yamaha Motorcycle Parts at Ryan Motor Stores (a case study in Lateri Village, Baguala District, Ambon City). *Journal Markcount Finance*, 1(2), 68–78. <https://doi.org/10.55849/jmf.v1i2.86>
- Nida, R. S., Nafsi, F., Amelia Putri, A. R., Andni, R., & Johanna, A. (2023). The Impact of The Russian-Ukraine Invasion on The Reaction of Asean Stock Markets. *Journal International Dakwah and Communication*, 3(1), 43–56. <https://doi.org/10.55849/jidc.v3i1.233>

- Oktri Permata Lani, Ilham, I., Arkaan, D., & Unel, T. (2022). The Development of Public Relation Past and Present. *Journal International Dakwah and Communication*, 2(1), 1–9. <https://doi.org/10.55849/jidc.v2i1.71>
- Rahman, R., Hakis, H., Syahputra, D., & Yakir, J. (2023). Problematics of Contemporary Problems and Cultural Poverty Challenges. *Journal International Dakwah and Communication*, 2(2), 83–96. <https://doi.org/10.55849/jidc.v2i2.190>
- Ramadhani, S., Ataqiya, R., Haris, B., Law, E., & Royi, J. (2022). Analysis of Radio Broadcast. *Journal International Dakwah and Communication*, 2(1), 20–30. <https://doi.org/10.55849/jidc.v2i1.106>
- Razali, G., Silvira, M., Marlis, A., & Marly, N. (2022). Social-Cultural Values Embodied in the film of Bumi Manusia. *Journal International Dakwah and Communication*, 2(1), 39–45. <https://doi.org/10.55849/jidc.v2i1.108>
- Sitinjak, C., Johanna, A., Avinash, B., & Bevoor, B. (2023). Financial Management: A System of Relations for Optimizing Enterprise Finances – a Review. *Journal Markcount Finance*, 1(3), 160–170. <https://doi.org/10.55849/jmf.v1i3.104>
- Syah, A. M., Christoph, N., & Rosario, F. T. (2022). Hasan Hanafi's Perspective Soul Theory. *Journal International Dakwah and Communication*, 2(2), 75–82. <https://doi.org/10.55849/jidc.v2i2.200>
- Teguh, M., Dumais, M. A. O., Wijaya, C. T., Torsten, P., & Vera, A. (2023). Digital Marketing Communication Activities on Online Magazine Gettinlow. *Journal International Dakwah and Communication*, 3(1), 1–21. <https://doi.org/10.55849/jidc.v3i1.196>
- Yanuar, F., Yuri, J., Chew, M., & Torsten, P. (2022). Prevention of Fraud with the Values of Suport Approach. *Journal International Dakwah and Communication*, 2(2), 67–74. <https://doi.org/10.55849/jidc.v2i2.189>
- Yuridhista, R., Ariska, D., Xin, D., & Martin, W. (2023). Analysis of Development in the Creative Industry with the Existence of the Craft Sector in Pearl Jewelry in the City of Mataram. *Journal Markcount Finance*, 1(3), 182–195. <https://doi.org/10.55849/jmf.v1i3.193>
- Zarnuji, A. (2022). Approach Methods of Processing by Non-pns Islamic Leader in Simokerto District Towards Religiosity in Elderly Congratulations at Assembly Taklim Al-Hidayah. *Journal International Dakwah and Communication*, 2(2), 57–66. <https://doi.org/10.55849/jidc.v2i2.191>
- Zulfa, B., & Yasin, M. (2022). Basic Industry Strategy and Orientation Strategy. *Journal International Dakwah and Communication*, 2(2), 111–122. <https://doi.org/10.55849/jidc.v2i2.228>

---

**Copyright Holder :**

© Name Author.et.al (2023).

**First Publication Right :**

© SEMANTIK (Journal of Social, Media, Communication, and Journalism)

This article is under:

