Communication Strategy of Indramayu Regency Government Digital Public Relations in Delivering the I-CETA Work Program

Puput Citra Etyk[1], Hudi Santoso[2], Putri Aggiedhya Ozara[3]

[1]Digital Communication and Media Faculty of Vocational School, IPB University

Bogor, Indonesia

[1]puput@apps.ipb.ac.id, [2]hudi.santoso@apps.ipb.ac.id, [3]putriaggiedhya@apps.ipb.ac.id

Abstract— **The Communication and Informatics Office of Indramayu Regency as the agency authorized to implement the Indramayu Cepat Tanggap (I-CETA) work program continuously provides services and delivers the program. The implementation of the delivery of the I-CETA work program needs to be carried out optimally so that the Indramayu community can find out about the existence of the work program. Based on this, a communication strategy is needed to deliver the I-CETA work program. The purpose of this study is to analyze the communication strategy of digital public relations of the Indramayu district government in delivering the I-CETA work program and analyze the factors that become obstacles in carrying out the communication strategy.. The data collection techniques used are observation, interview, documentation and literature study. The resulting conclusion is that the Indramayu Regency government's digital public relations communication strategy in delivering the I-CETA work program goes through five stages, namely research, planning, implementation, evaluation, and reporting. Factors that hinder the implementation of communication strategies are human resources (HR) employees, inactive complaint numbers and call centers that are not centralized.**

Keywords— Communication Strategy, Digital Public Relations, I-CETA

I. INTRODUCTION

The rapid development of the times and the presence of new media, namely the internet, has brought major changes to communication patterns. Previous communication patterns are more often done directly or face-to-face has evolved into digital communication. Digital communication is the ability to communicate by utilizing Information and Communication Technology as a means to express themselves, establish relationships, and interact with each other [4]. Digital communication involves the use of digital technology to exchange information, ideas, and messages between individuals or groups without the limits of time and space.

Digital public relations (PR) is a public relations activity that utilizes internet technology to maximize its performance [20]. Public relations activities that previously used old media such as newspapers, magazines, tabloids and radio have turned into new media based on technology. Public relations plays an important role in every agency because public relations becomes an intermediary between the agency and internal and external parties, as well as being an implementer in implementing communication strategies. Strategy is a way that has not been or has been designed by individuals or groups and will be used to do a job in order to get good results [5]. Communication strategy is very important and necessary for the development of an agency in order to achieve goals, programs and policies both short and long term.

Based on the survey results of the Indonesian Internet Service Providers Association (APJII), the number of people

---

connected to the internet in 2022-2023 was 215.626.156 people out of a total population of 275.773.901 people in Indonesia in 2022. Frequently used social media are YouTube 65.41%, Facebook 60.24%, and Instagram is in third place 30.51% [3]. The data can be used by agencies as information to design strategies and implement better programs by utilizing internet technology.

The Communication and Informatics Office of Indramayu Regency utilizes internet technology as a medium to convey information about the government of Indramayu Regency, one of which is information about the flagship work program, namely Indramayu Cepat Tanggap (I-CETA). The utilization of internet-based technology is carried out by the public relations of the Indramayu Regency government through Diskominfo Indramayu as an agency tasked with assisting the Head of the Region in this case the Regent of Indramayu, in carrying out government affairs and assistance tasks in the fields of communication, informatics and statistics based on the Indramayu Regent Regulation Number 48 of 2016 concerning Organization and Work Procedures of the Communication and Informatics Service of Indramayu Regency.

Indramayu Cepat Tanggap (I-CETA) is a flagship work program of the Indramayu Regency government that provides services to the community on the basis of complaints, complaints and information to the Regional Head Unit (SKPD) within the Indramayu Regency Government. The formation of the I-CETA work program originated from the assessment of the community who considered the government slow in dealing with a problem. The Communication and Informatics Office of Indramayu Regency as the agency authorized to implement the I-CETA program continuously provides services and delivers the program. The implementation of the delivery of the I-CETA work program needs to be carried out optimally so that the Indramayu community can find out about the existence of the work program. Based on this, a digital public relations communication strategy is needed in delivering the Indramayu Cepat Tanggap (I-CETA) work program. This communication strategy is a plan in delivering messages or information so that the information conveyed can be received and understood properly, so researchers are interested in examining how the communication strategy carried out by digital public relations in delivering the Indramayu Cepat Tanggap (I-CETA) work program. The purpose of this study is to analyze the communication strategy of digital public relations of the Indramayu Regency government in delivering the Indramayu Cepat Tanggap (I-CETA) work program and analyze the inhibiting factors in the implementation of communication strategies in delivering the Indramayu Cepat Tanggap (I-CETA) work program.

II. RESEARCH METHODS

A. Time and Place of Research

The data collection time of this research was carried out from March to April 2024. The research site was carried out at the Indramayu Regency Communication and Informatics Office which is located at Jl. RA. Kartini No.1, Margadadi Village, Indramayu Regency (45211).

B. Type of Research

This type of research is descriptive qualitative research. Descriptive qualitative research is a type of research that focuses on describing or describing a certain situation, object, or symptom [1]. The descriptive qualitative method in this study was used to provide an overview of the Indramayu Regency government's digital public relations communication strategy in delivering the I-CETA work program.

C. Data and Instruments

The types of data used in this research are primary data and secondary data. Primary data is obtained directly through informants based on the results of observations and interviews regarding the communication strategy carried out by the digital public relations of the Indramayu Regency government in delivering the Indramayu Cepat Tanggap (I-CETA) work program. Secondary data is obtained through credible literature as supporting data.

Instruments are tools used in the process of collecting research data. The instrument used in data collection in this study is a list of questions. The instrument is supported by a supporting tool in the form of a cellphone.

D. Data Collection Technique

Data collection techniques used in research on the communication strategy of digital public relations of the Indramayu

Regency government in delivering work programs (I-CETA), were carried out using observation, interviews, documentation, and literature study methods.

E. Data Analysis

Data regarding the communication strategy of digital public relations of the Indramayu Regency government in delivering the I-CETA work program was analyzed descriptively qualitatively. Data analysis also uses SWOT analysis techniques, namely by looking at the strengths, weaknesses, opportunities and threats owned by the digital public relations of the Indramayu Regency government, so as to produce communication strategies and alternative strategies that can be implemented in delivering the Indramayu Cepat Tanggap (I-CETA) work program.

III. RESULTS AND DISCUSSION

A. *Communication Strategy of Indramayu Regency Government Digital Public Relations in Delivering the I-CETA Work Program*

Strategy is essentially planning and controlling to achieve agency goals. Communication strategy is a guideline for planning and controlling communication to achieve a goal [7]. A communication strategy is needed in carrying out activities to deliver the I- CETA work program. This is because a communication strategy can attract the interest of the Indramayu Regency community regarding work programs that will or are being carried out as well as to attract stakeholders in collaborating to expedite the work program. The formulation of communication strategies can be determined through the analysis of external and internal factors of the agency. The agency's external factors are opportunities and threats and the agency's internal factors are strengths and weaknesses which are then matched to produce a communication strategy and alternative strategies. SWOT analysis is an analytical tool that can be used to measure the strengths possessed by the Public Relations of the Indramayu Regency Government, the weaknesses that exist, the opportunities that may be obtained, and the threats that can be encountered. These are categorized into internal and external factors. Internal and external factors were found through interviews with three informants who are employees of the Indramayu Regency Communication and Informatics Office.

TABEL 1 INTERNAL AND EXTERNAL FACTORS

Internal Factors	**External Factors**
Strengths : 1. Quality of human resources 2. Has the most followers on Instagram and Facebook 3. Collaborate with other media 4. Has the authority to regulate regional devices 5. More reliable information	Opportunies : 1. Government agencies that are trusted in the news 2. The existence of digital public relations 3. Publicizing all activities of the Indramayu Regency Government
Weaknesess : 1. Quality of production equipment 2. Operating budget 3. Quantity of human resources 4. Tight schedule of activities 5. Time in the production process	Threats : 1. Disruption during coverage/shooting 2. Time to upload information 3. Creative and up-to-date information

Based on the description of table 1 above, a communication strategy can be found along with alternative strategies for digital public relations of the Indramayu Regency government in delivering the I-CETA work program analyzed from internal environmental conditions (strengths and weaknesses), external environmental conditions (opportunities and threats) in the following SWOT analysis matrix.

<div align="center">TABEL 2 MATRIX SWOT</div>

	Strength (S)	*Weekness* (W)
	1. Quality of human resources 2. Has the most followers on Instagram and Facebook 3. Collaborate with other media 4. Has the authority to regulate regional devices 5. More reliable information	1. Quality of production equipment 2. Operating budget 3. Quantity of human resources 4. Tight schedule of activities 5. Time in the production process
Opportunities (O)	Strategi S-O	Strategi W-O
1. Government agencies that are trusted in the news 2. The existence of digital public relations 3. Publicizing all activities of the Indramayu Regency Government	1. Maximizing the use of digital media for the dissemination of a single narrative	1. Improved quality of production equipment 2. Increased activity operational budget 3. Recruitment of civil servants in the field of public relations
Threat (T)	Strategi S-T	Strategi W-T
1. Disruption during coverage/shooting 2. Time to upload information 3. Creative and up-to-date information	1. More innovative information packaging	1. Establish more intensive cooperation with other media.

Based on table 2 above regarding the SWOT matrix of the Indramayu Regency government's digital public relations communication strategy formulation in delivering the I-CETA work program, which uses a SWOT analysis matrix of internal and external factors. The result of matching strengths and opportunities (SO) in the Indramayu Regency government's digital public relations communication strategy is to maximize the use of digital media for the dissemination of a single narrative. The result of matching strengths and threats (ST) is more innovative information packaging. The results of matching opportunities that can be used to minimize weaknesses (WO) are improving the quality of production equipment, increasing the operational

budget for activities and recruiting civil servants in the field of public relations. The result of matching strengths that can minimize weaknesses in order to avoid threats (WT) is to establish more intensive cooperation with other media. The following is an analysis of the SWOT matrix above:

1) S-O strategy is a strategy that combines strengths with existing opportunities. Public Relations of the Indramayu Regency Government combines strengths with existing opportunities by maximizing the use of digital media for the dissemination of a single narrative. Dissemination of single narratives such as press releases, videos and infographics is carried out by utilizing digital media, namely Facebook, Instagram, YouTube, TikTok and the Website.

2) S-T strategy is a strategy that combines strengths with threats. Public Relations of the Indramayu Regency Government combines strengths with threats through more innovative information packaging. Innovative information packaging will attract people to read, see and listen to the information conveyed.

3) The W-O strategy is a strategy that combines weaknesses with existing opportunities. Public Relations of the Indramayu Regency Government makes the W-O strategy an alternative strategy because the results of combining existing weaknesses and opportunities are improving the quality of production equipment, increasing the operational budget for activities and recruiting civil servants in the field of public relations. The three strategies require consideration and approval of the parties concerned in their implementation so that they can be used as alternative strategies.

4) The W-T strategy is a strategy that combines agency weaknesses with threats. Public Relations of the Indramayu Regency Government uses the W-T strategy by establishing more intensive cooperation with local media in Indramayu Regency both through social, print and electronic media.

The communication strategy carried out by the digital public relations of the Indramayu Regency government in delivering the I-CETA work program by applying the five-step communication planning model, which includes the stages of research, planning , implementation, evaluation and reporting [6]. Research is conducted to find out the problems faced by an agency. Planning is an action that will be taken after the research results have been obtained. The planning in question is communication planning by expanding the communication strategy. This strategy includes the selection of sources, what messages to convey, what media to use, who are the targets of communication, and the expected results. Implementation is the action taken to implement the communication planning strategy that has been made. Evaluation is carried out to determine the final results of the activities that have been carried out. Reporting is the last stage of communication planning activities that have been carried out. Reporting activities are carried out as a consideration for revising and improving activities to be carried out. Therefore, the communication strategy carried out by the public relations of the Indramayu Regency Government in delivering the I-CETA work program consists of five steps, namely:

1) Research

Public Relations of the Indramayu Regency Government through the Information and Communication Technology and Public Information and Communication fields at the Indramayu Regency Communication and Informatics Office conducted a research stage to determine the level of public satisfaction with public information service standards within the Indramayu Regency government. The research phase was carried out using a questionnaire that could be filled in by the public either online through the google form link or offline through questionnaires on paper sheets every quarter or three months. The variables measured are the suitability of service requirements with the type of service, ease of service procedures, speed of time in providing services, reasonableness of costs or tariffs in services, suitability of service products between those listed in service standards and the results provided, competence or ability and behavior of officers in service, quality of facilities and infrastructure and handling of service user complaints. The research stage was also carried out through social media to see whether the Indramayu community already knew the I-CETA program in more depth by making sketches about the I-CETA program.

2) Planning

Communication planning is the allocation of communication resources to achieve the goals set by the organization [17].

a) A communicator is someone who conveys messages or ideas [9]. Communicators in conveying information about the I-CETA work program are all regional apparatus within the Indramayu Regency government such as agencies, sub-districts, puskesmas, hospitals, and villages. As mentioned in the SWOT analysis, the strength possessed by the public relations of the Indramayu Regency government is that it has the authority to regulate regional apparatus so that all parties within the Indramayu Regency government are communicators in charge of conveying information about the I-CETA work program, by involving all elements of regional apparatus within the Indramayu Regency government as communicators in conveying messages about the I-CETA work program, it is hoped that the messages or information conveyed can be well received by the target target.

b) A message is something that is conveyed by the sender of the message to the communicant (recipient of the message) [12]. The message conveyed by the public relations of the Indramayu Regency government through related regional apparatus as communicators who convey messages is a message about the I-CETA work program. The forms of messages conveyed are press releases, videos and infographics. Based on the SWOT analysis, one of the strengths possessed by the public relations of the Indramayu Regency Government is that the public has more confidence in the information conveyed by the public relations of the Indramayu Regency Government so that the public relations of the Indramayu Regency Government carries out a strategy by packaging messages or information that is more innovative in order to attract more public interest.

c) Media is a means of communication in the form of tools or means used by communicators to convey messages to communicators [8]. The media used to deliver the I-CETA work program are social media (Instagram, Facebook, TikTok, YouTube, and X), mass media (print and electronic), outdoor media (billboards and videotrons) and also done by direct or face-to-face socialization. As mentioned in the SWOT analysis, the result of matching strengths with opportunities in the Indramayu Regency government's digital public relations communication strategy is to maximize the use of digital media to disseminate a single narrative about the I-CETA work program. This is in line with the results of research [18] that the ease of accessing information through digital media has an important effect and impact on realizing effective and efficient information.

d) The target of communication in conveying information on the I-CETA work program is all levels of Indramayu society. Public relations of the Indramayu Regency government has high hopes that information about the I-CETA work program can also be received by the wider community, with the aim that people outside Indramayu Regency can know, assess and evaluate the performance of the Indramayu Regency government.

e) Communication activities carried out certainly have the aim of influencing the target audience. The recipient of the message has a perceived effect when receiving the message, it can change knowledge, attitudes, and behavior, and it is very important in the communication process to determine whether the communication activities carried out are successful or not through the effect or influence of the message recipient [6]. The resulting effect at the knowledge level, the expected influence is that the community becomes aware and understands the I-CETA work program, the effect on attitude change is that the Indramayu community can trust the Indramayu Regency government, and on changes in the actions of the Indramayu community can assess the performance of the Indramayu Regency government well.

3) Implementation

Implementation is the stage after good planning by implementing according to the plan that has been prepared [19]. The implementation of the delivery of the I-CETA work program is carried out through various media both online and offline. Implementation is carried out in the form of video shows on Instagram, Facebook, Youtube Tiktok and videotron. Press releases via Website, Instagram, Facebook and radio, infographics via Instagram and Facebook. Installation of billboards or banners and posters on the streets, agency offices and convenience stores, and socialization activities carried out at sub-district offices by the Public Information and Communication Division of the Indramayu Regency Communication and Informatics Office.

4) Evaluation

Evaluation is a way or process to assess something [13]. Evaluation is carried out by a team in the field of information and communication technology at the Communication and Informatics Office of Indramayu Regency every three months. Evaluation is carried out by recapitulating data on complaints and actions. The data collected comes from the recap of the

SEPEDAHANYU application (Indramayu Complaint Data Entry System). The SEPEDAHANYU application is an application used to improve service excellence, especially in terms of community complaint services, namely I-CETA, with the SEPEDAHANYU application every I-CETA officer or admin can input complaints from the incoming community. The SEPEDAHANYU application will also find out what complaints are often submitted by the public and which regional apparatus often get complaint reports. The purpose of the evaluation is to find out and monitor incoming reports that have been followed up or not and to assess the performance of related agencies.

5) Reporting

Reporting is the final action of the implementation of the communication strategy being carried out. If the results of the report are obtained good and successful results, it can be used as a basis for innovation of the next work program, but if in the reporting stage it obtains unfavorable results, it can be used as a consideration to improve the work program that is being and will be carried out next by the local government [6]. The reporting stage is carried out by the Information and Communication Technology (ICT) field together with the Public Information and Communication (IKP) field of the Indramayu Regency Communication and Informatics Office. Reporting is submitted to the leadership, namely the Regent of Indramayu as the regional head and also to the public through social media in the form of reporting in the form of videos, press releases, infographics and processed data in graphic form. Reporting is carried out once a year as a closing annual report. This is in line with the results of research [2] that reporting needs to be done to be able to develop work programs that are carried out and an activity that has been carried out should have archival evidence in the form of documentation to be reported to related parties.

B. *Inhibiting Factors in the Implementation of Communication Strategies in Delivering Indramayu Cepat Tanggap (I-CETA) Work Programs*

Barriers are terms that describe difficulties in accessing community services [14]. The following are the factors that hinder the implementation of the I-CETA work program.

1) Human resources

Human resources from employees and the community still need to be improved. The I-CETA program in its implementation is still not running well. When a complaint comes in from the public, it is not always that the complaint is immediately handled by the relevant officer or agency, because in the field, of course, there are many other tasks that must be done and the complaint is emergency or sudden so that there are also complaints that come in when it is not the working hours of the employees, which causes the incoming complaints to be delayed in answering or handling. This is in line with the results of research [11] that the human resources of the State Civil Apparatus and the local community must be improved. The implementation of the I-CETA work program can run well if the relevant parties can cooperate optimally.

2) *Inactive Complaint Number*

The numbers listed as emergency numbers or I-CETA complaint numbers often hinder the running of the I-CETA work program, because the numbers listed still use the number and even the personal device of one of the employees at the relevant agency, if the employee has changed duties or has retired, then the number listed can no longer be contacted by the community. This is an inhibiting factor felt by the community and the central admin in submitting incoming complaints. Based on SWOT analysis, the results of matching opportunities with weaknesses (WO) which can be an alternative strategy to be a solution to this inhibiting factor is to increase the operational budget for activities and improve the quality of the tools needed so that the implementation of the I-CETA work program can run well.

3) Non-centralized Call Center

The I-CETA work program, which is a community complaint service in Indramayu Regency, does not use a centralized call center. This is due to the condition and geographical location of Indramayu Regency which is quite extensive so that it cannot use a centralized call center because it is feared that there may be a wrong number between the community who contacts the call center being contacted. Geographically Indramyu Regency is located in the position 107"52,,- 108"36′ East and 6"15" - 6"40' LS, with the coverage of the Indramayu Regency government administration area currently consisting of 31 sub- districts, 309 villages and 8 villages. It has an area of 204,011 ha or 2,040,110 km with a coastline

length of 147 km that stretches along the north coast of Java Island between Cirebon Regency and Subang Regency, with 36 coastal villages from 11 sub-districts.

IV. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Based on the research and data processing that has been carried out, it can be concluded that the Indramayu Regency government's digital public relations communication strategy in delivering the I-CETA work program is through five stages, namely research, planning, implementation, evaluation, and reporting. The inhibiting factors in the implementation of the Indramayu Regency government's digital public relations communication strategy in delivering the I-CETA work program are employee community resources (HR), inactive complaint numbers and non-centralized call centers.

B. Suggestions

The Communication and Informatics Office of Indramayu Regency as the public relations of the Indramayu Regency government needs to establish continuous intensive communication with all regional apparatus within the Indramayu Regency government in order to achieve better implementation of the I-CETA work program. Public relations of the Indramayu Regency government is expected to continue to produce information about the varied I-CETA work programs to attract public interest by utilizing digital platforms.Text heads organize the topics on a relational, hierarchical basis. For example, the paper title is the primary text head because all subsequent material relates and elaborates on this one topic. If there are two or more sub-topics, the

REFERENCE

[1] Abdussamad Z. (2022). *Metode Penelitian Kualitatif*. Makassar. Syakir Media Press.

[2] Ahda, MH, & Rozi, F. (2022). Strategi Komunikasi Dinas Pariwisata dan Kebudayaan Kabupaten Kampar dalam Pengembangan Objek Wisata Ompang Sungai Sonsang . *Journal of Communication and Society*, 1(01), 14–26. https://doi.org/10.55985/jocs.v1i01.8

[3] APJII. 2023. Hasil survey internet APJII. [diunduh 2024 Jan 19]. https://survei.apjii.or.id/

[4] Badri, M. (2022). Pribumi Digital Moderat: Profil Kecakapan Komunikasi Digital Generasi Z. *Jurnal Riset Komunikasi*, 5(2), 291-303. https://doi.org/10.38194/jurkom.v5i2.653

[5] Baidowi, A., & Salehudin, M. (2021). Strategi Dakwah di Era New Normal. *Muttaqien; Indonesian Journal of Multidiciplinary Islamic Studies*, 2(1), 58–74. https://doi.org/10.52593/mtq.02.1.04

[6] Cangara, HH. (2022). *Perencanaan dan strategi komunikas*. Jakarta : PT RajaGrafindo Persada.

[7] Effendy, OC. (2009). *Ilmu Komunikasi Teori dan Praktek*. Bandung. PT Remaja Rosdakarya.

[8] Gogali, VA, Tsabit, M, Syarief, F. (2020). Pemanfaatan Webinar Sebagai Media Komunikasi Pemasaran Di Masa Pandemi Covid-2019 (Studi Kasus Webinar BSI Digination" How To Be A Youtuber And An Entrepreneur"). *Jurnal Khatulistiwa Informatika*, 20(2), 182-187. https://doi.org/10.31294/jc.v19i2

[9] Harahap, SW, Ginting, RRB, Rasyidin M, & Sahputra, D. (2021). Komunikator dan Komunikan dalam Pengembangan Organisasi. *Tabularasa: Jurnal Ilmiah Magister Psikologi*, 3(1), 106-114.

https://doi.org/10.31289/tabularasa.v3i1.629

[10] Lianjani, A. (2018). Strategi komunikasi pemerintah Kota Tangerang Selatan dalam mensosialisasikan program smart city. (Bachelor's thesis, Fakultas Ilmu dakwah dan Ilmu Komunikasi Universitas Islam Negeri Syarif Hidayatullah Jakarta). http://repository.uinjkt.ac.id/dspace/handle/123456789/41377

[11] Irfansyah, M, Razzaq, A, & Hidayat, HT. (2023). Analisis Pesan-Pesan Dakwah Pada Thoha TV. *Jurnal Ilmu Komunikasi Dan Media Sosial (JKOMDIS),* 3(2), 351–357. https://doi.org/10.47233/jkomdis.v3i1.66

[12]   Phafiandita, AN, Permadani, A, Pradani, AS, & Wahyudi, MI. (2022). Urgensi Evaluasi Pembelajaran di Kelas. *JIRA: Jurnal Inovasi Dan Riset Akademik*, 3(2), 111-121. https://doi.org/10.47387/jira.v3i2.262

[13]   Rahmayani, CK. (2023). Faktor Hambatan dalam Akses Pelayanan Kesehatan pada Puskesmas di Indonesia: Scoping Review. Jurnal Ilmiah *Permas: Jurnal Ilmiah STIKES Kendal*, 13(4), 1337–1344. https://doi.org/10.32583/pskm.v13i4.991

[14]   Rohid, N, & Irawatiningrum, S. (2023). Perencanaan Komunikasi Badan Pengawas Pemilihan Umum Kabupaten Tuban dalam Mitigasi Pelanggaran Pemilu 2024. *Jurnal Pendidikan Tambusai,* 7(1), 1022–1028. https://doi.org/10.31004/jptam.v7i1.5384

[15]   Santoso, H, Saleh, A, Hubeis, M, & Priatna, WB. (2022). Inovasi Model Komunikasi Digital Desa Wisata (KDDW) dalam Pengembangan Kapasitas Pelaku Wisata di Kabupaten Bogor. Policy Brief Pertanian, Kelautan, Dan Biosains Tropika, 4(4), 351-358. https://doi.org/10.29244/agro-maritim.0404.351-358

[16]   Saputra, F, & Ali, H. (2022). Penerapan Manajemen Poac: Pemulihan Ekonomi Serta Ketahanan Nasional Pada Masa Pandemi Covid-19 (Literature Review Manajemen Poac) . *Jurnal Ilmu Manajemen Terapan*, 3(3), 316–328. https://doi.org/10.31933/jimt.v3i3.733

[17]   Satira, AU & Hidriani, R. (2021). Peran Penting Public Relations Di Era Digital. *Sadida*, 1(2), 179-202. Retrieved from https://journal.ar-raniry.ac.id/index.php/sadida/article/view/1612