

Cyber Public Relations Strategy of PT Kilat Dotcom Indonesia in Enhancing Corporate Image Through Social Media Instagram in 2024

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ABSTRACT

Keywords

Cyber Public Relations Strategy; Social Media; Instagram; Corporate Image

In the rapidly evolving digital era, media companies are required to manage their positive image through effective communication strategies. PT. Kilat Dotcom Indonesia (Kilat.com), as a digital media company, faces challenges in increasing engagement and maintaining a positive image amidst intense industry competition. This study aims to analyze the *Cyber Public Relations* (Cyber PR) strategy implemented by PT Kilat Dotcom Indonesia (Kilat.com) to enhance corporate image through social media, particularly Instagram, in 2024. The research employs a qualitative descriptive method using in-depth interviews and documentation. The findings indicate that PT Kilat Dotcom Indonesia applies Cyber PR strategies based on Philips & Young's (2009) framework, which includes four key elements: transparency, internet porosity, the internet as an agent, and richness in content and reach. These strategies enable the company to increase user engagement, build public trust, and strengthen its image as an informative and credible digital news provider. With these findings, PT Kilat Dotcom Indonesia can shape public perception of digital media companies and maintain its competitiveness in the digital media industry.

1. Introduction

The development of digital technology has revolutionized the way companies communicate with the public. Social media has become a strategic space for public relations activities, which have now transformed into Cyber Public Relations (Cyber PR). Cyber PR utilizes the internet as a medium for two-way communication between companies and audiences through various digital platforms such as websites, blogs, and social media—one of which is Instagram. The growing reliance of society on digital information has driven companies to adopt communication strategies that are adaptive, fast, and interactive. In this context, building a corporate image becomes both a challenge and a strategic opportunity in an increasingly dynamic digital era.

Various companies have implemented Cyber PR to enhance their reputation and public engagement. Previous research, such as Kusuma (2022) on PT Perkebunan Nusantara XI, showed success in building a corporate image through active and measurable use of multi-platform social media. Another study by Argarini & Andamisari (2023) regarding Cyber PR strategies at PT Gojek Indonesia emphasized the importance of innovative content that fosters emotional connection with the audience. However, most existing research still focuses on companies with general product and service segmentation, while the use of Cyber PR in the digital news media sector—especially in delivering real-time information and engaging the public through Instagram—remains underexplored.

Filling this research gap, PT Kilat Dotcom Indonesia (Kilat.com), a digital news media company established in 2021, presents a unique Cyber PR approach. Kilat.com utilizes Instagram as its primary medium to distribute news content, increase interaction with the public, and strengthen its image as a fast and reliable source of information. Nevertheless, there is a lack of scholarly work examining how Kilat.com's Cyber PR strategy is implemented and how effective it is in shaping corporate image through a visually driven platform like Instagram.

This study proposes an approach based on the elements of Cyber PR as defined by Philips and Young (2009), namely transparency, internet porosity, the internet as an agent, and richness in content and reach. These elements are considered capable of addressing the needs of media companies for digital communication strategies that enhance engagement and image in the public eye. This scientific approach not only enriches the understanding of Cyber PR practices but also provides a conceptual foundation for digital communication strategies in the media sector.

This research aims to analyze the Cyber PR strategy implemented by PT Kilat Dotcom Indonesia through Instagram, evaluate its effectiveness in shaping corporate image, and identify the supporting and inhibiting factors influencing the success of the strategy. This study employs a qualitative-descriptive approach, with data collected through interviews and digital content documentation. Thus, the research is expected to contribute to the development of Cyber PR literature and offer strategic recommendations for digital public relations practitioners in the media industry.

2. Method

This study uses a qualitative approach with a descriptive method to examine the Cyber Public Relations strategy implemented by PT Kilat Dotcom Indonesia through the social media platform Instagram. This approach was chosen to gain a deeper understanding of the company's digital communication process in building its image in the public eye. The type of research is qualitative descriptive, in which the qualitative approach is used to describe communication phenomena naturally and contextually, while the descriptive method aims to explain communication practices that occur without any manipulation of variables.

Data collection in this study was carried out through two main methods: in-depth interviews and documentation. Structured interviews were conducted with the media relations team of PT Kilat Dotcom Indonesia who manage the company's Instagram account, as well as with two active Instagram users aged 24 to 50 who follow the @kilat.media account. The interview questions focused on content creation strategies, interaction management with the audience, and evaluating the effectiveness of the content in shaping the company's image. In addition, the researcher collected data through documentation, which included visual content from the company's official Instagram account, related articles from online sources, and internal records regarding the implemented social media strategies. This documentation complemented the primary data and provided visual evidence of the communication strategies carried out by the company.

Data analysis was conducted using the Miles and Huberman (1992) model, which consists of three stages: data reduction, data display, and conclusion drawing. Data reduction was performed by filtering and focusing information from the interviews and documentation, then organizing it into thematic narratives to facilitate interpretation. Subsequently, the researcher verified and drew conclusions by identifying patterns that emerged from the data and connecting them with Cyber Public Relations theory. To ensure data validity, source triangulation was applied by comparing information from various informants and documentation, and cross-checking primary and secondary data to ensure the accuracy and accountability of the research findings.

3. Result and Discussion

This paper seeks to re-emphasize the importance of digital communication strategies in shaping corporate image in the information age, with a focus on the implementation of Cyber Public Relations by PT Kilat Dotcom Indonesia through its Instagram account @kilat.media. Social media is no longer merely a channel for information dissemination; it has become a space for meaningful two-way

interaction that strengthens the relationship between companies and their audiences. In this context, Instagram emerges as a highly relevant platform due to its ability to deliver visual content quickly, attractively, and accessibly—particularly to younger generations.

This paper is divided into two main parts. The first presents the research findings, which reveal how Instagram was strategically chosen as the primary platform, how content was created, and how interactive features were utilized to increase public engagement. This section also highlights how the audience is not only a recipient of information but also an active participant in shaping the company's image through ongoing interaction. The second part focuses on the discussion of Cyber Public Relations theory as conceptualized by Philips and Young, and how its application addresses current challenges in digital communication.

3.1 Result

The research findings show that PT Kilat Dotcom Indonesia actively implements a Cyber Public Relations (CPR) strategy through the Instagram social media platform in 2024 to build and strengthen the company's positive image.

This study reveals that PT Kilat Dotcom Indonesia strategically chose Instagram as its main medium for conducting Cyber Public Relations activities. The selection of Instagram is not without reason; the platform is considered the most suitable for delivering information in a fast, concise, and visually appealing format, while also effectively reaching a young audience who make up the majority of internet users in Indonesia. Instagram serves as an effective tool for disseminating news and creating emotional closeness with followers through a two-way communication approach.

The main objective of implementing the Cyber PR strategy on Instagram is to reinforce Kilat.com's image as a responsive, fast, and credible digital media outlet. This strategy is designed to foster public perception that Kilat.com is not only a news platform but also one that is open to public participation, transparent in delivering issues, and adaptive to rapidly changing social developments. This image is realized through measurable and well-planned digital activities.

In practice, PT Kilat Dotcom Indonesia utilizes various Instagram features to support its Cyber PR strategy. Features such as Instagram Stories, Polls, and Reels are used to enhance audience interaction and to accelerate message distribution. For instance, polling is employed to capture public opinion on political or social issues, while reels and stories are used to convey breaking news in a format that is easy to understand and captures users' attention.

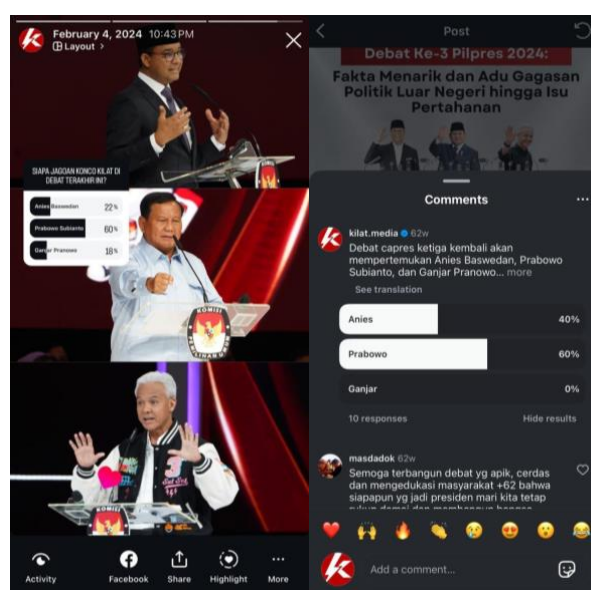


Figure 1. Utilization of Instagram Features by @Kilat.Media

The image above shows how the Instagram account @kilat.media utilizes interactive features such as polls in Instagram Stories and voting in the comment section as part of its Cyber Public Relations strategy. In the story, the audience is invited to vote for their favorite presidential candidate in the final debate of the 2024 election, which recorded a high level of participation, with Prabowo Subianto leading with 60%. Meanwhile, a similar poll was posted on the feed through the comment section, accompanied by active responses from users.

The study also indicates that audience engagement and interaction are critical elements in supporting the success of Cyber PR strategies. The company actively responds to comments, questions, and feedback from followers. This effort not only increases engagement but also fosters the impression that Kilat.com values its audience as communication partners rather than mere consumers of information.

Another important aspect identified is Kilat.com's effort in combating misinformation circulating on social media. Through the @kilat.media account, the company actively clarifies false information and provides factual explanations in a transparent and neutral manner. This is done by posting clarification infographics, quoting official sources, and including supporting data to strengthen credibility. Through this strategy, Kilat.com not only acts as a news provider but also as a guardian of information integrity amidst the overwhelming flow of unverified digital content.

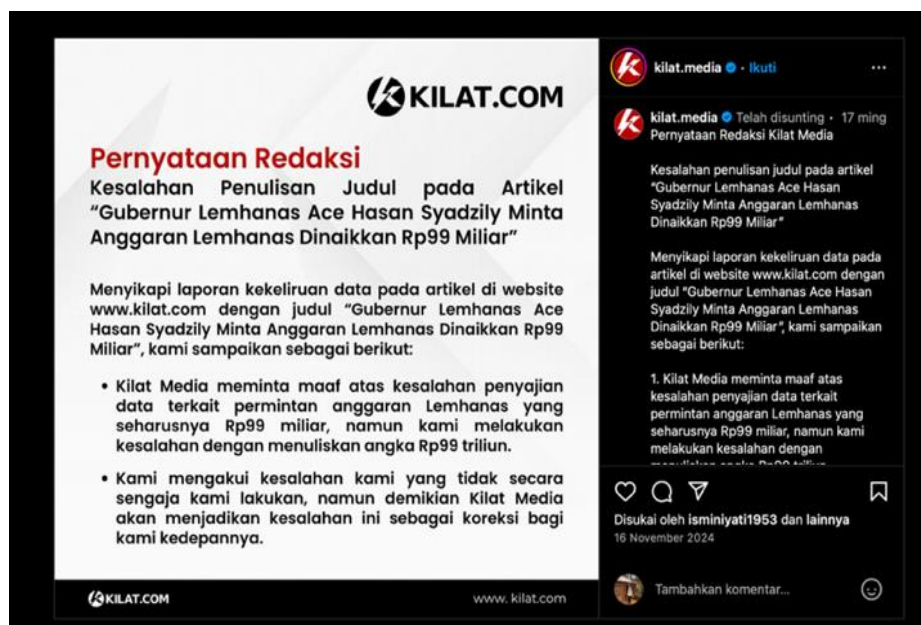


Figure 2. Clarification of Misinformation Through a Post on the @Kilat.Media Account

The image above shows a clarification post from the Instagram account @kilat.media regarding a headline error on their official website. In the post, the editorial team of Kilat.com issued an apology and corrected the misinformation about the request for a budget increase by Lemhannas. The clarification emphasized that there was no direct request from the concerned party and that the error occurred during the data presentation stage. Through this post, @kilat.media exercised Cyber Public Relations functions transparently and responsibly, demonstrating a commitment to maintaining public trust by promptly correcting misleading information. This serves as a clear example of how digital media can be effectively used to combat misinformation and build a professional image in the eyes of the audience.

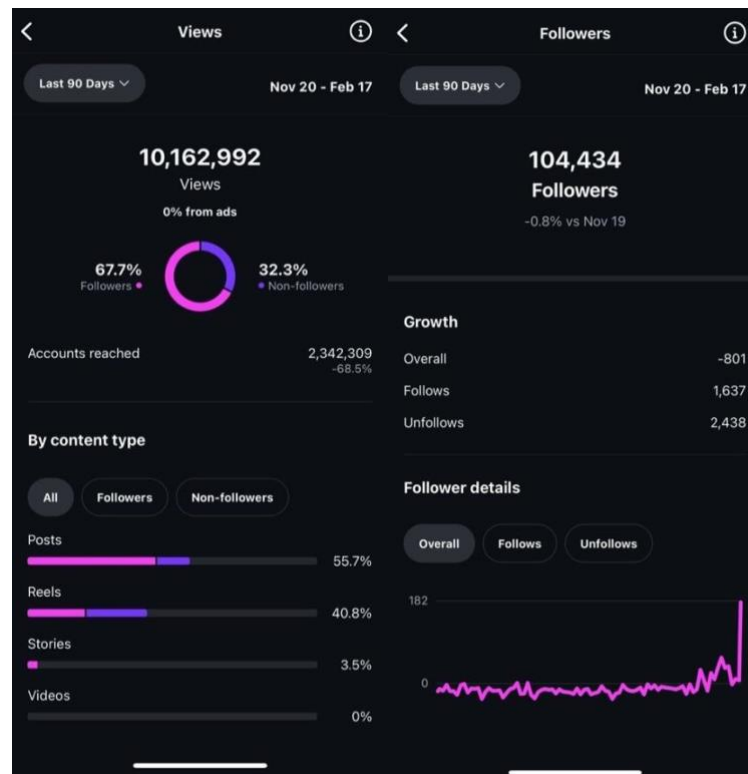


Figure 3. Engagement Content from November to February on the @Kilat.Media Account

The image above shows the engagement statistics of the Instagram account @Kilat.Media over the last 90 days, from November 20 to February 17. Total content impressions reached 10,162,992 times without the use of paid advertising, with the majority coming from followers (67.7%) and the rest from non-followers (32.3%). The most viewed content types were posts (55.7%) and reels (40.8%), while stories accounted for only 3.5%, and video content contributed nothing. This indicates that visual content strategies such as regular posts and short videos are more effective in reaching the audience.

On the other hand, the account had 104,434 followers but experienced a slight decrease of 0.8% compared to the previous period. During this time, 1,637 new users followed the account, while 2,438 users unfollowed, resulting in a net loss of 801 followers. The follower growth graph shows relatively stable fluctuations with a sharp spike at the end of the period, likely triggered by viral content or current issues. This data underscores the importance of consistency in delivering relevant and engaging content to maintain audience engagement and follower loyalty.

3.2 Discussion

The findings of this study indicate that the Cyber Public Relations (Cyber PR) strategy implemented by PT Kilat Dotcom Indonesia through Instagram is highly effective in building a positive corporate image in the digital space. This strategy has proven successful in fostering audience interaction, delivering current information in an engaging manner, and maintaining consistent content aligned with public needs and interests. These findings support the initial assumption of the study, namely that social media—particularly Instagram—can function as a strategic two-way communication tool for creating and sustaining corporate reputation.

Compared to previous studies, such as that conducted by Argarini & Andamisari (2023) on PT Gojek Indonesia, Kilat.com's approach shares similarities in utilizing social media to build closeness with the public. However, Kilat.com stands out in its use of current-issue-based content delivered through strong and interactive visual formats. This indicates that the success of a Cyber PR strategy

is not solely determined by the frequency of posts, or the type of media used, but also by the precision with which a company responds to social dynamics and public issues in real time.

In the context of Philips and Young's (2009) theory, the four elements of Cyber PR—transparency, internet porosity, internet as an agent, and richness in content and reach—are highly relevant to the approach taken by Kilat.com. The company does not treat Instagram merely as a one-way communication channel, but rather as a space for discussion and public participation. This is in contrast to the findings of Kusuma (2022), which emphasize that many companies still use social media as a passive promotional tool without fostering meaningful interaction. Kilat.com, therefore, offers a more participatory and responsive model of Cyber PR implementation.

Interestingly, Kilat.com's success also demonstrates that effective Cyber PR does not necessarily rely on large-scale resources or support from public figures. Instead, the strength of its strategy lies in consistency, issue relevance, and the ability to interpret digital trends. For instance, the interactive polling content released ahead of the 2024 Presidential Election proves that audience engagement can be elevated without resorting to massive campaigns—just through the right and appealing communication format.

Nonetheless, the study also reveals that Kilat.com's strategy heavily depends on the social media team's responsiveness and consistency in issue management. This dependence can pose a challenge if the team lacks a work system that is adaptive to rapidly shifting issues. Therefore, it is essential to enhance human resources and develop a more systematic social media monitoring system to ensure the strategy's long-term sustainability.

Scientifically, this study reinforces the understanding that in the digital era, organizational communication is no longer one-directional, but collaborative and open. Companies are not just message senders—they co-create meaning with the public. This aligns with the new paradigm of modern communication, which emphasizes engagement and long-term relationships.

As a recommendation for future research, it is suggested to conduct quantitative studies that specifically measure the impact of each Cyber PR element on public perception. In addition, future studies could compare social media strategies among different digital media companies or explore the influence of social media algorithms in shaping public perceptions of corporate image.

4. Conclusion

Based on the research findings, it can be concluded that the Cyber Public Relations strategy implemented by PT Kilat Dotcom Indonesia through the Instagram platform in 2024 has successfully strengthened the company's image as a fast, reliable, and interactive digital news media. Referring to the theory of Philips and Young, the company applied four key elements of Cyber PR—transparency, internet porosity, the internet as a communication agent, and richness in content and reach—into its digital communication practices. The findings affirm that Instagram was used not only as a promotional tool but also as a two-way communication medium between the company and its audience. A dynamic content strategy that is adaptive to current issues and responsive to public feedback became the key to Kilat.com's success in building high engagement and reinforcing a positive public perception.

The scientific contribution of this study lies in strengthening the understanding of Cyber PR implementation within the visual-based digital media sector, particularly through Instagram. This research also opens the door for further studies, such as exploring integrated communication strategies across digital platforms or conducting quantitative measurements of content effectiveness in shaping brand image more specifically.

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