

Implementation of Cyber Public Relations in Managing Digital Communication at Museum Sandi Yogyakarta

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ABSTRACT

Keywords

Cyber Public Relations; Digital Communication; Museum Communication; Public Engagement; Social Media

The development of digital media has significantly transformed how organizations communicate with their publics, including cultural institutions such as museums. This study aims to examine the implementation of Cyber Public Relations in managing digital communication at Museum Sandi. This research employs a qualitative descriptive method. Data were collected through in-depth interviews, observation of digital communication activities, and documentation of the museum's digital platforms. The primary informant in this study was Setyo Budi Prabowo. The analysis focuses on the strategies used in digital communication, content production and management, audience interaction, as well as challenges faced in implementing Cyber PR. The results show that Museum Sandi actively utilizes digital platforms, particularly Instagram and TikTok, to disseminate educational information about cryptography history and museum activities. The museum also implements thematic content such as "Selasa Sejarah" and "Kamis Syber" to maintain consistency in communication. Digital communication activities are managed by a small internal team responsible for content creation and interaction with audiences. The use of social media has contributed to increasing public awareness and attracting visitors, as many visitors report learning about the museum through digital platforms. However, challenges remain, including limited human resources and uneven internal understanding of digital communication practices.

1. Introduction

The rapid development of digital technology has significantly transformed communication practices across various sectors, including cultural institutions such as museums. In the digital era, communication is no longer limited to one-way information dissemination but has evolved into interactive, participatory, and real-time engagement. This transformation has led to the emergence of Cyber Public Relations (Cyber PR), which emphasizes the strategic use of internet-based platforms to build relationships, manage reputation, and foster engagement with publics (Onggo, 2004; Breakenridge, 2012). As a result, organizations are required to adapt their communication strategies to remain relevant in an increasingly digital environment, where audiences expect responsiveness, transparency, and accessibility.

The shift toward digital communication has also fundamentally altered audience behavior. Contemporary audiences, especially digital natives such as students and young adults, increasingly depend on social media platforms to access information, interact with institutions, and construct meaning from the content they consume. This phenomenon requires institutions to not only be present in digital spaces but also to communicate in ways that are engaging, adaptive, and audience-centered. Digital platforms such as Instagram and TikTok have become dominant channels due to

their visual and interactive nature, allowing institutions to deliver messages through storytelling, short-form content, and participatory formats. For museums, this transformation presents both opportunities and challenges. On the one hand, digital communication allows museums to expand their reach beyond physical limitations, making educational content accessible to wider audiences. Museums can utilize digital storytelling, virtual exhibitions, and social media engagement to enhance their educational role and attract new visitors. On the other hand, the shift toward digital communication demands new competencies, including content creation, platform management, data analysis, and audience engagement strategies. These demands often exceed the existing capacity of museum institutions, particularly those with limited resources.

Despite the growing importance of digital communication, many museums—especially in developing countries—still face challenges in effectively implementing Cyber PR. These challenges include limited human resources, lack of structured digital strategies, inconsistent content management, and the absence of clear performance indicators. In many cases, digital communication is conducted in an ad hoc manner without long-term planning or systematic evaluation. As a result, the effectiveness of digital communication efforts remains suboptimal, and the potential of digital platforms to enhance public engagement and institutional visibility is not fully realized. Previous studies have highlighted the strategic role of Cyber PR and digital communication in strengthening organizational relationships and audience engagement. Kent and Taylor (1998) emphasize dialogic communication as a key principle in building relationships through digital platforms, while Kietzmann et al. (2011) identify key functional building blocks of social media, including identity, conversations, sharing, presence, relationships, reputation, and groups. Breakenridge (2012) further explains that modern PR practices require integration between technology, content strategy, and audience insights. These perspectives collectively suggest that effective Cyber PR is not merely about using digital platforms, but about strategically managing communication to foster meaningful relationships.

In the context of museums, digital transformation has been widely discussed as a means to enhance audience engagement and institutional relevance. Russo et al. (2008) argue that social media enables participatory communication, allowing audiences to actively contribute to museum narratives. Kidd (2014) also highlights that digital technologies have transformed museums into interactive spaces within a broader media ecosystem. Furthermore, digital storytelling has become an essential approach for communicating complex historical and cultural content in a more accessible and engaging manner. However, most existing studies focus on large-scale or internationally recognized museums with advanced technological infrastructure and sufficient resources. There is still limited research that examines how smaller or specialized museums implement Cyber PR in practice, particularly in local contexts such as Indonesia. Additionally, prior studies often overlook internal organizational dynamics, including leadership direction, team capacity, digital literacy, and content production workflows. These internal factors are critical in shaping how digital communication strategies are developed and executed.

Another significant gap in the literature is the limited attention to the relationship between digital engagement and actual audience behavior. While many studies measure success through digital metrics such as likes, comments, and shares, fewer studies investigate whether these metrics translate into increased public awareness, knowledge acquisition, or physical visitation. This gap is particularly relevant for museums, where the ultimate goal of communication is not only engagement but also education and visitation. Based on these gaps, this study focuses on the implementation of Cyber Public Relations in Museum Sandi Yogyakarta as a specialized cultural institution that presents the history of cryptography in Indonesia. As a niche museum with relatively specific subject matter, Museum Sandi faces unique challenges in attracting public interest and communicating complex information. Therefore, the role of digital communication becomes increasingly important in bridging the gap between institutional knowledge and public understanding.

This research proposes an analytical framework that integrates Cyber PR strategies with practical dimensions of digital communication management, including content planning, platform utilization, audience engagement, and organizational readiness. By examining these dimensions, this study seeks to provide a comprehensive understanding of how Cyber PR is implemented in a real-world institutional setting, particularly within resource-constrained environments. Accordingly, this study

aims to analyze the implementation of Cyber Public Relations in managing digital communication at Museum Sandi Yogyakarta, identify the strategies employed, examine content production and management practices, analyze audience engagement and interaction, and explore the challenges faced by the institution. Furthermore, this study is expected to contribute to the development of Cyber PR practices in cultural institutions, offering practical and theoretical insights for improving digital communication strategies in similar contexts.

In the context of rapid digital transformation, public relations practices have undergone a significant shift from conventional communication models to digitally mediated interactions. This transformation is largely driven by the proliferation of internet technologies and the increasing dominance of social media platforms as primary channels of communication. As a result, organizations are required to adapt their communication strategies to remain relevant and competitive in an increasingly digital environment. Cyber Public Relations (Cyber PR) emerges as a strategic approach that integrates digital technologies into public relations activities, enabling organizations to communicate more effectively, interactively, and responsively with their publics.

The concept of Cyber Public Relations emphasizes not only the use of digital platforms but also the transformation of communication paradigms from one-way information dissemination to two-way symmetrical communication. This aligns with the dialogic communication theory proposed by Kent and Taylor, which highlights the importance of interaction, mutual understanding, and relationship-building between organizations and their audiences. In this context, social media platforms such as Instagram and TikTok are not merely tools for broadcasting information, but also spaces for dialogue, engagement, and co-creation of meaning.

In cultural institutions such as museums, the adoption of Cyber PR is particularly important due to the changing patterns of audience behavior. Modern audiences, especially younger generations, tend to prefer interactive, visually engaging, and easily accessible content. This shift challenges traditional museum communication, which has often been perceived as static, formal, and less engaging. Therefore, museums are required to innovate in presenting their content by leveraging digital platforms and adopting more dynamic communication strategies. Furthermore, the integration of digital communication in museums is closely related to the concept of the participatory museum, where audiences are no longer passive recipients of information but active participants in the communication process. This transformation encourages museums to develop content that is not only informative but also engaging and interactive. In this regard, Cyber PR plays a crucial role in bridging the gap between institutional objectives and audience expectations.

Despite the growing importance of Cyber PR, its implementation in cultural institutions, particularly in Indonesia, remains underexplored. Most existing studies focus on corporate or commercial organizations, while limited attention has been given to public and cultural institutions such as museums. This creates a research gap that needs to be addressed, particularly in understanding how Cyber PR strategies are implemented in specific institutional contexts with unique characteristics and limitations. Moreover, previous studies have predominantly emphasized the effectiveness of digital platforms without sufficiently examining internal organizational factors such as human resources, digital literacy, and strategic planning. These aspects are essential in determining the success of Cyber PR implementation but are often overlooked in existing research. Therefore, this study aims to provide a more comprehensive understanding by examining both external communication strategies and internal organizational dynamics.

By focusing on Museum Sandi Yogyakarta, this research offers a contextual analysis of Cyber PR implementation in a specialized museum setting. The museum represents a unique case due to its thematic focus on cryptography and its efforts to adapt to digital communication trends. This study is expected to contribute to the development of Cyber PR literature by providing empirical insights into how digital communication strategies are implemented, the challenges faced, and the opportunities for further development. In addition to the rapid technological development, the shift toward digital communication also reflects a broader transformation in how institutions construct meaning and relevance in the public sphere. In the digital era, communication is no longer confined to institutional control, but is increasingly shaped by audience interpretation, interaction, and

participation. This condition challenges organizations, including museums, to move beyond informational communication toward more relational and experiential approaches.

Within this framework, Cyber Public Relations can be understood as a strategic effort to reposition organizations in a networked communication environment. It involves not only the use of digital platforms, but also the ability to create meaningful interactions that resonate with audience values and expectations. This is particularly relevant for museums, which are expected to function not only as repositories of knowledge but also as dynamic spaces for public engagement and cultural dialogue. Moreover, the rise of algorithm-driven platforms such as Instagram and TikTok has introduced new dynamics in communication practices. Visibility and reach are no longer solely determined by content quality, but also by platform algorithms that prioritize engagement metrics such as likes, shares, and comments. This creates both opportunities and challenges for organizations in managing their communication strategies. On one hand, it allows content to reach wider audiences; on the other hand, it requires continuous adaptation to platform trends and audience behavior.

In the context of Museum Sandi Yogyakarta, these dynamics present a unique case of how a specialized museum navigates the complexities of digital communication. As an institution with a specific thematic focus on cryptography, the museum faces the challenge of translating complex and technical knowledge into accessible and engaging digital content. This requires not only creativity but also strategic communication planning that aligns with audience literacy levels. Another important aspect is the role of authenticity in digital communication. In an environment saturated with content, audiences tend to value communication that is perceived as genuine, relatable, and transparent. Therefore, Cyber PR strategies must balance between institutional messaging and a more humanized communication style that fosters emotional connection with audiences. This aspect becomes particularly important in engaging younger audiences who are more critical and selective in consuming digital content.

By considering these dimensions, this study not only examines the practical implementation of Cyber PR but also situates it within broader theoretical and contextual discussions. This approach is expected to provide a deeper understanding of how digital communication strategies are shaped by technological, cultural, and organizational factors. Another important aspect to consider in the development of Cyber Public Relations is the increasing role of digital culture in shaping communication practices. Digital culture is characterized by speed, interactivity, and user participation, which fundamentally transform how messages are created, distributed, and interpreted. In this context, audiences are no longer passive recipients but active agents who can reinterpret, respond to, and even redistribute content across networks. This condition requires organizations to adopt more flexible and adaptive communication strategies.

For cultural institutions such as museums, this transformation presents both opportunities and challenges. On one hand, digital platforms enable museums to reach wider audiences beyond geographical limitations. On the other hand, they also demand continuous innovation in content creation to remain relevant in a highly competitive information environment. The ability to produce engaging and meaningful content becomes a critical factor in determining the success of digital communication strategies. Furthermore, the integration of Cyber PR in museum communication also reflects a shift toward experience-oriented communication. Audiences increasingly seek not only information but also meaningful experiences that can be shared and remembered. Therefore, digital communication strategies must be designed to create emotional and cognitive engagement, rather than merely delivering factual information. This highlights the importance of creativity and storytelling in Cyber Public Relations practices.

2. Method

This study employs a qualitative descriptive approach to analyze the implementation of Cyber Public Relations in managing digital communication at Museum Sandi Yogyakarta. This approach is considered appropriate as the research aims to explore and understand communication strategies, content management, and audience engagement in depth within a specific institutional context. The research design uses a case study approach, focusing on Museum Sandi Yogyakarta as a single case to obtain a comprehensive understanding of how Cyber Public Relations is implemented in practice.

The research was conducted at Museum Sandi Yogyakarta, a cultural institution that focuses on the history of cryptography in Indonesia. Data collection was carried out over a certain period during which digital communication activities were actively observed, particularly through the museum's social media platforms such as Instagram and TikTok. These platforms were selected as they represent the primary channels used by the institution in communicating with its audiences.

Data were collected through in-depth interviews, observation, and documentation. In-depth interviews were conducted with key informants who are directly involved in managing digital communication, particularly the Head of Museum Sandi, who plays a strategic role in communication decision-making. The interviews were conducted in a semi-structured manner, allowing flexibility to explore relevant themes such as communication strategies, content planning, audience targeting, and challenges in implementing Cyber Public Relations. In addition, non-participant observation was carried out on the museum's digital platforms to examine content types, posting frequency, communication style, and audience interaction, including comments, likes, and shares. Documentation was also used to support the data obtained, including social media archives, screenshots of posts, and other relevant institutional records.

The subjects of this research are individuals involved in digital communication management at Museum Sandi Yogyakarta, while the object of the study is the implementation of Cyber Public Relations, including strategies, content management, audience engagement, and organizational readiness. Data analysis was conducted using the interactive model of Miles, Huberman, and Saldaña (2014), which consists of data reduction, data display, and conclusion drawing and verification. Data reduction involves selecting and simplifying relevant data, while data display refers to organizing data into structured categories to facilitate interpretation. The final stage involves drawing conclusions and verifying findings through continuous comparison across data sources.

To ensure data validity, this study applies triangulation techniques, including source triangulation and method triangulation. Source triangulation is conducted by comparing data obtained from interviews, observations, and documentation, while method triangulation involves using multiple data collection techniques to examine the same phenomenon. In addition, prolonged engagement in observing digital communication activities was carried out to ensure consistency and credibility of the findings. Despite these efforts, this study has several limitations, including its focus on a single case and limited number of informants, which may affect the generalizability of the findings. However, the study provides in-depth insights into the implementation of Cyber Public Relations within a specific institutional context.

To ensure the rigor and trustworthiness of the research findings, this study applies several qualitative validation techniques. Trustworthiness in qualitative research is essential to ensure that the findings accurately represent the reality being studied. Therefore, this research adopts criteria such as credibility, transferability, dependability, and confirmability. Credibility is achieved through prolonged engagement and in-depth interaction with research subjects, allowing the researcher to gain a comprehensive understanding of the context and phenomena under investigation. In addition, triangulation of data sources is conducted by comparing information obtained from interviews, observations, and documentation to ensure consistency and reliability.

Transferability is addressed by providing a detailed description of the research context, including the characteristics of Museum Sandi Yogyakarta and its digital communication practices. By presenting rich and contextualized data, this study enables readers to assess the applicability of the findings to other similar contexts. Dependability is maintained through a systematic and transparent research process, where all stages of data collection and analysis are documented carefully. This allows future researchers to replicate or audit the research procedures. Meanwhile, confirmability is ensured by minimizing researcher bias through reflective analysis and by grounding interpretations in empirical data.

Furthermore, this study employs a qualitative data analysis approach based on an interactive model, which involves data condensation, data display, and conclusion drawing. Data condensation refers to the process of selecting, simplifying, and transforming raw data into a more organized and

meaningful form. In this stage, the researcher identifies key themes and patterns related to Cyber Public Relations practices at Museum Sandi. Data display is conducted by organizing the data into coherent narratives that facilitate interpretation and understanding. Finally, conclusion drawing involves interpreting the data to generate meaningful insights and answering the research questions.

The analysis process is conducted iteratively, meaning that the researcher continuously revisits the data to refine interpretations and ensure accuracy. This iterative process allows for deeper insights and helps identify relationships between different data categories. Coding techniques are also applied to categorize data into relevant themes, such as digital platform usage, content strategy, audience engagement, and organizational challenges. These themes are then analyzed in relation to existing theories in Cyber Public Relations and digital communication.

In addition, ethical considerations are taken into account throughout the research process. The researcher ensures that all participants are informed about the purpose of the study and provides their consent prior to data collection. Confidentiality and anonymity of participants are maintained to protect their privacy. The researcher also ensures that the data is used solely for academic purposes and is presented objectively without manipulation.

Another important aspect of the method is the limitation of the study. As a qualitative case study, the findings are context-specific and may not be generalized to all cultural institutions. However, the aim of this research is not to generalize but to provide in-depth insights into a particular case. The limitations also include the relatively small number of informants and the dependence on self-reported data, which may be influenced by subjective perspectives. Despite these limitations, the study provides valuable insights into the implementation of Cyber Public Relations in a museum context. By employing these methodological approaches, this study ensures that the findings are credible, reliable, and relevant to the research objectives. The combination of multiple data collection techniques, systematic analysis, and rigorous validation processes strengthens the overall quality of the research and supports the contribution of this study to the field of Cyber Public Relations.

3. Result and Discussion

This section presents and analyzes the findings of the study regarding the implementation of Cyber Public Relations in managing digital communication at Museum Sandi Yogyakarta. The results are derived from in-depth interviews, observations of digital platforms, and documentation, which collectively provide a comprehensive understanding of the institution's communication practices. The presentation of findings is structured based on key themes that emerged during data analysis, including digital communication platforms, content strategy, audience engagement, and implementation challenges.

Furthermore, the discussion in this section aims to interpret the findings by relating them to existing theories and previous studies in the field of Cyber Public Relations and digital communication. By doing so, this study not only describes the observed phenomena but also provides analytical insights into how digital communication strategies are implemented in a cultural institution context. The integration of empirical findings with theoretical perspectives is expected to highlight the significance of Cyber PR practices and contribute to the broader discourse on digital communication in museums.

3.1 Presenting the Results

This section presents the main findings of the study based on interviews, observations, and documentation related to the implementation of Cyber Public Relations in managing digital communication at Museum Sandi Yogyakarta. The findings indicate that the museum utilizes Instagram and TikTok as its primary digital communication platforms. Instagram functions as the main platform with a semi-formal communication style that emphasizes educational and institutional content, while TikTok is used with a more informal and entertaining approach to engage younger audiences through short-form and visually appealing content. The selection of these platforms reflects an awareness of current digital trends and audience preferences, particularly among students and young adults.

In terms of content strategy, the museum has implemented a thematic approach to maintain consistency and identity in its communication. Two main content themes are consistently used, namely “Selasa Sejarah,” which focuses on historical and educational narratives, and “Kamis Syber,” which presents content related to cryptography knowledge. Content planning is conducted internally using a top-down approach, where strategic direction is determined by management and executed by the digital team. The production process is relatively efficient, as content can generally be prepared and published within one week.

Digital communication activities are managed by a team of three individuals who are responsible for content creation, editing, publishing, and managing audience interaction. The primary target audience consists of students and university-level individuals, and therefore the communication style is designed to be informative, educational, and easy to understand. This reflects an effort to align communication strategies with audience characteristics and preferences.

The findings also show that digital communication has contributed significantly to increasing public awareness of the museum. Many visitors reported that they became aware of Museum Sandi through social media platforms, indicating the effectiveness of digital communication in reaching broader audiences. Interaction between the museum and its audiences occurs through comments, likes, and direct messages, demonstrating the presence of two-way communication. In addition, the museum has engaged in digital collaborations, including partnerships with public figures such as Puteri Indonesia Kebudayaan 2025, to expand its reach and enhance visibility.

Despite these efforts, several challenges were identified in the implementation of Cyber Public Relations. These include uneven understanding of digital communication among internal staff, limited human resources in managing digital platforms, and the absence of structured indicators to evaluate digital performance. These challenges affect the consistency and overall effectiveness of digital communication practices within the institution.

Furthermore, the museum has outlined several plans to enhance its digital communication strategy in the future. These include the development of a Virtual Museum to provide more immersive experiences, the creation of Video Cyber (VCD) as educational digital content, and the introduction of innovation programs such as Apem Sandi to strengthen public engagement. These initiatives indicate that the museum is actively seeking to improve and expand its digital communication practices in response to evolving audience needs and technological developments.

3. 2 Create a Discussion

The findings of this study demonstrate that the implementation of Cyber Public Relations at Museum Sandi Yogyakarta reflects a broader shift toward digital communication practices in cultural institutions. The use of Instagram and TikTok indicates an adaptive strategy in responding to changes in audience behavior, particularly among digital-native generations who prefer visual, interactive, and short-form content. This supports the argument that effective Cyber PR requires alignment between platform characteristics and audience preferences.

The implementation of thematic content such as “Selasa Sejarah” and “Kamis Syber” illustrates an effort to establish consistency and identity in digital communication. From a strategic perspective, this aligns with the principles of content planning in digital PR, where consistency plays a crucial role in maintaining audience engagement and reinforcing institutional branding. Furthermore, such thematic structuring can be interpreted as a form of digital storytelling, which has been widely recognized as an effective approach in communicating complex historical narratives.

However, the reliance on a top-down approach in content planning indicates a limitation in participatory communication. While this approach ensures message control and organizational alignment, it may reduce opportunities for audience involvement and co-creation of content. In the context of dialogic communication, effective Cyber PR should encourage interaction, feedback, and participation from audiences to strengthen relational outcomes.

The study also highlights the role of digital communication in influencing audience behavior. The fact that many visitors discovered the museum through social media suggests that Cyber PR not only enhances online engagement but also contributes to offline outcomes such as visitation. This finding

extends previous research by demonstrating a direct linkage between digital communication strategies and real-world behavioral responses.

Nevertheless, the implementation of Cyber PR at Museum Sandi is still constrained by internal limitations. The small number of personnel managing digital communication indicates a potential imbalance between workload and capacity, which may affect the consistency, creativity, and responsiveness of content production. Additionally, the lack of structured performance indicators suggests that the evaluation process is still underdeveloped, limiting the institution's ability to optimize its communication strategies based on data-driven insights.

Another important finding is the uneven level of digital literacy within the organization. This suggests that digital transformation is not solely a technological issue but also an organizational and human resource challenge. Without adequate training and capacity building, the effectiveness of Cyber PR strategies may be limited.

From a theoretical perspective, these findings reinforce the idea that successful Cyber Public Relations implementation requires the integration of three key elements: technology, strategy, and organizational readiness. While Museum Sandi has demonstrated progress in adopting digital platforms and developing content strategies, further improvements are needed in evaluation mechanisms, participatory engagement, and internal capacity development.

Furthermore, this study suggests that future research should explore more advanced digital communication strategies, such as the use of data analytics, artificial intelligence, and personalized content to enhance audience engagement. Comparative studies across different types of museums may also provide broader insights into best practices in Cyber Public Relations implementation.

In addition to the findings presented, it is important to further interpret the implications of Cyber Public Relations implementation in the broader context of digital communication practices. The use of social media platforms by Museum Sandi Yogyakarta reflects a strategic adaptation to the evolving media landscape, where digital platforms function as primary channels for information dissemination and audience engagement. This transformation indicates that Cyber PR is not merely a complementary tool but has become a central component of organizational communication strategies.

From a strategic communication perspective, the alignment between content, platform, and audience demonstrated by the museum indicates an understanding of integrated digital communication. The differentiation between Instagram and TikTok content reflects platform-specific strategies, which is consistent with contemporary digital marketing and communication practices. This suggests that effective Cyber PR requires not only technological adoption but also strategic content adaptation based on platform characteristics.

Furthermore, the findings reveal that content consistency plays a significant role in building institutional identity. The use of recurring themes such as "Selasa Sejarah" and "Kamis Syber" contributes to the development of a recognizable communication pattern, which is essential in strengthening brand recall and audience engagement. This supports the argument that strategic content planning is a key element in successful digital communication.

However, the study also highlights limitations in terms of participatory communication. While the museum has successfully utilized social media for information dissemination, opportunities for deeper audience engagement, such as user-generated content and interactive campaigns, remain limited. This indicates that the implementation of dialogic communication principles has not been fully optimized. In this regard, future strategies should consider incorporating more participatory approaches to enhance audience involvement.

Another important implication of this study is the relationship between digital communication and audience behavior. The ability of Cyber PR strategies to influence offline actions, such as museum visits, demonstrates the tangible impact of digital communication. This finding reinforces the significance of integrating online and offline communication strategies to achieve broader organizational objectives.

In terms of organizational challenges, the study reveals that internal capacity plays a crucial role in determining the effectiveness of Cyber PR implementation. Limited human resources and varying levels of digital literacy create constraints that may hinder the optimization of digital communication strategies. This suggests that digital transformation is not solely dependent on technology but also requires organizational readiness, including training, capacity building, and strategic management.

Moreover, the absence of structured evaluation mechanisms indicates a gap in measuring communication effectiveness. Without clear performance indicators, it becomes difficult for organizations to assess the success of their strategies and make data-driven decisions. Therefore, the development of evaluation frameworks based on digital analytics is essential for improving the effectiveness of Cyber PR practices.

From a theoretical standpoint, this study contributes to the understanding of Cyber PR by emphasizing the integration of technological, strategic, and organizational dimensions. It demonstrates that successful implementation requires a holistic approach that considers not only external communication strategies but also internal organizational factors. This perspective enriches existing literature by providing a more comprehensive framework for analyzing Cyber PR in cultural institutions.

Finally, this study opens opportunities for further research, particularly in exploring advanced digital communication strategies such as artificial intelligence, big data analytics, and personalized content. These approaches have the potential to significantly enhance audience engagement and communication effectiveness. Future studies may also conduct comparative analyses across different types of museums or cultural institutions to identify best practices and develop more generalized insights.

Another dimension that emerges from this study is the role of content personalization in digital communication. Although Museum Sandi has implemented thematic content strategies, the level of personalization based on audience segmentation appears to be limited. In the current digital landscape, personalized content is increasingly important in capturing audience attention and fostering deeper engagement. This suggests that future Cyber PR strategies should consider incorporating audience data and insights to develop more targeted communication approaches.

In addition, the influence of platform algorithms should not be overlooked in analyzing the effectiveness of Cyber PR. The visibility of content on platforms such as Instagram and TikTok is highly dependent on algorithmic systems that prioritize engagement-driven content. This creates a dynamic where organizations must continuously experiment with content formats, timing, and interaction strategies to remain visible in the digital space. Therefore, Cyber PR practitioners are required to possess not only communication skills but also an understanding of digital platform mechanics.

The findings also indicate that the current implementation of Cyber PR at Museum Sandi is still largely content-oriented, with a primary focus on information dissemination. While this approach is important, it may limit the potential of digital platforms as spaces for community building and relationship management. In this regard, shifting toward a more engagement-oriented strategy could enhance the effectiveness of communication by fostering stronger connections with audiences.

Furthermore, the integration between online and offline communication strategies remains an area that can be further optimized. Although digital communication has successfully attracted visitors, there is an opportunity to create more integrated experiences that connect online engagement with on-site activities. For example, digital campaigns can be designed to encourage interactive participation during museum visits, thereby creating a more holistic audience experience.

Another critical aspect is the sustainability of digital communication practices. The reliance on a small team to manage multiple digital platforms raises concerns about long-term sustainability and scalability. Without adequate institutional support, including investment in human resources and technology, the effectiveness of Cyber PR strategies may decline over time. Therefore, organizational commitment is essential in ensuring the continuity and development of digital communication initiatives.

From a broader perspective, this study also reflects the challenges faced by many cultural institutions in adapting to digital transformation. While there is a growing recognition of the importance of digital communication, the implementation process is often constrained by structural and organizational limitations. This highlights the need for a more strategic and systematic approach in integrating digital communication into institutional practices.

Finally, this study emphasizes that Cyber Public Relations should not be viewed as a standalone function, but as an integral part of organizational strategy. Its effectiveness depends on the alignment between communication goals, organizational capacity, and audience expectations. By adopting a more holistic approach, institutions can maximize the potential of digital communication in achieving both relational and organizational objectives.

4. Conclusion

This study aims to analyze the implementation of Cyber Public Relations in managing digital communication at Museum Sandi Yogyakarta. The findings show that the museum has adopted digital platforms, particularly Instagram and TikTok, as strategic communication channels to reach and engage its audiences. Through thematic content such as “Selasa Sejarah” and “Kamis Syber,” the institution demonstrates an effort to build consistency and identity in delivering educational and historical narratives in digital formats.

The results indicate that Cyber Public Relations plays a significant role in increasing public awareness and influencing audience behavior, as evidenced by the number of visitors who reported discovering the museum through social media. This confirms that digital communication not only contributes to online engagement but also has a tangible impact on offline outcomes, particularly in encouraging museum visitation. However, the effectiveness of these strategies is still influenced by internal challenges, including limited human resources, uneven digital literacy, and the absence of structured evaluation mechanisms.

This study highlights that the successful implementation of Cyber Public Relations in cultural institutions requires the integration of platform utilization, content strategy, audience engagement, and organizational readiness. The findings contribute to the development of Cyber PR studies by providing empirical insights into how digital communication strategies are implemented in a specialized museum context with limited resources.

Furthermore, this study suggests that future research should explore the integration of data-driven approaches, such as digital analytics and audience segmentation, to enhance the effectiveness of communication strategies. Comparative studies across different cultural institutions are also recommended to enrich the understanding of best practices in Cyber Public Relations implementation.

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