

Cyber public relations strategy of project child Indonesia in promoting one fine volunteer day

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Abstract

Cyber Public Relations (Cyber-PR) is a modern approach to public communication using digital platforms such as social media, websites, and email to reach audiences more effectively. With limited resources, non-profit organizations (NGOs) such as Project Child Indonesia utilize digital media to increase visibility, attract more volunteers, and build a positive image as an organization that cares about social issues such as education and children's welfare. In this research, Project Child Indonesia uses cyber-PR to increase the number of volunteers participating in One Fine Volunteer Day (OFVDAY) activities, especially in OFVDAY#1 activities. This research uses a descriptive qualitative method with a case study approach and collects data through interviews and documentation analysis. The results showed that Project Child Indonesia's cyber-PR strategy uses the PESO model (Paid, Earned, Shared, Owned Media) with a focus on social media Instagram, TikTok, and websites that are relevant for young people as the target audience. Project Child Indonesia succeeded in meeting the audience's need for information related to OFVDAY activities by uploading content with attractive designs and a clear and easy-to-understand language style. This cyber-PR strategy also involves strategic, integrated, targeted, and measurable elements that are quite effective in increasing public participation and building community involvement. This research is expected to be a reference for other non-profit organizations to increase the amount of public participation in an activity through cyber-PR efforts.

Keywords

Cyber public relations, Project child Indonesia, Communication strategy, Social media

Introduction

The development of digital technology and the internet has brought major changes in various aspects of life, including the world of public relations (PR). In today's digital era, the way organizations communicate with their publics is no longer limited to conventional media such as television, radio, or newspapers. With the advent of the internet and digital platforms, public relations have evolved to be more interactive, fast and scalable. Digital media has become a new meeting platform for organizations to facilitate relationship building and stakeholders (Guo & Saxton, 2014). Through digital

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May 30, 2025

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Selection and Peer-
review under the
responsibility of the 6th
BIS-HSS 2024 Committee

media, organizations can share stories, promote programs, and show the impact of social activities carried out more quickly and effectively. In addition, interactions that occur on digital media such as comments, likes, and shares can strengthen the relationship between the organization and the public, and create a more personal sense of care and involvement.

According to Onggo, Cyber Public Relations, which also has other names such as E-PR or Electronic Public Relations, Online PR, or PR on the Net, is a public relations activity that uses the internet as a communication medium (Puspitasari & Purwani, 2022). Basically, cyber-PR also involves activities directed at influencing the media, public, and audiences that are only found on the internet or online channels, including search engines, blogs, news searches, forums, discussion threads, social networks and other online communication tools (Rochmah, 2015).

Cyber Public Relations (Cyber-PR) is a modern form of PR that utilizes digital media as the main platform for carrying out various communication and promotional activities. Cyber-PR allows organizations to build and maintain public relations in a faster, more interactive and measurable way compared to traditional PR. By using tools such as online press releases, blogs, social media, and video content, organizations can reach audiences directly without the intermediary of journalists or mainstream media (Scott, 2011). One of the most effective applications of cyber-PR is in promoting social events or campaigns. By using cyber-PR, organizations can reach a wider and more diverse audience, invite active participation, and increase awareness of their activities. Strategic use of digital media can increase public loyalty, expand support networks, and strengthen the sustainability of social programs promoted by organizations.

The World Health Organization (WHO) defines that a Non-Governmental Organization (NGO) is a private organization that carries out activities to alleviate suffering, preserve the environment, alleviate poverty, and can prepare basic social services or development activities for the community by prioritizing value, for matters of financing relying on charitable donations, and volunteer services (Purbaningrum & Gandini, 2022).

To reach a wider public and introduce their activities, Non-Governmental Organizations (NGOs) or non-profit organizations also conduct cyber-PR activities. NGOs use social media to disseminate information, advocate, and engage communities and stakeholders (Lovejoy & Saxton, 2012). Based on research conducted by Raja Yusof et al, digital platforms such as Facebook and WhatsApp are used by NGOs to collaborate, share information, train members, and raise funds. Volunteer activities such as promotion, training, fundraising, knowledge sharing, and problem solving often occur through social media (Raja-Yusof et al., 2016). By utilizing digital platforms, cyber-PR enables NGOs to effectively reach a wider audience and gain greater support in the form of donations or volunteers.

One NGO that uses social media to conduct cyber-PR activities is Project Child Indonesia. Project Child Indonesia is a local non-profit organization based in Yogyakarta that was

founded in 2011 and became an official organization in 2013 (Project Child Indonesia, 2020). The organization focuses on providing comprehensive education to children and communities, especially in riverside and coastal areas (Aristeya, 2023).

One of the public relations programs conducted by Project Child Indonesia is One Fine Volunteer Day (OFVDAY). OFVDAY is an activity that aims to invite all levels of society to participate in volunteer activities that have a direct impact on community development and children in Indonesia, especially within the scope of the Special Region of Yogyakarta. Through this activity, Project Child Indonesia provides opportunities for participants to be actively involved in social activities that focus on the education and welfare of children, especially in coastal and river environments. The main objective of this program is to increase public awareness of the importance of volunteer contributions in supporting sustainable social programs, with a fun experience and invite people to do positive activities outside of their busy daily routines.

In contrast to Project Child Indonesia's previous volunteer activities that were continuous for several months, OFVDAY offers fun volunteer activities in one day, namely Sunday where people are no longer intersected with work routines. Therefore, this research focuses on one of the activities, namely OFVDAY#1 which was implemented in March 2024. As an initial launch, OFVDAY#1 focuses on exploring the concept of branding and promotion to attract audiences. In this OFVDAY#1 activity, many approaches are more flexible as a means of testing to see the response of audiences and potential volunteers.

Holtz suggests that there are four characteristics of cyber public relations, namely: (a) strategic is a strategy or way of how public relations has a significant influence on the company's business chain, (b) integrated is a public relations strategy to use the internet as a tool for wider information dissemination, (c) targeted is a public relations strategy to use the internet to get the right public attention rather than using conventional communication media, and (d) measurable is all strategies that have been carried out by public relations must be evaluated and seen its effectiveness (Holtz, 2002).

In the world of public relations, there are four types of media used by organizations in communicating messages, namely: (a) paid media includes advertising that is paid for to gain exposure, such as television commercials, online banners, sponsored content, and paid influencer advertising, (b) earned media is publicity obtained for free from traditional or digital media, such as news coverage, product reviews by consumers, or content shared organically by users, (c) shared media refers to social media, where organizations can have two-way interactions with audiences and spread their messages through various social media platforms, such as Facebook, Twitter, Instagram, and so on, and (d) owned media is media that is directly owned by the organization, such as official websites, blogs, mobile applications, or corporate social media accounts and serves as a tool for controlling narratives and building brands (Xie et al., 2018).

Methods

This research uses a descriptive qualitative research method with a case study approach to explore in depth how the cyber public relations strategy applied by Project Child Indonesia in promoting One Fine Volunteer Day (OFVDAY). This approach is used to collect descriptive data in the form of words, pictures, and books, through various techniques such as observation, interviews, recording, and analysis of relevant official documents (Moleong, 2018). In this study, researchers collected data through document analysis techniques and interviews. In this study, the selection of informants was carried out using purposive sampling method where informants were selected based on their knowledge of relevant variations, elements involved, or according to research needs (Subadi, 2006). The researcher involved several informants, including the coordinator of Project Child Indonesia's public relations team as the organizer of cyber-PR activities and several volunteers who were directly involved in OFVDAY #1 activities.

Results and Discussion

Cyber public relations strategy

The Cyber-PR strategy implemented by Project Child Indonesia in promoting OFVDAY#1 is based on four main characteristics, namely strategic, integrated, targeted, and measurable.

Strategic. Social media has great potential to strengthen the social impact of non-profit organizations by facilitating public engagement and building relationships with the public and social change (Saffer et al., 2019). To achieve the desired volunteer target, Project Child Indonesia utilizes Instagram social media through various feeds, stories, and reels features to convey information on OFVDAY#1 activities on a regular basis. In addition, Project Child Indonesia used TikTok to reach a wider audience. Unfortunately, information about OFVDAY in general, both the background and what activities will be carried out during OFVDAY have not been conveyed optimally in the promotion of OFVDAY#1 activities.

Integrated. Information delivery for the community in an organization is disseminated through social media (Yananingtyas & Irwansyah, 2020). Project Child Indonesia integrated various digital platforms to deliver consistent and accessible messages. By using Instagram and TikTok simultaneously, the information provided can be disseminated evenly and reach a wider audience. This integration ensures that all platforms support the same communication goal, which is to create a greater impact in promoting OFVDAY#1.

Targeted. Project Child Indonesia effectively targeted the younger generation as the main audience for the promotion of OFVDAY activities. As the younger generation tends to actively use social media, especially Instagram and TikTok, delivering information through these platforms becomes more targeted (Figure 1). With trending content and

the use of youth-specific language, Project Child Indonesia succeeded in attracting the attention and interest of young people to participate as volunteers.

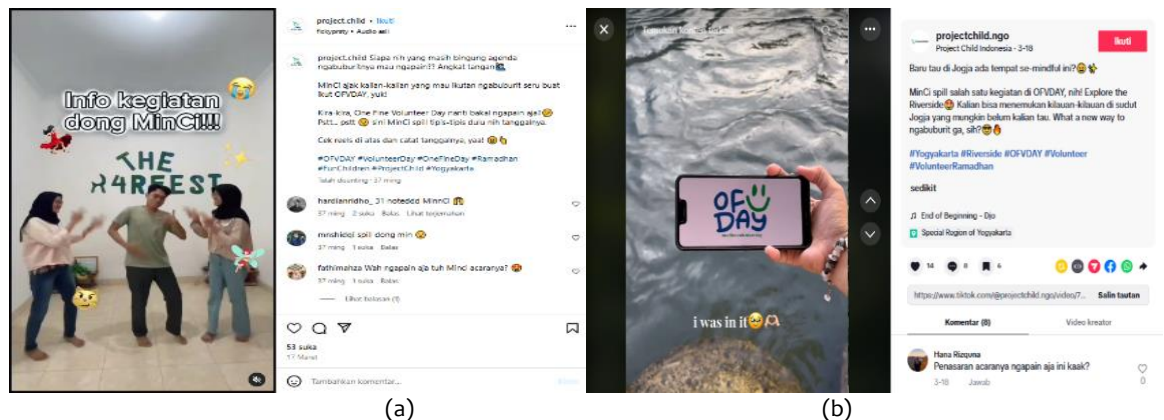


Figure 1. OFVDAY#1 promotional content on Instagram (a) and TikTok (b)

Measurable. The effectiveness of cyber-PR activities must be measurable with indicators that include not only visible aspects such as feedback, but also the impact resulting from these activities (Putri & Hasanuddin, 2021). Project Child Indonesia does not specifically measure the success of cyber-PR activities to promote OFVDAY, so they do not have factual data to optimize the planning of future OFVDAY activities. However, the success of OFVDAY promotional activities is measured through various indicators, such as the number of volunteers who register and surveys related to the level of social media involvement in participants' decision making. Based on data obtained from Project Child Indonesia, the number of participants who participated in OFVDAY#1 was 17 out of a target of 15 people. Of the total participants, 76.5% knew about OFVDAY#1 activities through Instagram (Figure 2). This result shows that Project Child Indonesia's cyber-PR strategy has been quite effective and has succeeded in attracting audience attention and encouraging the participation of prospective volunteers in OFVDAY#1 activities. Meanwhile, data related to insights from Instagram and TikTok are kept as archives and act as additional supporting factors in the success of the cyber-PR strategy in promoting OFVDAY activities.

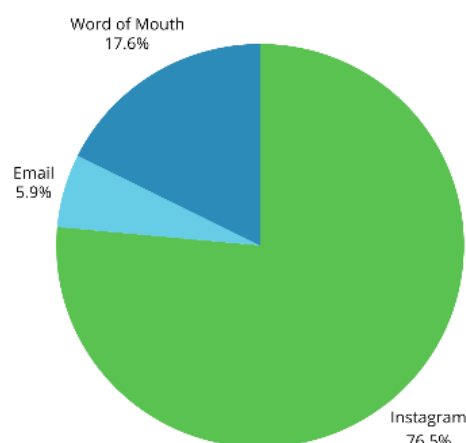


Figure 2. Survey result data on how participants know about OFVDAY#1

Cyber public relations media

In promoting OFVDAY#1, Project Child Indonesia utilized various digital media models within the framework of paid, earned, shared, and owned media (PESO Model). Each media made a strategic contribution in increasing the visibility and participation of the activity (Figure 3).

Paid Media. Project Child Indonesia doesn't utilize paid content such as online advertising or paid influencers due to limited financial resources. This limitation occurs because NGOs are more focused on allocating funds for basic programs and needs that directly impact the community (Tarisayi, 2023). Therefore, Project Child maximizes promotion through unpaid media because the funds owned by Project Child Indonesia focus on being used for children and needs during activities at the OFVDAY location.

Earned Media. As a non-profit organization that has financial limitations, Project Child Indonesia utilizes this media to be able to maximize publicity about OFVDAY#1 activities. Project Child Indonesia managed to invite several influencers to participate in the activities for free and help create content. Project Child Indonesia also disseminated information through community accounts relevant to volunteering, such as @infovolunteers. This approach provides a promotional effect at no additional cost. To increase the number of mentions and interactions, NGOs need to engage various other parties that have effective and strong network sizes (Saffer et al., 2019) such as influencers and community accounts.

In addition, Project Child Indonesia gains free publicity through volunteer-generated content, such as Instagram Story posts featuring moments of OFVDAY#1 activities. Project Child Indonesia always responds to these posts with reposts to increase audience interaction and engagement, Project Child Indonesia actively responds to these posts with reposts to show the organization's appreciation and reciprocity of volunteer contributions thus encouraging further engagement. The use of social media as feedback can strengthen the evidence that information is disseminated during activities and increase audience engagement (Wilks, 2016).



Figure 3. Instagram content shared by influencers (a), community accounts (b) and volunteers (c)

Shared Media. Social media provides multiple channels for sharing, participating and interacting (Saffer et al., 2019). Project Child Indonesia utilized Instagram and TikTok as the main platforms to share information and call for participation (Figure 4). Instagram was used to upload informative content such as activity details, volunteer registration,

and OFVDAY#1 activity dates. TikTok is focused on creating persuasive content that follows trends to reach a wider audience. This finding is evidenced by the statement that non-profit organizations utilize social media platforms to promote their organizations by connecting with people and sharing information. Unfortunately, after the OFVDAY#1 activities were completed, Project Child Indonesia's Instagram and TikTok accounts were less active and did not continue to upload content, either education related to OFVDAY activities or general information or education.

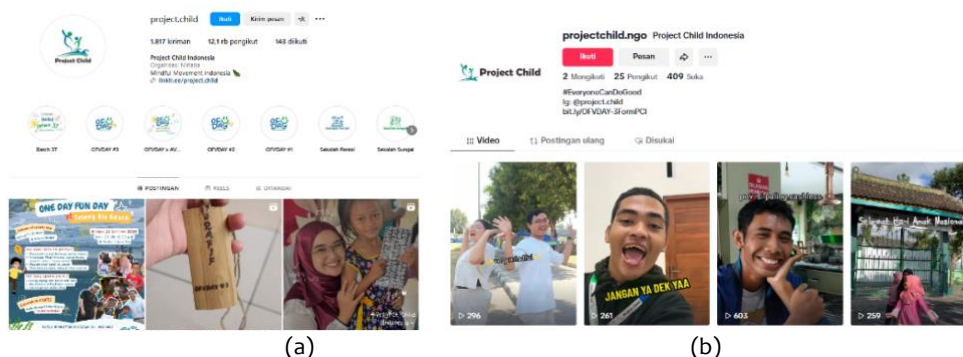


Figure 4. Social media accounts of Project Child Indonesia, Instagram (a) and TikTok (b)

Owned Media. NGOs that use websites tend to be considered trustworthy in terms of their professionalism and credibility in implementing collaborative projects (Al-Tabbaa et al., 2021). Project Child Indonesia has an official website that is used to upload content containing the organization's profile, programs, articles, and information regarding donations and volunteer activities (Figure 5). The website serves as an educational tool that provides complete details for audiences who want to understand more about the activities and their impact. Unfortunately, information about OFVDAY#1 activities has not been well maximized by Project Child Indonesia on the website, such as documentation of activities or articles explaining OFVDAY#1.



Figure 5. Project Child Indonesia's website

Conclusion

Project Child Indonesia has successfully implemented the cyber-PR strategy in promoting OFVDAY#1 activities using the PESO Model framework and strategic, integrated, targeted, and measurable characteristics. Through creative collaboration with influencers at no cost, utilization of social media such as Instagram and TikTok, and

the use of an official website, Project Child Indonesia increased the visibility and participation of the activity significantly. This success is reflected in Project Child Indonesia's ability to build good relationships and create a positive reputation as a consistent and impactful social organization. This can be seen from OFVDAY activities that attract companies to collaborate in their CSR programs.

In addition, Project Child Indonesia is able to deliver messages that are relevant to the younger generation through content with attractive designs and clear language, thus encouraging volunteer participation. However, social media activities such as Instagram and TikTok are only active in the lead-up to OFVDAY. In addition, Project Child Indonesia's website often experienced errors and did not provide detailed information related to OFVDAY. Consequently, the presentation of information across Project Child Indonesia's various media has been uneven, so the potential reach and impact of the message has not been optimized.

To increase the effectiveness of the cyber-PR strategy, Project Child Indonesia is advised to collaborate more with local communities, educational institutions, and companies to support long-term activities. In addition, Project Child Indonesia can conduct regular checks on each media platform used, especially websites that sometimes make errors when accessed and add interactive content to increase interaction with audiences and get more engagement. These steps are expected to expand the organization's reach and impact significantly.

Acknowledgments

Thank you to the Department of Communication of Universitas Muhammadiyah Yogyakarta for supporting the authors in this research.

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