

# The role of digital public relations in shaping JNM bloc's image as a creative hub through social media in 2024

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## Abstract

The transformation of information and communication technology has shifted Public Relations (PR) practices into the digital sphere. Social media now effectively support organizations in building relationships and establishing a reputation with the public. This study aims to analyze how JNM Bloc implements a Digital PR strategy in building its image as a creative hub through social media in 2024. This study fills the gap in previous research that tended to focus on a 'positive image' in general, while this research analyzes specific image formation. This research uses a descriptive qualitative method with data collection through interviews and documentation. The analysis highlights the role of Digital PR in building 3Rs (Relations, Reputations, and Relevances), 5 basic elements of Digital PR, and Hawkins' model of company image formation. The results show that JNM Bloc has implemented Digital PR to build a specific image by using various social media features, inclusive communication styles and audience interaction, and selecting content formats relevant to the company's values. However, shortcomings were found, such as social media use remaining focused on one platform, and a shift in public stereotypes toward JNM Bloc due to content that was too segmented around specific events in 2024. This study recommends optimizing various social media platforms and balancing the published content to create the intended and non-segmented public perception. These findings aim to provide practical insights for similar organizations on optimizing the use of Digital Public Relations to strengthen their corporate image.

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## Keywords

Digital public relations, Corporate image, Creative hub, Social media, Digital

## Introduction

The development of information and communication technology has led to transformations in various scientific practices, one of which is the practice of Public Relations (PR). The communication process has shifted from being one-way to becoming more interactive, participatory, and two-way in nature, thanks to the presence of digital media. According to Panggabean (2018), digital transformation is

expected to bring impacts such as enhanced organizational value and uniqueness, ease of identifying and serving customers based on their segments, streamlined processes required to reach customers, and efficient resource management [1]. This phenomenon gave rise to the concept of "Digital Public Relations," a component of Public Relations activities conducted through internet-based electronic media to build a brand and maintain trust, understanding, and corporate image among its public. These activities are conducted through one-to-one communication [2]. Consequently, various sectors, including the creative industry, no longer compete solely in news or mass media; they also face challenges in building their image in the broader and more dynamic digital media. One company operating in the creative sector is JNM Bloc, a creative hub located in Yogyakarta.

JNM Bloc is a creative hub resulting from the collaboration of PT. Radar Ruang Riang (M Bloc Group) and Yayasan Seni Nusantara (YYSN), also known as the Jogja National Museum. Established in 2021 with the value of being a "playground for everyone," JNM Bloc has become a space for various movements and tangible works to affirm Jogja as a center for the arts and culture of the archipelago. Organizational communication management on these platforms has a significant influence on public opinion and perception [3]. Consequently, practical and relevant communication strategies are required to navigate the dynamic digital era, one of which is through the implementation of Digital Public Relations.

This research utilizes Digital Public Relations theory, covering the five basic elements of Digital PR as outlined by Phillips & Young: Transparency, Porosity, Internet as an Agent, Richness in Content, and Reach [4]. This theory highlights the extent to which an organization carries out its digital PR functions, such as corporate information openness, responding to information spread on the internet, ensuring messages spread on the internet are in accordance with the company's values, and how the company maximizes the internet to establish relationships and reach a wider public. These elements are directly related to the role of Digital PR in building the 3Rs (Relations, Reputations, Relevances) [5].

This research aims to fill the gap in previous studies by Afifah & Yanti (2022), Azhara & Sitorus (2024), Imanuel Edon et al. (2024), and Eko Saputra et al. (2023), which primarily explain the role of Digital PR in forming a general positive image. [6], [7], [8], [9]. This study further examines the implementation of Digital PR carried out by JNM Bloc in forming a more specific image, namely as a creative hub, particularly in 2024. The study focuses on 2024 due to the significant increase in JNM Bloc's internally organized events, which intensified public engagement and provided a strategic context for evaluating the effectiveness of Digital Public Relations in shaping its "creative hub" image. Consequently, This research is supported by an analysis using Hawkins' theory of corporate image formation stages, which consists of exposure, attention, comprehension, image, and behavior [10]. This study aims to determine how JNM Bloc implements Digital Public Relations to build an image as a creative hub through social

media in 2024. Thus, this research is expected to contribute to the development of digital PR literature and provide recommendations for practitioners in the application of digital public relations.

## Method

This study employs a qualitative descriptive research method, an approach that explores and understands the central phenomenon [11]. Data collection was conducted through two primary techniques: interviews and documentation [12]. This interview involved three purposively selected informants: Arka Njela Tevua Lestavi (Marketing Officer), Maria Agatha Leony Novlenski (social media Officer), and Faza Ghafara Basuki (follower). The Marketing Officer manages stakeholder relations in the absence of a dedicated Public Relations division, while the social media Officer is responsible for digital content management and online public engagement. Each 30-minute interview achieved data saturation, as the implementation of Digital Public Relations is centralized within these two key roles. The follower was included to validate public perceptions of JNM Bloc's 2024 "creative hub" image. The documentation technique is used as complementary data to strengthen interview data, which is achieved by observing files or works published by the subject, particularly their content and activities on JNM Bloc's social media.

Data analysis was conducted using the Miles and Huberman model [12]. The data reduction stage involved filtering interview transcripts and documentation to focus on themes related to the 3Rs and the five elements of Digital Public Relations, while excluding irrelevant technical information. The data were then displayed by organizing the findings into thematic categories based on Hawkins' stages of image formation to illustrate the relationship between JNM Bloc's strategies and public perception. Finally, conclusions were drawn by identifying patterns of consistency or discrepancy between the internal implementation of Digital Public Relations and the public perceptions gathered from informants. Data validity was ensured through source triangulation by cross-checking information across multiple data sources [13]. The researcher compared interview findings from internal and external informants with documentation of JNM Bloc's social media activities. These data were then analyzed and categorized to identify convergence of evidence regarding the Digital Public Relations strategies and the resulting public perceptions in 2024.

## Results and discussion

Based on the results of interviews and documentation studies, several research findings regarding JNM Bloc were found based on the determined theories, namely:

## Relation

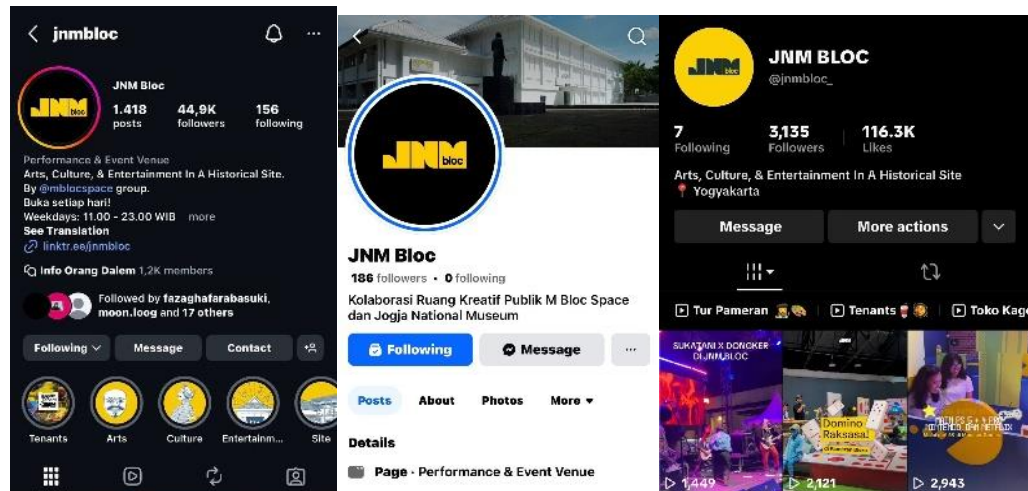


Figure 1. JNM bloc's social media

JNM Bloc has established and maintained interactions with its public through various means, including the use of multi-platforms, diverse content formats and types, and openness in information and communication. Additionally, the involvement of the public and stakeholders of the JNM Bloc on the internet also supports the richness and reach of information regarding the JNM Bloc in the online community. Therefore, Relations is directly related to the five basic elements of Digital PR conveyed by Philips & Young (2009), namely Transparency, Internet Porosity, Internet as agent, Richness in Content, and Reach as follows:

**Transparency:** This refers to the form of openness, communication, and corporate accountability that a company maintains with its public through digital media. In this context, JNM Bloc employs overt transparency, which involves conveying information through the company's own social media channels, in accordance with research findings indicating that JNM Bloc utilizes various social media platforms, including Instagram, TikTok, and Facebook, with distinct functions [Figure 1](#). The use of various social media platforms enables JNM Bloc to share content with diverse contexts to a broader audience [\[14\]](#). Instagram serves as the company's landing page and JNM Bloc's primary platform for sharing information and communicating with its public/stakeholders. TikTok serves as an information medium related to various ongoing activities at JNM Bloc. Meanwhile, Facebook only serves as a mirroring medium for content published on Instagram through the META feature. JNM Bloc also utilizes the social media ads feature to reach audiences in certain situations. The use of various media channels plays a crucial role in showcasing the organization's values and identity online [\[15\]](#).

1. **Internet Porosity:** This is a form of unintended transparency, also known as Unintentional Transparency. Based on research findings, information about JNM Bloc that does not originate from internal parties is disseminated on social media through content created by the public or user-generated content (UGC), as well as by event organizers hosting their events at JNM Bloc. This phenomenon is prevalent due to the inherent characteristics of social media as user-driven platforms, which enable

external parties to exercise control over content creation [16]. JNM Bloc effectively manages this porosity through the continued curation of various mentions and reposts, which helps maintain JNM Bloc's image in line with company values.

2. **Internet as an Agent:** This refers to the process of modifying messages or information about the company when it is disseminated on digital media. Based on research findings, JNM Bloc experienced a change in 2024, where there was a shift in the public's perception of JNM Bloc on social media, attributed to the large number of hip-hop concerts held. This phenomenon was directly related to the content published on social media, thus becoming material for internal evaluation because it contradicted the company's values as a creative hub that is open to everyone and all segments.
3. **Richness in Content:** This is directly related to how the organization effectively provides its wealth of information. In public relations practice, richness of information can be achieved in two forms: the creation of content by the organization itself and the involvement of people from outside the organization on the internet to add to the organization's wealth of information. Based on research findings, JNM Bloc has met both of these needs, as conveyed in the interview, where JNM Bloc utilizes various formats and types of content and leverages multiple social media features, primarily through audiovisual content, to achieve its company communication goals. On the other hand, JNM Bloc is also open to the involvement of external parties or stakeholders in sharing information on social media through UGC, such as mentions or reposts. However, it undergoes a curation process to ensure continued alignment with the image the company has established.
4. **Reach:** This refers to the extent to which the public can access information about the company on the internet. Based on research findings, JNM Bloc seeks to expand its information reach through platforms such as Instagram, TikTok, and Facebook, supplemented by situational social media ad use. Despite this multi-platform approach, the strategy remains heavily centralized on Instagram, creating a critical vulnerability in the organization's digital PR efforts. This single-platform dependency creates a bottleneck in information dissemination and limits overall transparency in communication. Theoretically, reach must function as a unity with rich content; therefore, over-reliance on a single channel risks isolating the organization's message within a specific algorithm. Such isolation makes JNM Bloc's corporate identity susceptible to shifts in platform demographics or user behavior, which may negatively impact its long-term reputation.

### *Reputations*

The company's reputation in the public eye is directly related to its efforts in building its image, which applies both conventionally and digitally. According to Ardianto (2016), an image is divided into several types, one of which is Corporate Image [17]. The Corporate Image possessed by JNM Bloc, which is the focus of this research, can be analyzed

through the stages of corporate image formation according to Hawkins et al. in Jauharri (2021), as follows:

1. **Exposure:** At this stage, JNM Bloc strives to expose information related to the image it intends to build through its social media. In 2024, JNM Bloc focused on publishing regular events, such as "Layar Mantep," "Karaoke Karo Koe," and "Melodi Undakan." The diversity of these events is intended to demonstrate to the public that, as a creative hub, JNM Bloc is open to a wide range of activities and welcomes diverse communities. In addition, the relaxed and informal style of language and communication on social media is also intended by JNM Bloc so that the public views them as a comfortable and familiar space.
2. **Attention:** At this stage, JNM Bloc attracts attention from various public segmentations based on its content. For example, collaboration content with event organizers attracts the attention of the public who want to participate in the event; similarly, content regarding the ambience of JNM Bloc will attract the attention of the public who wish to visit or make it a tourist destination when visiting Yogyakarta. All kinds of content are packaged to attract the attention of various types of target audiences, but with one goal: to communicate to the public that JNM Bloc is a "creative hub" that can be visited by anyone from any background.
3. **Comprehension:** At this stage, the target object of the JNM Bloc attempts to understand and interpret the information presented by the JNM Bloc on social media. The richness of information, such as pre-event, during-event, and post-event content presented by JNM for both internal and external events, can help the audience clearly see how JNM Bloc plays a role, not only as an event facilitator and venue provider, but also as an inseparable part of the various creative activities held there. However, this wealth of information also impacts public interpretation, as in the case of the shift in JNM Bloc's stigma towards specific segmentations, which was precisely caused by the large amount of information on JNM Bloc's social media regarding that event segment.
4. **Image:** At this stage, the perception or image of JNM Bloc is formed in the public's mind. Not only regarding the "positive image" which is a gap with previous studies, but JNM Bloc has also strategically succeeded in forming a more specific image, namely as a "creative hub" through the utilization of its Digital PR, especially in 2024. This success is evidenced by testimonials submitted by visitors regarding the conformity between what happens at JNM Bloc and what is displayed on social media. This evidence constitutes a key element of corporate image formation, namely 'Thought about the corporation' [18]. However, JNM Bloc needs to manage the balance of information regarding the activities held so that there is no shift in stigma, as previously explained.
5. **Behavior:** At this stage, the image formed by the public regarding JNM Bloc influences their behavior, such as posting content about JNM Bloc on personal social

media and encouraging the public, who were initially general visitors, to become interested in participating in JNM Bloc's activities. Such public behavior also ultimately contributes to helping the JNM Bloc expand its image and build wider relationships on the internet.

### Relevance

In the context of Digital PR, relevance refers to the alignment between online activities and real-world events. JNM Bloc consistently adjusts its digital communication to reflect field activities, primarily through 'Ragam Agenda' content, which provides a weekly schedule of events [Figure 2](#). However, a significant paradox emerged in 2024 between the volume of information and its contextual relevance. Although the organization achieved high content richness through diverse audiovisual posts, the dominance of hip-hop concert publications shifted public stigma. This information inequality contradicts JNM Bloc's core value as an inclusive creative hub that is not segmented into one specific activity. These findings highlight a critical challenge in Digital PR where the abundance of information can inadvertently narrow public perception if not strategically balanced. This case demonstrates that maintaining a specific organizational identity requires continuous narrative evaluation to ensure that high activity levels do not distort the intended corporate image.



Figure 2. Ragam Agenda content and one of the activities

### Conclusion

This study concludes that JNM Bloc's Digital PR strategy throughout 2024 generally succeeded in establishing a distinct image as a creative hub by excelling in transparency and richness in content. However, the research identified critical challenges in the aspects of Relevance and Internet as an Agent, where information inequality occurred due to the dominance of hip-hop concert publications. This dominance triggered a shift in public stigma that contradicted the organization's core values as an inclusive creative space, demonstrating that high content volume without strategic balance can inadvertently distort the intended corporate image.

The analysis also highlights a strategic vulnerability in the heavy focus on Instagram as the primary landing page, which creates a bottleneck in communication and limits information reach. The primary contribution of this research is the insight that Digital PR is a complex system for building a specific organizational identity rather than just a general positive image. These findings emphasize that managing a corporate image in the digital era requires continuous content evaluation to ensure that specific narratives do not overshadow the broader identity, which is essential for long-term business sustainability.

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