

Utilization of Media Through the Role of Public Relations in Promoting the Image of the Land Office in Jember Regency

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communication by disseminating various information through online media and social media, and evaluation through public feedback and monthly evaluations by the head of public relations. The challenges faced include insufficient technological adaptation, lack of coordination and communication, technical issues, and production deadlines.

Keywords: Public Relation, Image, Media

Abstract: In today's digital age, which demands transparency and rapid access to information, the role of public relations strategies with the community is important in shaping and maintaining the image of agencies amid complex land issues. This study aims to determine the strategies implemented by the Public Relations Office of the Jember District Land Office in disseminating its image in the media and the obstacles it faces. This study employs a descriptive qualitative method with data collection techniques obtained through interviews, observations, and documentation. The theory used is the Cultip and Center Theory, which includes fact-finding, planning, communication, and evaluation. The results of the study indicate that the Public Relations Office of the Jember District Land Office employs the following strategies: fact-finding by assessing public perceptions, planning by selecting media and directing the social media team to tailor content to the media used, communication by disseminating various information through online media and social media, and evaluation through public feedback and monthly evaluations by the head of public relations. The challenges faced include insufficient technological adaptation, lack of coordination and communication, technical issues, and production deadlines.

INTRODUCTION

In Indonesia, land management remains a complex issue, ranging from overlapping certificates, lack of accurate data, to limited access to information by the public. The lack of transparency in land administration also contributes to public distrust of government institutions that are supposed to guarantee land rights. [1] The issue of unauthorized land ownership is becoming increasingly complex, partly due to the existence of individuals known as land mafia. They carry out their activities by forging land certificates in order to illegally take control of other people's land. Of course, the Minister of Agrarian Affairs and Spatial Planning/National Land Agency is working to reduce land mafia practices by implementing policies through regulations. Several solutions have been prepared and implemented as preventive measures to strengthen the integrity of Indonesia's land management system. [2]

Land offices at the city or regency level in Indonesia, including the Jember Regency Land Office, must also implement policies from the Ministry of Agrarian Affairs and Spatial Planning/National Land Agency. Image is the perception or view formed in the public mind of an individual, institution, organization, or specific activity. The community is the party that assesses and shapes this perception. A positive image can have a beneficial impact on an agency because it can increase the level of public trust in the agency. [3]. The complex land issues triggered by several factors, including the indirect existence of land, require the Jember District Land Office to actively promote its image in order to build public trust, demonstrate transparency in its services, and strengthen its reputation as a professional institution free from malpractice.

Technological advances have contributed to the increase in global internet usage, including in Indonesia. Based on survey data from the Indonesian Internet Service Providers Association (APJII), there has been a 1.17% increase in the number of internet users in Indonesia compared to the previous period. Currently, the number of internet users in Indonesia has reached 215 million out of a total population of around 275 million. [4]. Almost 90 percent of about 143 million internet users in Indonesia are active users of social media [5]. The rapid development of technology, especially in the field of information, makes the public relations function important in an institution, especially in government agencies. The role of public relations supports the image and progress of an institution not only in conveying information but also must build and maintain good relationships with various parties. The success of a publicist can be measured by the ability to establish effective communication with the public, overcome communication challenges, and utilize available media to achieve the institution's strategic goals [6]. This gives local governments the opportunity to coordinate communication and increase public participation regarding land services through internet-based media such as online media and social media.

Public relations must utilize and optimize various media in today's digital era, especially social media, which allows them to interact directly with the public and reach a wider audience [7]. The media used can help to gain trust and improve the image of a company or organization. Public Relations of the Jember Regency Land Office optimizes the use of media such as online media and social media as a means of public communication to disseminate information related to land services programs and public policies that are being implemented to maintain the image of the institution.

The Jember District Land Office has an opportunity to increase public trust because with online media and social media, the public gets clear and open information that tends to be trusted and feels facilitated in the land administration process. The use of this media is not just to disseminate information quickly but also to promoting a positive image of the agency. The Jember Regency Land Office has an opportunity to increase public trust because with the existence of *online* media and social media today the public easily gets clear and open information that tends to be trusted and feels facilitated in the land administration process.

Although the Jember District Land Office has utilized *online* and social media, the effectiveness of the strategies applied in promoting the image remains a challenge. The use of social media such as Instagram, Facebook, TikTok, X and YouTube allows the agency to reach the public more interactively, but whether these efforts are effective enough in building positive perceptions in the community has not been fully answered. This shows a gap in the understanding of how media utilization through the role of public relations in promoting the image of the Jember District Land Office.

Image is an image that exists in the public's mind about the organization. Image is the public's perception of the organization regarding its services, product quality, organizational culture, corporate behavior or the behavior of individuals in the organization. A positive image means that the company's credibility in the eyes of the public is good (credible). Organizations or individuals are called credible if they meet two elements, namely:

a. Competence (*expertise*)

The public perceives that government organizations or agencies have sufficient skills and capacity to respond to needs, meet expectations, and pay attention to the interests of the community.

b. *Trustworthiness*

Organizations or governments are perceived as trustworthy because they are committed to safeguarding the common good. This assessment arises from the belief that they are not only focused on their own benefits, but also take into account the overall welfare and satisfaction of the public.

The formation of the government's image is not only the responsibility of a public relations officer, but is the result of the contribution of all elements in the government structure, be it leaders, heads of sections, heads of bureaus, employees, managers, security officers, and other elements. Every action and attitude shown by them, whether directly related to service duties or not, consciously or unconsciously, has an impact on the image of the agency [8]

PR as a function that focuses on the relationship between the organization and the public needs to plan well to achieve the desired goals. Decisions relating to the future of the organization, such as how to build a good image, manage communication with the public, and plan long-term communication strategies are often part of the considerations. However, in addition to planning goals for the long term, *public relations* staff must also develop effective plans to implement and support the strategic plan that has been established.

This research refers to the theory of Scott M. Cutlip & Allen H. Center which states that the PR work program planning process involves four main stages, namely:

1. *Fact Finding* is the stage where research is conducted related to the opinions, attitudes, and responses of those who have an interest in the organization's actions and policies. At this stage, facts relevant to the organization's interests will be identified: "*What is our problem?*"
2. *Planning-decision*, where this step focuses on identifying attitudes, opinions, ideas, and reactions that are relevant to organizational policies and the preparation of work programs that are in accordance with the interests or desires of the parties concerned: "*Here's what we can do?*"
3. *Communication and Action*, information about the steps to be taken is conveyed with the aim of providing a clear understanding, so as to influence relevant parties and encourage them to provide full support: "*Here's what we did and why?*"
4. Evaluate (*evaluation*), public relations practitioners conduct an assessment of the results of programs and activities that have been implemented. This also includes an assessment of the extent to which the management and communication techniques applied are successful: "*How did we do?*" [9]

METHOD

This research uses descriptive qualitative research which uses research methods that utilize qualitative data and are described descriptively, often research that analyzes phenomena. events and social conditions use descriptive qualitative research. The sources were determined using *purposive sampling* technique which for research sampling needs to be adjusted to the required sample specifications [10] Data obtained in this study through interviews with the Head of Public Relations and the Public Relations Team of the Jember Regency Land Office who manage *online* media and social media. In addition to conducting interviews with sources, the data in this study were obtained by observation techniques to collect data related to media management by the public relations of the Jember Regency Land Office. Researchers also conducted a *literature review* that has relevance to the subject matter of the research which can be accessed from various sources, for example from journals, books, the internet and other literature

The data that has been obtained is then analyzed with the stages of data reduction, data presentation and conclusion drawing. The data analysis process is carried out by selecting and grouping data based on the focus

of the problem that has been formulated previously. This stage includes identifying information from interviews with sources who play a direct role in public relations activities, as well as observations of *online* media activities and official social media belonging to the Jember Regency Land Office. Researchers try to find patterns of communication strategies used in an effort to build and maintain the image of the institution. The data that has been collected will be grouped based on the type and source of information. Each piece of information is organized systematically and presented coherently in order to show the relationship between the data and the formulation of the problem. Data presentation is also supported by images, such as screenshots of social media content or documentation of activities, to strengthen the analysis. After that, the researcher draws conclusions that reflect the results of the research as a whole and as a whole.

RESULTS AND DISCUSSION

Promotion of Land Office Image Through Media

The results of interviews and observations of researchers found that there were no conventional media activities in the public relations of the Jember Regency Land Office, only internet-based media or online media in the form of websites and social media such as Instagram, Facebook, X, Tiktok and Youtube. The conventional media and whatsapp media in the Jember Regency Land Office are also used but are not managed by public relations but are managed by the determination of rights and registration and also customer services. Not all audiences have and are active on social media used by the public relations of the Jember Regency Land Office. Each audience has a tendency to use different social media, therefore in the reporting of information about land services and activities carried out by the Jember District Land Office uploaded through various online media and social media at the same time with the hope that the public can receive information thoroughly.

The following is media management based on the main tasks and functions of the Jember District Land Office:

Jember Land Office Media Management Table

No.	Manager	Media	Type	Description
1.	Titling and Registration Section	Conventional Media	Newspaper	Memorandum
			Bulletin Board	In the courtyard of Kantah Jember
2.	<i>Customer Services</i>	Social Media	Whatsapp	082229477118
3.	PR	<i>Online Media</i>	Website	https://kab-jember.atrbpn.go.id/ .
		Social Media	Instagram	@atrbpnkabjember
			Facebook	Atrbpn Jember
			X	@atr_bpnjbr
			TikTok	@kantah.jember
			Youtube	Jember District Land Office

Source: Head of Public Relations of Jember District Land Office, 2025

Based on the results of interviews and research analysis, it can be concluded that the utilization of media applied by the Public Relations of the Jember Regency Land Office has been researched in depth with reference

to the Cutlip and Center theoretical framework consisting of fact finding, planning, communication, evaluation.

1. Fact Finding

Based on the results of the interview with the head of public relations, it can be seen that the head of public relations identified a perception that developed in the community that considered land services to be long, complicated and require a long time. These perceptions have the potential to affect the image of the agency if not immediately responded to appropriately. Therefore, public relations plays an important role in shaping a better understanding of the community and correcting these perceptions. Online media and social media are media that can disseminate information widely and social media is chosen as the media used to launch public relations communication strategies. Social media is not only a medium that functions to convey information but also to form openness and open space for dialog with the community. The results of the researcher's interview with the Head of Public Relations showed that not only to convey information about land services, but the media was also used by the public relations of the Jember Regency Land Office to show how the efforts of the Head of Office or leadership to improve the quality of land services. This fact finding stage is carried out by the head of public relations as the beginning of the planning process as well as a form of concern for the image of the agency and the perceptions that develop in the community.

There are no conventional media activities in the public relations of the Jember Regency Land Office, only internet-based media or online media in the form of websites and social media such as Instagram, Facebook, X, Tiktok and Youtube. The conventional media and whatsapp media in the Jember Regency Land Office are also used but are not managed by public relations but are managed by the determination of rights and registration and also customer services. Not all audiences have and are active on social media used by the public relations of the Jember Regency Land Office. Each audience has a tendency to use different social media, therefore in the reporting of information about land services and activities carried out by the Jember District Land Office uploaded through various online media and social media at the same time with the hope that the public can receive information thoroughly.

2. Planning

Media selection is part of the planning of the head of public relations to decide which media will be used to publish information and documentation of activities from the agency so that it can finally be conveyed and build two-way communication between the agency and the community or public. Each selected media has its own characteristics and segmentation, so that the Head of Public Relations of the Jember Regency Land Office adjusts the content and delivery of information according to the media used. After determining the media used, the head of public relations gives directions to each section of public relations that manages each media to carry out communication planning to the public. Public relations efforts in promoting the image of the institution can be seen from public relations who choose online media and social media as communication channels with the community. Not only conveying information to the public but using the media will shape public perceptions that the Jember Regency Land Office is active and adaptive to the development of current communication technology.

3. Communication and Action

A positive image in an agency that is maintained and formed through the media requires an important role of communication strategy, one of which is supported by the role of documentation. The documentation section of public relations at the Jember Regency Land Office is tasked with documenting the internal and external activities of the agency. The main capital that supports in delivering messages through the media to

the public is quality documentation so that the public can see more clearly about what activities are published. The results of the image capture become the main material for creating content in various media to maintain a positive image, including Instagram, Facebook, X, Tiktok, Youtube and Website. The role of documentation is not only as a complement but an important part in shaping public perceptions of the professionalism and transparency of the Jember District Land Office. Therefore it is important to maintain the quality of the images captured from the various activities that have been carried out.

Cultrip and Center's theory explains that in the communication and action step, information related to actions or activities needs to be conveyed which aims to build a clear understanding so that it can influence various related parties and motivate them to provide full support to an institution or agency. In this case, the documentation that has been immortalized is then sent to the public relations section of Instagram and Facebook social media which will be designed into content on social media starting from editing images that are sorted according to the series of activities that are put into the frame that has previously been made, after that to explain the activities that have been carried out, a description of the activity is also made or what is commonly called a caption. Every activity carried out by the office is always endeavored to be documented and uploaded regularly. This is part of a strategy that not only aims to document activities but also to build agency connectivity and transparency to the community.

After the Instagram and Facebook public relations department designs and creates descriptions of activities, the X social media public relations department performs its duties. The use of X as a communication medium also reflects the public relations strategy of the Jember Regency Land Office to increase public awareness of land services. Public relations utilizes social media X to convey information in accordance with the content on social media Instagram and Facebook. X is used to convey information that focuses on the core of the message or explains the points, not packaged in long paragraphs by targeting the younger generation through content because social media X has character limitations in writing captions in contrast to Instagram and Facebook which have plenty of space to explain the activities that are captured. Based on the results of the interview, it reflects the condition that communication carried out by public relations through social media is not only informative but also adaptive to the development of social media, not just following trends but understanding the characteristics of each media used. Section X's public relations adjusts its communication strategy so that it can still convey information effectively so that it supports the agency's image.

Not only photo and design-based content, the Jember Regency Land Office through public relations also utilizes video-based social media such as Tiktok and Youtube as a means to convey messages to the public that are more interesting, informative and easy to understand. Public relations using Tiktok media by combining education with entertainment or current trends is one of the communication strategies implemented. The use of Tiktok media in this strategy is not only following social media trends but also part of the agency's efforts to adjust the communication style to the character and interests of today's society. The selection of Tiktok as a medium for communicating with the public shows that the Jember Regency Land Office has awareness in the communication approach to keep up with the times. Meanwhile, Youtube social media is used to upload long-duration video documentation and more in-depth information coverage. Videos uploaded on Youtube are longer in duration and discuss in more detail about the events that have been carried out with the hope that the public can see firsthand the course of the program and the forms of cooperation of the Jember District Land Office with other agencies. Videos uploaded by public relations are often equipped with narration that is poured in voice over which will strengthen public understanding of the video content delivered.

The website is also used in promoting the image of the Jember Regency Land Office as an official information center that presents land news and services. Website public relations keep the information presented

clear and accurate. This is part of maintaining the image of the Jember District Land Office as a professional and trusted agency. The content on the website media is designed to be more structured and uses journalistic language style. The website is also a place to upload news articles that have passed the information verification process by the leadership and become a medium for archiving agency activities. This is very important to build public trust related to the integrity of the agency because the information conveyed through the website is official and credible.

4. Evaluation

The effectiveness of communication and action taken can be measured by evaluation. At the Jember Regency Land Office, based on the results of interviews that researchers have obtained in the use of Tiktok and Youtube media, public relations are evaluated directly by the head of the office and the head of public relations because there is a policy, the evaluation must be carried out across. Everyone definitely needs evaluation from other people because it is very difficult to evaluate yourself if there is no assessment and input from others, therefore in the use of media, both online media and social media, it definitely requires evaluation from the leadership. Public relations in the Instagram, Facebook and X sections agree to see public responses in the form of the number of likes and comments as well as responses from the public on content that has been published as a measure of their success so that it becomes an evaluation material to support the quality of content that will be produced and published in the future. Based on the explanation from the source, namely the public relations section of Instagram and Facebook, it shows that Public Relations has a role to convey information but is not the party that handles directly regarding services or public complaints related to land technicalities. In the Jember Regency Land Office, there is already a clear division of tasks between public relations and customer services, therefore when there are questions from the public regarding land services through comments or direct messages, public relations will direct them to contact the official number of the agency which will be served directly by customer services.

It is not much different with public relations section X, which measures its success from responses or comments from the community. They said that the response from the community is the benchmark for the success of the published content, both from likes and comments. The number of responses from the public is an indicator of public relations section X in assessing the success of published content. Although the X account is not as active as other social media that public relations use, public relations still maintain consistency in conveying information through X media. This shows the efforts of public relations to remain committed to maximizing existing social media as part of the communication strategy to convey agency information and reach the widest possible community with the various social media used. However, evaluation can not only be measured by the number of likes and comments, although it is an initial parameter but not the only one, the evaluation in this case should also consider the extent to which the information conveyed can be understood, accepted and can influence the perception of the community.

Evaluation carried out by public relations in the website section by monitoring all content that has been uploaded, when they find information that is not currently valid or there is a revision from the central ministry, public relations will immediately make updates so that the public does not get the wrong information. These efforts show the responsibility of public relations in maintaining credibility and public trust in the agency by avoiding disinformation that can trigger damage to the image of the agency.

Evaluation is not only carried out by each section of public relations in the online media and social media section but also coordinated by the Head of Public Relations as the main person in charge of the agency's communication strategy through the media. Periodic evaluations are carried out to measure the effectiveness of communication with the public. Evaluation will be carried out immediately to improve the strategy and prevent negative impacts on the image of the Jember District Land Office. In response to unfavorable publicity, the image can be maintained by continuing to provide land services. Evaluation not only aims to correct technical errors but also ensures that the values of the agency conveyed through the media can be understood by the public. Evaluation is monitoring the quality of the communication strategy that is being carried out as well as being the basis for planning the next more effective communication strategy.

Barriers to Managing Media

The first obstacle felt by the documentation section of PR highlighted that the facilities currently owned were inadequate. Public relations in X also experienced obstacles in X's social media, namely low interaction with the audience. This is related to the perception that the content presented by the agency is less interesting to the audience, especially in X media because the content on X is mostly dominated by entertainment and opinion content. However, it also raises doubts in measuring communication effectiveness because feedback from the public is one of the important indicators in evaluating communication strategies. For example, if an announcement that has been uploaded does not get a response from the public, then there is a possibility that the information was not conveyed or the public did not understand the content of the message conveyed. The public relations team is not all familiar with the use of digital technology that continues to grow, both in terms of content editing, social media management, and analyzing the performance of from uploads. This causes strategies in promotion that should be done dynamically and interestingly, sometimes tend to be monotonous and rigid. This limitation is also related to the lack of interaction that occurs on one of the social media. Most of the content uploaded is one-way, such as announcements or documentation of activities, without the strengthening of two-way interactions that are actually very much needed in today's digital era. This lack of feedback from the community can reduce the effectiveness of social media as a means of promoting the image of the agency.

The second obstacle is the lack of communication and coordination, especially in the late delivery of documentation, which can affect the speed of the content editing process. This lack of coordination and communication shows that there are challenges in team management in public relations. This coordination is needed to ensure everything runs smoothly. The third barrier is time, which shows that public relations has technical constraints that can affect creativity and ideas for creating video content and this can affect the quality of the content which has the potential to weaken the positive image of the office. This obstacle is continuous with the obstacles regarding limited human resources, if in the production stage until the publication of video content is done by more than one person, the process will be much more effective. Each individual can play an active role according to their expertise, for example, making scripts for voice over, planning ideas for content, design, editing process until the content is published to the public. The division of tasks makes the time of working on video content much more efficient and can support the quality of the content produced because each individual focuses on one task not delegated to other jobs which makes each individual stay focused on their task alone not confused with other things.

CONCLUSION

Media utilization by public relations refers to the stages of Cultip and Center theory, namely fact finding, planning, action and communication, evaluation. At the stages of fact finding and planning carried out by the

Head of Public Relations, namely by looking at public perceptions and choosing social media Instagram, Facebook, X, Tiktok, Youtube and online media such as websites. Action and communication are carried out by public relations in the documentation section, Instagram and Facebook, X, Tiktok and YouTube, and the website. The documentation section prepares tools, takes photos and videos. For Instagram, Facebook and X media, they disseminate information or activities carried out both internally and externally to the agency, while Tik-Tok displays and conveys current information and YouTube for more formal video reports. The website is used as an official information center that can be accessed by the public regarding services. At the evaluation stage, each public relations section evaluates the effectiveness of the managed media and is regularly evaluated every month by the Head of Public Relations. Public Relations of the Jember Regency Land Office in managing social media experienced several obstacles, namely lack of technology adoption, lack of coordination and communication between teams, technical and production deadlines

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