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## **Cross platform Social Media Management: A Case Study on Cyber Public Relations Implementation of Indonesia's Private TV Station in Building External Stakeholders Engagement**

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**Abstract.** As a media company, Metro TV implemented Cyber Public Relations activities in order to build engagement with the public. The engagement value between Metro TV and its followers on the three social media accounts are able to reach high number. This study aims to see the implementation of cyber public relations by Metro TV as a media company in building public engagement on social media. This study uses the concept of Public Relations management initiated by Cutlip which is then linked to the concept of Cyber PR and engagement. The research method used is case study with a qualitative approach. Data were collected through in-depth interviews with Metro TV's Head of Public Relations as key informants, Metro TV social media specialists and Metro TV social media followers as supporting informants. The data and information obtained from the interviews will be analyzed using the stages of data reduction, data presentation, and conclusion drawing. The results of this study indicated that the implementation of Metro TV cyber public relations focuses on 4 main activities, there are: forming engagement and interaction spaces, creating digital campaigns and education, publishing internal company activities, and crisis mitigation. In addition, the implementation of cyber public relations of Metro TV in creating public engagement on social media includes engaging key opinion leaders from internal companies, mirroring content on various platforms, monitoring engagement level and insights on social media, as well as producing relevant and the human side contained content. And finally, the management of social media as a form of implementation of Metro TV cyber public relations is carried out in 3 stages, including: pre-production, production and post-production.

**Keywords.** Cyber Public Relations, Engagement, External Stakeholders

### **Introduction**

The emergence of the internet as a result of the development of information technology has brought many changes in various aspects of human life. One of the changes that has occurred from the presence of the internet is the way humans meet their needs for information and news. If in the past the fulfillment of information and news needs was obtained through conventional media, now it is turning to new media that uses the internet as the basis of its technology.

In 2008, a research center in the United States called the Pew Research Center said that more and more people, especially the younger generation, were accessing information and news online from media companies that had long been present in society (Pew Research Center,

2009). As a producer of journalistic products, media companies must of course be able to keep up with these developments. One of the media companies that is also expanding its business into the digital realm is PT Media Televisi Indonesia or better known as Metro TV. Metro TV is Indonesia's first news television. Under the auspices of the Media Group, Metro TV is also the first TV station in Indonesia to broadcast for 24 hours.

The presence of the internet has also become the forerunner to the birth of social media, which is currently a major necessity for humans. Based on data released by We Are Social, in Indonesia it was noted that there were 175.4 million internet users in January 2020. Of the total internet users, 160 million of them were social media users. This figure has increased by 17% when compared to the previous year (We Are Social, 2020).



Picture 1: Use of the Internet in Indonesia in January 2020

The emergence of internet technology had an impact not only on individuals, but also for companies. Public Relations practices and activities that usually focus on conventional media have also experienced a shift, namely utilizing new media. Therefore, a new term emerged in the field of public relations, namely Cyber Public Relations. Broadly speaking, Cyber PR is a public relations activity that utilizes new media to build and maintain a brand, trust and organizational image to an interactive audience (Schutz and Barnes: 2014). Anindita (2019) states that the current activities of Public Relations are majority carried out online.

As a media company, Metro TV also implements Cyber Public Relations in order to build engagement with the public. The public as one of the company's stakeholders has a very important role, so that the company must be able to accommodate the expectations of these stakeholders (Freeman, 2010). Implementation Cyber PR by Metro TV uses various internet-based platforms, one of those is social media, namely: Instagram, Facebook And Twitter. Through these social media, Metro TV strives to create audio-visual content that is in line with the company's vision and mission and business values and aims to build engagement with target audiences. With the creation of engagement in social media, companies and stakeholders not only benefit from the content produced in order to meet the needs of both parties, but can also create collaborations that create a constructive and interactive communication experience (Barger, Peltier, & Schultz, 2016) . Thus, it can be said that activities of Cyber PR are not only

carried out on the basis of technological developments, but also because of the need to maintain relationships with stakeholders. This is certainly in line with one of the functions of Public Relations expressed by Cutlip, namely to foster a harmonious relationship between the organization and its public as the target audience.

In contrast to the results of research conducted by Kurniastuti Kusuma which shows that Instagram is used as a medium to promote various cyber PR programs and activities including scheduling, monitoring, responding, creating messages and conducting evaluations (Kusuma, 2018).

If we look at the engagement value between Metro TV and its followers on social media, then the 3 social media accounts owned by Metro TV are at least able to reach a pretty good number. This can be seen from the level of engagement processed through a social media performance analysis site, namely Rival IQ, in the 1st quarter of 2020 as follows:

<i>Social Media</i>	<i>Followers</i>	<i>Average Post Per Day</i>	<i>Engagement Rate</i>
Instagram	1.18 M	6.07	0,18%
Twitter	10.6 M	77.9	0,01%
Facebook	2.79 M	36.4	0.09%

Table 1: Engagement rate of 3 main social media accounts of Metro TV

From the table above, it can be seen that the level of engagement on Instagram occupies the highest order that is 0.18%, but Twitter ranks the highest in terms of the number of followers and the average content uploaded per day. According to the results of the analysis conducted by similarweb.com, the good level of engagement in each industry is different. But in general, the average engagement rate on Facebook is 0.09%, on Instagram is 0.18% and on Twitter is 0.045%. When compared with the data in table 1, Facebook and Instagram are already at the average, while Twitter is still below average.

Based on the explanation above, the researcher is interested in seeing "How is the implementation of cyber public relations carried out by Metro TV as a media company in building public engagement on social media?" In accordance with the problems and research focus, the research objective to be achieved from this study is to see how the implementation of cyber public relations carried out by Metro TV as a media company in building public engagement on social media. This research is expected to contribute thoughts, information, benefits, and study materials of communication science, especially Cyber Public Relations. In addition, this research is also expected to be a reference for organizations or companies in developing the implementation of Cyber PR in building public engagement on social media.

### **Theoretical Study**

Research on Cyber Public Relations has certainly been carried out by many other researchers, ranging from strategies, patterns, implementation, to evaluation of activities. The following are some of the previous studies that have been conducted by other researchers:

The first study entitled "Activities of Cyber PR of O Channel TV in Promoting Their Company on Instagram" was conducted by Kurniastuti Kusuma and published in the American Journal of Humanities and Social Sciences Research (AJHSSR). This research, which uses a qualitative descriptive method, aims to explain and analyze cyber PR activities on O'Channel TV. The results of the study show that Instagram is used as a medium to promote various cyber PR programs and activities including scheduling, monitoring, responding, creating messages and evaluating (Kusuma, 2018).

The second research was conducted by Inez Gabrina and Suharyanti with the title of Cyber PR Strategy Analysis of PT. Pertamina (Persero) for the Socialization of 12 kg LPG Price Adjustment (Case Study on the Kompasiana Blog Competition by Pertamina). This study uses a case study method to determine the background of choosing cyber PR as a socialization strategy. The results showed that the socialization of 12 kg LPG through a cyber PR strategy was strategic enough and triggered a positive response from the community, as evidenced by the reduced intensity of the public turmoil (Gabrina, 2013).

Subsequent research entitled Cyber PR Strategies in Image Formation of Private Higher Education Institutions conducted by Gita Aprinta. In this study, it can be concluded that cyber PR gives new meaning to PR practitioners, especially in shaping the positive image of private universities. Through cyber PR, communication between private universities and the public can be bridged faster and easier (EB, 2014).

Prior to carrying out this research, the researcher conducted a study entitled Cyber PR Strategies in Start-Up Companies in Building Brand Awareness (Study on Jendela 360 Start-Up Companies). This study aims to describe the strategy that cyber PR used by Jendela 360 to build Brand Awareness Because the activities of start-up companies are mostly carried out in cyberspace. The method used in this research is descriptive qualitative with data collection methods in the form of interviews. The results of the study indicate that the cyber PR strategy carried out by Jendela 360 as a start-up company in building brand awareness is by increasing SEO through writing, releases and posting on social media (Susilo & Putra, July 2019).

Unlike previous studies, this study focuses on the implementation of cyber PR on Metro TV as a media company in building public engagement on social media. On the other hand, the similarity between previous research and research to be carried out is the concept used, namely cyber PR. Thus, previous research has contributed to strengthening the concept and can also be a comparison for the results of this study.

### ***Public Relations***

In an organization, we need a special platform to deal with problems related to communication for both internal and external publics. That platform is public relations which aims to uphold and develop a favorable image for the organization or agency, against internal and external public targets.

Public Relations the art and science of sharing the results of discussion, protecting and keeping relevant news and information growing attached to the image, in the awareness to build reputation. Therefore, Public Relations today is more concerned with two-way communication. Unlike the Public Relations in the past which communicated in one direction, nowadays a Public Relations person is also open to receiving input and suggestions, discussing to achieve an optimal understanding of a problem.

According to Cutlip, Center, and Broom, activities of Public Relations can run well and achieve their goals, so we need a method of stages or steps of the Public Relations process which is the basis, namely: (1) Defining the Problem (fact finding), at this stage, is an activity. income data and facts. In the research phase, the bias has the character of "opinion research", which is research on public opinion regarding a matter or problem. After that, an evaluation of the facts and information is carried out to determine the next decision; (2) Planning, from the research stage to the planning stage. In this stage, compiling a list of problems. With this list, it will be possible to think quickly to overcome it and at the same time determine the people who will be able to work on the implementation later. A plan is a mixture of wisdom and ordinances. The policies from the leadership become the guidelines for the thoughts and actions of the officials and procedures including the selection of actions that will be carried out later in the

implementation stage; (3) Action and Communication, take action and communicate. The third step is implementing action and communication programs designed to achieve specific goals for each public in order to achieve program objectives; (4) Evaluation, the last step in this process is to assess the preparation, implementation and results of the program (Cutlip, 2013).

Public Relations is said to have a function if it can show an activity that is clear and different from other activities within a company. The functions of Public Relations Are as follows: (1) Supporting management activities in achieving organizational / company goals; (2) Fostering a harmonious relationship between the organization and the external and internal public; (3) Creating reciprocal two-way communication by disseminating information from the organization or company to the public and channeling public opinion to the organization or company (Effendy, 2009).

### ***Cyber Public Relations***

The development of Public Relations (PR) cannot be separated from the development of communication technology. The influence of communication technology on PR can be formed as a tool / media or a new form of PR activities, which gives rise to the terms Cyber PR, PR Net and other activities in the form of PR names or fields of study in Cyber World (Soemirat & Ardianto, 2010)

The Internet is a loose network of thousands of computer networks reaching millions of people around the world. Its original mission was to provide a means for researchers to access data from computers, but now the internet has developed into a very fast and effective communication contest, so it has come a long way from its original mission.

Until now, PR uses the internet as a means of communication, and a lot of communication is done using the internet more efficiently in terms of time and distance. Many experts say that the use of the internet can be done especially in times of crisis communication, problem identification, management and interactive communication. Another objective is to produce and send electronic messages to target groups in marketing and communication activities. The main tasks or focus of Cyber PR include: (1) Maximizing online media to use electronic message delivery to the public or local, national, regional and international media organizations. In this case also includes the delivery of supporting data on social media; (2) Making the company's product or business published, so that a PR is required to be creative and competent in processing data into information that is input into the website. Because it is published in cyberspace, PR has the responsibility to operate the company's social media role to the fullest. All of that so that visitors are interested when accessing it (Onggo, 2009).

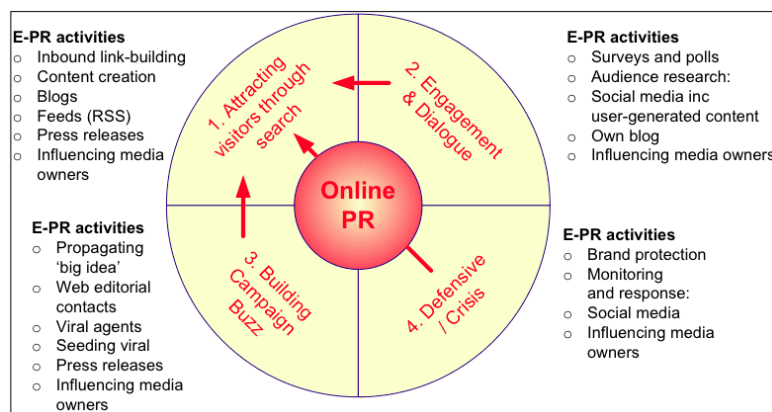
Cyber PR is a popular activity that is widely used by companies and organizations in increasing engagement with the public. In addition to being a way out for communication barriers, namely distance and time, cyber PR provides advantages over PR activities using conventional media such as building strong relationships between companies or organizations and the public because the communication carried out is two-way communication, so that the interaction between both become more personal. This cannot be done directly by media such as television and newspapers. Based on the results of research from Smart Insight, cyber PR activities can be grouped as follows:

- 1) Search Engine Optimization (SEO), which can be used by PR to create specific keywords related to image and reputation building. This activity can also be enhanced with the production of digital content and publications, as well as the involvement of the community blogger or content creator.
- 2) Building engagement and space for dialogue, in this case the company can produce content that matches the characteristics of followers and is present to provide space for two-

way interaction through social media platforms to create a more personal quality of communication. Companies can also involve the audience in the decision-making process, share information and provide advice on communication activities or company performance.

3) Creating digital campaigns, this activity is often an extension of campaigns that are carried out conventionally. This is done to target more publics so that more massive conversations occur and form a level of awareness. Apart from containing specific information or agendas, online campaigns also contain elements of virality. The elements are formed through a creative process and the involvement of key opinion leaders so that the public can get certain experiences when consuming them. Viral content is also an indicator of campaign success, so the campaign has the opportunity to be published in the mainstream media.

4) Crisis mitigation and control, where social media is a prone place to create an issue. Therefore, companies must be able to monitor the media as an effort to control issues. In a crisis situation, social media can be a channel for solving problems and clarification, so that other media can replicate this information to a wider audience (Smart Insight, 2018).



Picture 2: Cyber Public Relations Activities

With the implementation of Cyber PR, companies are expected to obtain 3 important things: Relations, Reputation, and Relevance (3R). This means that there are interactions and relationships that are built between the company and the target public so that it can improve reputation through relevant activities.

### ***Engagement***

The term engagement is closely related to social media, which can be interpreted as public participation / involvement in the media that occurs on the interaction between brands and consumers (Evans & McKee, 2010). In the book *Social Media Marketing*, the stages in the engagement process are described as: (1) Consumption, which means consuming social media content in the form of downloading, reading, watching and listening. Consumption is the basic stage of starting all online activities, especially for activities in cyberspace. This allows consumers to share with each other even though they have never previously consumed the content; (2) Curation, namely the activity of selecting, filtering, sorting, responding or describing existing content. This process is an act of motivating others to participate and creating simple content that is easy for followers to understand; (3) Creation, in this stage customers are happy to create content to share experiences and publish what they do, what they talk about a brand or product in the hope that their contribution can be seen by a large community in it. The reputation of the company as a condition for motivating social interaction

is based on the quantity and quality of content creation by the company which will then be responded by the public; (4) Collaboration, is the main stage in social media because here customers have built solid activities so that they can form communities with other customers who use the same brand.

### **Research Method**

This study uses a constructivist paradigm. According to Morissan, in the constructivism paradigm, reality does not show itself in a crude form, but must first be filtered through how a person sees things (Morissan, 2019). Constructivism considers the subject as a central factor in communication activities and social relationships. Subjects have the ability to exercise control over certain intentions in each discourse.

The approach used in this research is qualitative with the case study method. According to Daymon & Holloway (2008), a case study is a research strategy with multiple sources of evidence from a unit of observation that is limited by a certain time and place. The case raised can be an organization, a group of people as a social unit or a working group, a community, an event, a process, an issue or a campaign. Meanwhile, Yin stated that the case studies were conducted using evidence obtained from empirical experiences in conducting investigations. The case study method can be used if: 1) the researcher has little information about the subject being studied; 2) the focus of research is a phenomenon that has taken place; 3) there are many sources of data (Yin, 2005). The benefits of case studies are to explain real-life cause and effect relationships, to describe a life context, to build an in-depth picture of a case, and to explore, namely by exploring a particular phenomenon in a time and activity and gathering detailed and in-depth information. by using a variety of data collection over a certain period.

The subjects of this study were divided into two, namely the main informant and supporting informants consisting of: (1) Widya Saputra, Head of Public Relations Metro TV (key informant), in which informants were selected based on their job descriptions which included the formulation of key messages on identity and corporate communication programs, establishing good relationships with stakeholders to designing cross-communication strategies platform so that the main information needed in research can be obtained; (2) Mayang Ulfah, Metro TV Social Media Specialist (supporting informant), who is technically involved in the design of visual communication in accordance with the characteristics of each managed social media. Its role also includes providing insight into uploaded public relations product, tabulating and processing interaction data to be used as evaluation material for digital communication work; (3) Zachary Lee, Australian SBS Journalist and Metro TV Social Media Follower (Supporting informant), who is a journalist from Taiwan (multimedia producer BBC Hongkong 2018-2020, currently SBS Australia correspondent) who is currently pursuing a master's degree in media studies at Ateneo de Manila University, was involved as an additional informant to get external perceptions about Metro TV's social media performance.

Data collection techniques used in this study include: primary data will be collected using in-depth interviews, while secondary data is obtained by means of observation and literature study through data search or various kinds of writings that can be linked to research and research. problems originating from newspapers, magazines, journals, the internet, books that can support this research data and to analyze this research.

Data and information obtained from interviews will be collected and analyzed based on certain methods. At first, the researcher will use the reduction method which in general will reduce all interview statements and formulate them into the essence of experience. After the reduction process, the research will present the data with the steps or stages of organizing the data, that is, weaving one data with another data group so that all the analyzed data are really

involved in one unit because in qualitative research the data is very likely to accumulate. The data are then presented in the form of groups or clusters which are then linked to each other according to the theoretical framework used. After that, the conclusion is drawn and tested. The technique of checking the validity of the data used was triangulation. Triangulation is a data validity checking technique that utilizes something other than the data and for the checking or comparison process of that data. Specifically, the triangulation technique chosen in this study was source triangulation, by comparing and checking the degree of confidence of information obtained from various data sources.

### **Research result and discussion**

After going through a series of in-depth interviews with informants regarding the implementation of cyber public relations of Metro TV in creating external stakeholder engagement through social media management, there are 4 focus areas in this study, including: (a) public relations function of Metro TV, (b) external stakeholder mapping and management of Metro TV, (c) cyber public relations management of Metro TV, and (d) online external stakeholder management.

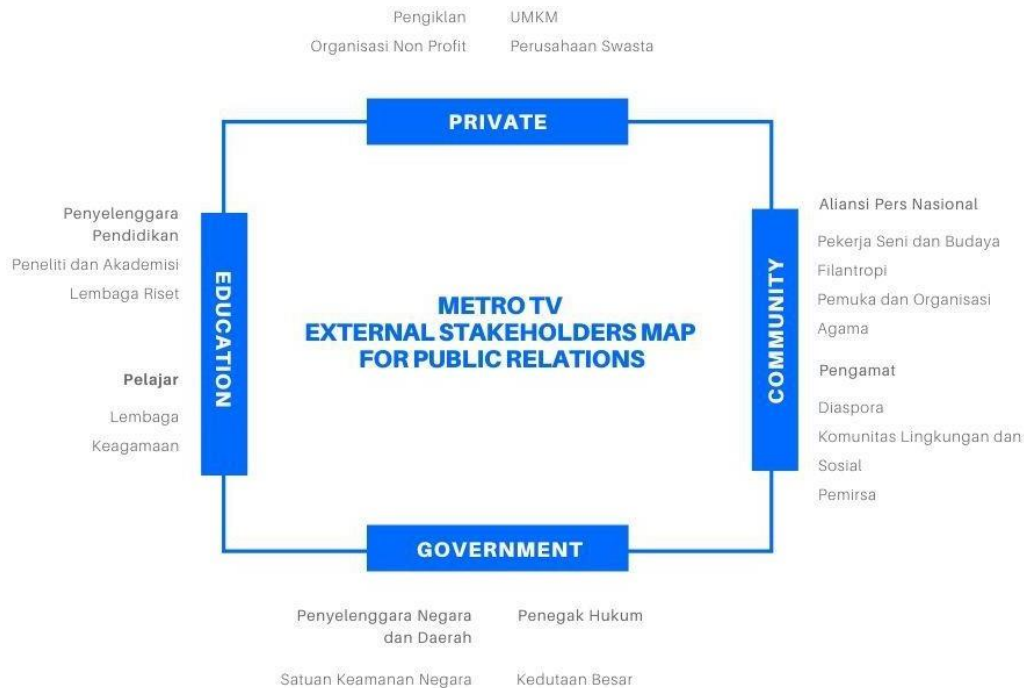
#### **The Public Relations Function of Metro TV**

As a media company, Metro TV has a Public Relations division under the control of Corporate Communication. In terms of function, Metro TV public relations is given the mandate to establish and maintain relationships with stakeholders in the framework of communication and business with the aim of maintaining the company's reputation. In addition, Metro TV's PR is also actively involved in crisis mitigation efforts. This is based on Metro TV's background as news television so that the company is surrounded by various social echoes. Public relations with the news division (editorial) and digital promotion periodically anticipates this by monitoring the circulation of news about the company and news produced on various platforms.

In carrying out its duties, Metro TV strives to be able to apply the 3P principle which stands for People, Profit and Planet. This principle is commonly known as the basic principle of corporate social responsibility activities where the first P means credible human resources, the second P is related to business, while the last P is related to efforts to save the earth through sustainability living. These 3 principles are also the basis for Public Relations in implementing its programs.

#### **Mapping of Metro TV's External Public**

As previously mentioned, one of the PR functions carried out at Metro TV is to manage good relations with stakeholders, both internal and external, through communication activities. The external public, as part of the business, certainly has an urgency for the company's existence. In its implementation, Metro TV always puts forward the elements of sincerity, transparency, trust, and closeness to individuals. Therefore, how important it is to be able to continue to establish good relationships with parties, which include: government, educational institutions, the private sector, and society from various elements, as illustrated below:



Picture 3 Metro TV External Stakeholders Map Scope of Public Relations

### **Metro TV Cyber Public Relations Program Implementation**

In order to meet the information needs required by external stakeholders as mentioned above, Metro TV Public Relations carries out various activities by utilizing various media owned by the company, including print, television, and digital media. This is certainly not a difficult thing for Metro TV as a media company in publishing company activities. On the digital platform, Metro TV has many accounts on social media. However, Metro TV's Public Relations division specifically only manages the @MetroTVToday account on Instagram and Twitter social media so that the implementation of the cyber PR program can be reflected in it.

As a media company that has been around for 20 years, Metro TV's PR itself only started managing the @MetroTVToday account in 2020 so that it eventually became a media liaison between the external public and the company. Previously, the account was managed by another team, namely digital promotion.

The use of these two social media accounts is motivated by the fact that Twitter and Instagram are able to become a dialogue space for the public so that on the other hand the company also gets information about topics that are currently being discussed. In addition, Instagram can also be used by companies to post stories and visuals about activities related to company values. Based on the results of an interview with Mayang, Metro TV's Digital Specialist, to date, the level of engagement on the @MetroTVToday Instagram account is still higher than Twitter, which is probably due to the high level of Instagram usage.

In its implementation, the Public Relations division collaborates with the Digital Promotion division which is indeed responsible for Metro TV digital activation. The form of collaboration can be seen from the division of tasks carried out, where the PR team documents and makes releases from company activities, while the digital promotion team packages the content.

In general, publication content that is disseminated through Metro TV social media is the company's annual routine agenda, education and PR campaign programs. It is not uncommon for the account to upload content which is a mirroring promo from Metro TV

programs as well as news taken from other channels that are also owned by Metro TV. For content about companies, the hashtag #InfoPRMetroTV is usually added to differentiate it from other content. The content displayed on social media is packaged in various interactive formats such as carousel posts, infographics, live report videos and live tweets. The following are some examples of publications uploaded by the PR division on the @MetroTVToday account: (1) Carousel Post, this format is commonly used to upload multiple photos in one upload via the multiple-post feature on Instagram. Thus, followers or visitors of the account can view some photos by simply scrolling through the images that have been uploaded by the PR team; (2) Infographics, usually used for educational content, contain outreach and campaigns related to environment, education and social issues. The purpose of using infographics is to simplify the message so that it is easier to understand; (3) Video and Live Report, used for content about company activities uploaded in the form of videos or Instagram stories. Through this live report, it is hoped that followers of Metro TV's account will get information about the activities carried out by the company; (4) Live Tweet, cyber public relations activity in the form of a live tweet, of course, can only be done on Twitter, where information about the company is published in 140 characters. This is intended to create a concise and concise impression, in accordance with the characteristics of Twitter itself.

### **Online Public Engagement**

Social media as a means of communicating, both between individuals and with companies, allows its users to have two-way interactions. To be able to interact with its followers, of course the company must first know the profile of the followers so that they can produce content according to their characteristics. Based on interviews with Mayang, it was found that the users who accessed Metro TV's Instagram account were around 196,200 - 198,200 people during prime time, with 62% of men and 38% of women aged 25-45 years. In general, it can be seen that the people who access these accounts are professionals who have a need to get the latest information.

In creating public engagement on social media, PR Metro TV has done several ways, including the following:

#### **(1) Involving Internal Key Opinion Leaders**

As media television, Metro TV certainly has many internal figures who are well-known to the wider community, including news readers and journalists who have more than 10 thousand followers. By utilizing internal key opinion leaders, Metro TV can expand the reach of information dissemination about the company, so that it can not only be seen by Metro TV account followers but also internal KOL followers. In addition, companies also do not need to have paid cooperation with external KOLs because in general Metro TV news readers or journalists have good credibility in the eyes of the public..



**Picture 4** Upload of @widyacatlady (Widya Saputri) on Instagram about Acronym of Metro TV

In this example it can be seen that Metro TV is trying to pack prevention socialization, transmission of Covid-19 and linking it to corporate identity. The content was uploaded by Widya Saputri, who not only served as Head of Public Relations Metro TV but also as a news anchor who had a role in the dissemination of this information.

(1) Mirroring Content on Various Platforms

Mirroring or replicating content on a number of platforms is a common practice on social media. This aims to expand information dissemination so that it is not only centered in one channel / media. According to Mayang, if the same content is uploaded on different social media, it will result in different levels of engagement. This is likely due to differences in the profiles of social media users.

(2) Looking at the Level of Engagement and Insights on Social Media

In social media, the level of engagement is an indicator of the performance of cyber public relations activities, which are generally presented in numbers. The level of engagement can be used to see how much potential content has in creating interactions and shaping public perceptions. The level of engagement can also be used as evaluation material that appears in the form of insight. Public Relations practitioners must have the ability to monitor and analyze media, especially social media, to be able to evaluate the success of a cyber public relations activity.

(3) Producing Relevant Content

The content produced by the @MetroTVToday account certainly cannot be equated with news content on other Metro TV accounts, because at @MetroTVToday the emphasis is on PR activities where the content uploaded is about companies that bring out a side of sincerity in each of its activities. This of course often creates a dilemma between maintaining good engagement values and producing humanist content, because usually content with high engagement value contains popular stories that are being hotly discussed. Therefore, Metro TV through the @MetroTVToday account tries to consistently present news that still has

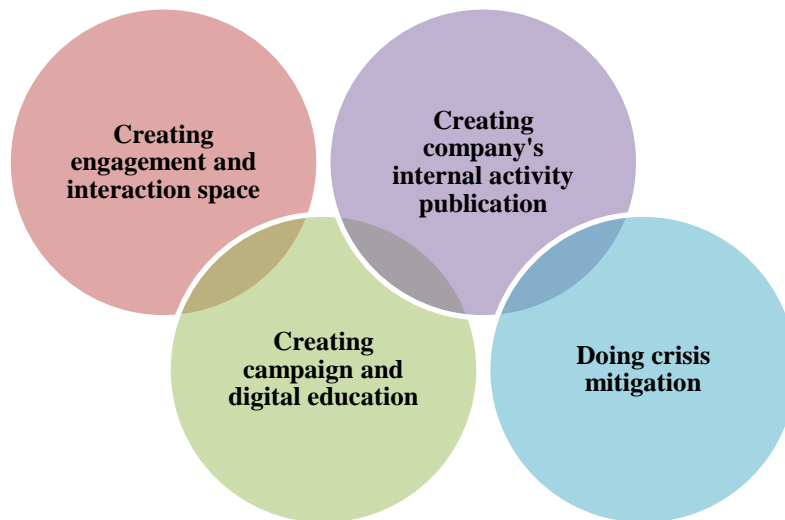
humanistic value from an interesting point of view. According to Mayang, posts that are relevant and tell stories usually attract the interaction of social media users where they become very sensitive to content that contains a human side. The form of interaction can be seen in the comments column, which usually raises many questions regarding donations and in the form of reposts in their respective accounts.

Metro TV's implementation of Cyber PR activities on social media has certainly received various responses from its followers, one of which is Zachary Lee who is also an international TV journalist. In general, he said that Metro TV's Cyber PR activity on Instagram was still less prominent when compared to other news accounts. But on the bright side, on social media accounts, Metro TV is seen trying to produce content that shows the company's sensitivity to the surrounding situation. This is of course in line with the working principles described above. In addition, the use of key opinion leaders from internal parties is also considered a good step because it can have an influence on the level of engagement and image formation of Metro TV.

Based on the research results, the researcher concludes that the implementation of cyber public relations by Metro TV focuses on 4 things, namely: (1) establishing engagement and interaction spaces; (2) creating campaigns and digital education; (3) publication of the company's internal activities; and (4) perform critical mitigation. When compared with cyber public relations activities released by Smart Insight (2018), it can be said that Metro TV has carried out similar activities, as explained as follows:

- (1) Build engagement and dialogue space, where Metro TV's PR tries to produce content that can encourage the interaction of netizens to comment, report, and what links they upload on social media. One of the ways Metro TV is able to attract engagement from the public is by adjusting the content produced to the profile of the audience that intersects with them. This can be obtained from the level of engagement that is usually provided by social media platforms;
- (2) Creating a digital campaign, in this case Metro TV also invites influencers or key opinion leaders from internal parties (such as journalists and news anchors who are well known to the public) to help with online campaign and educational activities;
- (3) In crisis control, as a media company, of course Metro TV is very close to various social problems and issues of closeness to certain parties. In order to prevent a crisis from occurring, Metro TV collaborates between the PR, news and digital promotion divisions to monitor the circulation of news about the company on its various digital platforms. Forms of crisis control include monitoring the media and uploading positive content about company activities;
- (4) Optimization of search engines, in this case Metro TV's Public Relations division, has not yet maximized the use of SEO (search engine optimization) because only two social media are used, namely Twitter and Instagram. However, for news content, of course it can be seen the use of SEO because Metro TV also has an online news portal so that it is widely visited by netizens.

The description of the implementation of cyber public relations carried out by Metro TV can be seen in the following picture:



**Picture 5 Focus of Metro TV Cyber Public Relations Activities**

The four things above are the focus of cyber public relations activities carried out by Metro TV in an effort to create closeness with external stakeholders. The various activities above can be conveyed in various ways, such as through carousel posts, infographics, live reports and live tweets.

In terms of social media management, researchers tried to compare it with the concept of PR program management initiated by Cutlip, namely: fact finding, planning, communicating, and evaluating. The workflow of the PR division that collaborates with the digital promotion division in managing programs on social media, among others, is as follows:

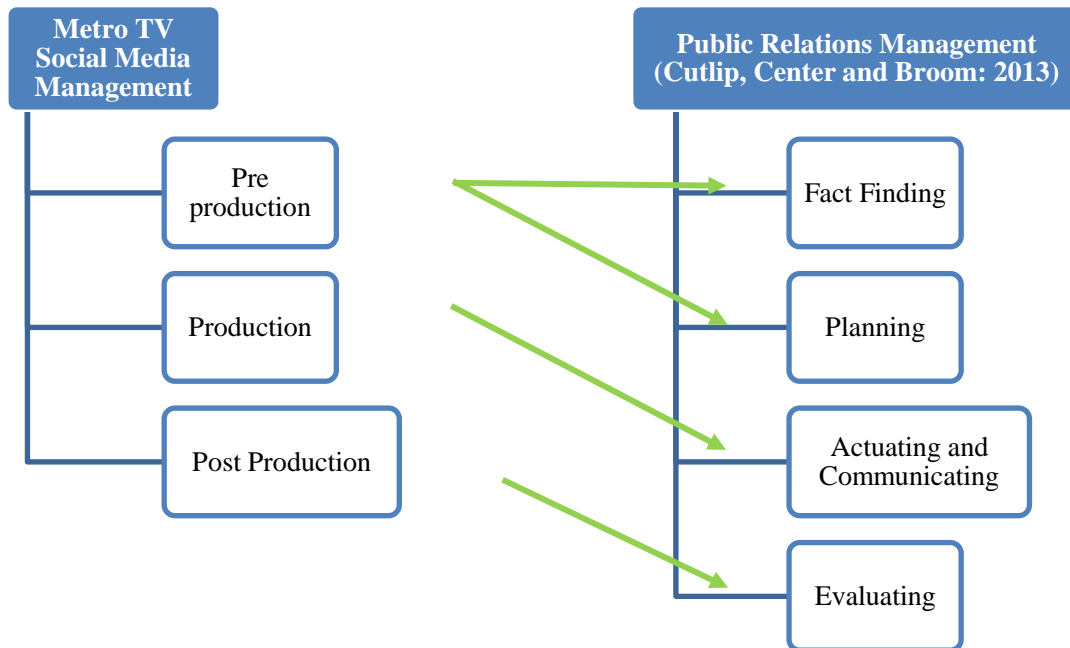
(1) In pre-production, this stage is generally the same as the fact finding and planning stages in the concept of PR program management, which contains a discussion of the issues to be raised and also program planning. For content regarding the publication of company activities, this stage is usually made simpler, namely by discussing the packaging format and selection of social media only. However, for heavier content, such as social, environmental and educational campaigns, the process will begin with conceptualizing ideas that depart from the problem, determining objectives that become solutions to these problems, then planning creative program implementation.

(2) Production, this stage is a communication action that focuses on the production and publication of content to predetermined social media platforms. At this stage, the digital promotion division is also actively involved in content creation initiated by the PR division. Content that is produced and uploaded to social media includes carousel posts, infographics, live reports and live tweets. Not infrequently, these contents also involve internal key opinion leaders and mirroring on several digital platforms owned by the company with the aim of increasing engagement rates while continuing to strive to create relevant content.

(3) Post-production, this stage is generally the same as the evaluation process, in which the internal company tries to measure the success of a PR program that is run online. In this stage, engagement rate and insight can be used as a basis for evaluation to make improvements in the next program.

(4) Basically, the workflow carried out in the process of managing social media content is in line with the concept of public relations program management that is commonly known to the public. However, the use of the terms pre-production, production, and post-production is unique because as a news company, Metro TV tries to use terminology that is closely related to the company's business activities. In brief, the comparison of the stages of managing Metro TV

social media content with the concept of PR program management can be seen in the following figure:



Picture 6 Comparison of Metro TV Social Media Management Implementation with PR Management Concepts from Cutlip, Center and Broom

### Conclusion and suggestion

Based on the research results described above, it can be concluded that the implementation of Metro TV cyber public relations focuses on 4 main activities, namely: forming engagement and interaction spaces, creating digital education and campaigns, publication of internal company activities, and undertaking crisis mitigation. The implementation of Metro TV cyber public relations is a collaboration between the Public Relations division and the Digital Promotion division which utilizes two social media platforms, namely Instagram and Twitter. Metro TV's cyber public relations implementation in creating public engagement on social media includes engaging key opinion leaders from internal companies, mirroring content on various platforms, monitoring engagement levels and insights on social media, and producing content that is relevant and contains a human side. Social media management as a form of implementation of Metro TV cyber public relations is carried out in 3 stages, including: pre-production, production and post-production.

The suggestions that can be given for further research are using a quantitative approach to measure the effectiveness and influence of cyber public relations activities that have been carried out. In addition, the next researchers can also focus on other digital platforms such as company websites, Youtube channels, as well as research on search engine optimization conducted by Metro TV. In practical terms, the advice that will be given to the company (Metro TV) is to be able to optimize search engines because based on research results it is found that SEO has not become the focus of digital public relations activities. In addition, adjustments between the content made and the target external stakeholders also need to be reconsidered. When viewed from the profiles of Metro TV social media users, there are differences with the external stakeholders that have been determined by the company.

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