



Implementation of Cyber Public Relations of the Tourism and Culture Department at Kebumen Regency in Disseminating Tourism Information through New Media

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ABSTRACT

Cyber public relations are a new breakthrough in the field of public relations. One of its roles is as the spearhead of information which is required to be able to distribute information as widely as possible. In this case, the presence of cyber public relations is one of the answers to these challenges. Cyber public relations by using internet-based new media have been implemented by the Tourism and Culture Office of Kebumen Regency in disseminating tourism information as well as expanding the target audience. This study aims to determine the application of cyber public relations at the Kebumen Regency Tourism and Culture Office in disseminating tourism information through new media. The method used is descriptive qualitative with Holtz's cyber public relations theory which has four indicators. The results of this study found that regarding the first indicator, namely strategic, it has been pursued well through media management, publication schedules, forms of information delivery, and collaboration. Next is integrated by using new media, especially social media and websites. Targeted by identifying the audience based on age and doing paid promotions. Measurable by conducting media analysis such as looking at insights and followers.

INTRODUCTION

Development technology in the era of globalization very noticeable, especially in field communication and information. Flow turnaround information is also becoming very fast, the need will information also not There is stop. Phenomenon This become very crucial for public relations practitioners. Public relations are highly expected, in in coverage his job for give information, even look for solution for the problem in the middle faced.

There is significant difference to method public relations work, want No Want to must changed for developments that occur, with digitalization in various aspect. Presence technology information and communication specifically with the existence of new media based on internet naturally utilized for help work public relations practitioners, up to E-PR or electronic public relations was born. E-PR is PR or public relations initiatives that use internet media as a means its publicity (Onggo, 2004). In Indonesia this PR initiative more known with the term cyber public relations (Onggo, 2004). The presence of new media has become a new strategy in operate his role as the spearhead of information No exception for PR practitioner in an agency government for to spread information.

Department of Tourism and Culture Regency Kebumen is element executor affairs government in the field of tourism and fields culture that becomes Regional (BPK RI, 2021) authority. Which in to organize affairs in the field tourist with implementing cyber public relations that has utilizing new media in affairs its publication. The application of cyber public relations is also becoming effort for the Department of Tourism and Culture Regency Kebumen For answer challenge developments in the era to spread information tourist for get satisfactory result with more reach wide.

However, if speak about tourism, Kebumen own potential tourism that is not lost proud from area other. Potential diverse tourism starts from nature, beaches, culinary and history will be very potential if developed become industry tourism. Various effort done with intensified done so that the potential and destination tourism in the Regency Kebumen known in the eyes public Good local or overseas.

That matter naturally become task big for the Tourism Office and Regency Regency Kebumen as agency in charge of the sector touris, also the task of public relations, namely to spread information. However fact unique it was found that the Department of Tourism and Culture Regency Kebumen This No have a public relations division or public relations division specifically for its smoothness current information and public relations tasks then BAKOHUMAS was formed as stated in KEBUMEN REGENT REGULATION NUMBER 050/48 OF 2023.

BAKO PUBLIC RELATIONS Department of Tourism and Culture Regency Kebumen located in Subsection General and Personnel. Which automatically BAKO HUMAS also has other tasks such as as it is administration. The number of the task that is carried out and worried about will influential to activity public relations.

Department of Tourism and Culture Regency Kebumen emit Policy namely for each field also becomes part or Member of BAKO PUBLIC

RELATIONS Department of Tourism and Culture Regency Kebumen. For each other cooperate in publish information. Considering information tourist become crucial information, then special For information tourist managed by the Field Marketing.

For can give information the best tourism so required strategic implementation of cyber public relations. With a number of must do noticed. Again Because This Because information tourist become crucial thing therefore need existence design good communication so that information the can accepted with good , give understanding, and most importantly is impact from information the can create profitable action. Besides That sophistication from new media such as as well as social media and websites in to spread information as well as reach more targets wide also utilized with Good.

At least effort strategic application of cyber public relations This become commitment For Keep going give information tourist to society also prevents existence lag perceived information, even though matter the Still have a chance For happened. Ca n't denied limitations in management Not yet fully resolved.

The problem from study This is How Implementation of cyber public relations for the Department of Tourism and Culture Regency Kebumen as in to spread information tourist through new media. While objective from he did study This is For know How Implementation of Cyber Public Relations for the Department of Tourism and Culture Regency Kebumen in to spread information tourist through new media.

To effectively communicate tourism-related information, a strategic implementation of cyber public relations is essential. Various aspects need to be considered, such as designing an effective communication strategy to ensure the information is well-received, understood, and, most importantly, leads to beneficial actions. Additionally, leveraging the capabilities of new media, including social media and websites, is crucial in expanding the reach of tourism information.

The strategic implementation of cyber public relations is a commitment to continuously providing tourism information to the public while minimizing information gaps. However, challenges remain in the management process, as certain limitations have yet to be fully resolved.

The main issue in this study is understanding the implementation of cyber public relations at the Department of Tourism and Culture of Kebumen Regency in disseminating tourism information through new media. The objective of this study is to analyze how cyber public relations is applied in the department's efforts to spread tourism-related information through digital platforms.

THEORETICAL REVIEW

Cyber Public Relations

In the era of development technology information and communication, PR practitioners are required for more active and creative in operate his duties, one of method for fulfil demands the is with take advantage of the internet which has impact big to progress of communication process. Therefore, internet lately This becomes breakthrough new in the world of public relations later known with cyber public relations alone. In scope Work public relations, cyber public

relations became initiative Good as means publicity. Cyber public relations are become continuous innovation reviewed and developed in its utilization namely convey information to public with as best as possible.

Considering that public relations has a vital part in an organization, then in operate his job sued For Keep going active and creative. Especially in matter follow the trend above progress of the times, if public relations practitioners do not sensitive to what happened around it, then organization will potentially experience lag. Therefore, become must for a public relations practitioner for monitor condition around use create creative ideas that can made into as step for reach objective organization. Then in the era like Now this is the one and only advanced cyber public relations with utilization of the internet becomes effort for face challenge the.

Utilization of the internet for support public relations performance of course No become a question again, because the internet with its sophistication brings big impact in to achieve popularity and multifunctionality from internet media That themselves. From both matter which is then will petrified in building and maintaining branding and strength for face the world. Therefore, that cyber public relations is utilized for support PR activities in achieve its targets and goals.

Cyber public relations become PR derivatives whose domain is refers to PR activities that exist in cyberspace. With utilizing digital media of course would be very helpful in reach a wider target wide and not limited. With using digital media will to knock down the wall that became barrier in distribution information and communication namely distance. cyber public relations now considered Far more effective and efficient, as well as produce enough impact significant.

That matter can proven existence, initially is via Holtz with output Public Relations on the Net book which became edition First Then give influence to organization for start consider the generation that will come with internet presence. Online public relations generation next, according to his thoughts, combining four characteristics comprehensive namely as following:

1. Strategic

This strategy designed For influence results business. Related with context This is planning designed and implemented communications with Good expected information conveyed can accepted, understood, and created effects certain or opinion on the communicant, according to with what is expected and profitable communicator.

2. Integrated

They using the internet as more elements wide from plan communication. The communication media utilized own form like as for new media, which is new media no let go from network the internet then capable distribute information with wide and mutual reach connected.

3. Targeted

They using the internet based on its advantages compared to form communication other for reach targeted audience in a way specific. Advantages internet of course apparently not can avoided again, the internet

is capable reach audience based on a larger target specific for optimize dissemination information.

4. Measurable

Plan covers ways that can be used For evaluate effectiveness effort said. Assessment to planning effective communication capable give results from what has been implanted or has attempted in a way measurable. A Public relations practitioners should to do evaluation from effectiveness and success from effort yes communication to be he did via the internet (Holtz, 2002).

Tourism Information

Information tourist is a number of message , explanation or description about related activities with interaction tourists , good local whether international as well as various party or companies that give service to tourists and also parties close government the relation with field tourism and industry creative (Atmadi & Sepang, 2018).

Information frequent tourism We meet contains matters concerning destination tourist start from location , price tickets , facilities , and some matter others . The existence of information tourist will make it easier candidate traveler For get description related destination to be visited . Information tourism will also influence to decision and also opinion We so that will cause effects and certain action.

New Media

New media or more We know with new media is digital form of deep media its use need internet network use give function For transmit various messages and information Good in the form of text, photos, videos, and so on. However the most prominent thing from new media that is form its sophistication so that give ability For connect fellow its users and improve communication.

One of scientist namely, McLuhan produced new media theory that originates from from draft his later thoughts known as a global village or village new, which the media becomes extension human. Which then mentioned as global village. new media own ability in control and choose the information Alone in accordance with what is desired. New media own very form diverse and continuous develop follow development technology information and communication. New media own form beginning as interactive digital technology so that can facilitate its use for can two- way communication. However then keep going continuously develop until reach point the discovery of the internet like now that is happening We feel This. Characteristics main new media is interactivity. Interactivity is term daily Where use of new media involving two or more people more participants who interact with each other produce, distribute, and at the same time accept message with facilitated technology computer. Computer mediated communication stands on principle interactivity, which at the same time become new media differentiator on old media (Nugroho, 2020).

METHODOLOGY

In the research this used paradigm qualitative a type of constructivism that views that knowledge that no limited to results experience to facts, but also includes from results construction thinking the subject being studied. The approach used is qualitative with method descriptive. Which is intended use do depiction conditions in the field in a way real with proper interpretation and interrelated data sustainable. Namely between application of cyber public relations with utilizing new media to spread information tourist.

Research data divided into two types namely primary data and secondary data, which are obtained with technique data collection in the form of observation, interviews, and also documentation. Stage First done observation to social media and also the website used by the department of Tourism and Culture Regency Kebumen. Then interview done with one of the Sub-Section Staff General and Personnel which is also the Bako Public Relations of the Tourism and Regency Office Kebumen and one of the staff in the Field Marketing . And documentation that researchers get from results of capturing cyber public relations activities via social media and websites.

next step namely data analysis conducted with three stage namely data reduction, data presentation, and drawing conclusions. This is done data reduction will give a better picture clear and also makes it easier researcher in do advanced data search and collection if required in the research process . Presentation of data then will make it easier researcher in understand what is the truth happen and plan step continue based on what has been understood . Withdrawal conclusion is stage final.

RESULTS AND DISCUSSIONS

Department of Tourism and Culture of Kebumen Regency is element in implementation government For field tourism and culture specifically for area Regency Kebumen That alone. One of the duties and responsibilities the answer is give information to society, one of which is related with tourism. Speaking about information close the relation with role a public relations or PR practitioner. Department of Tourism and Culture Regency Kebumen also started apply service information through the role of public relations.

However, development of public relations today This Already very advanced specifically with presence breakthrough new in the field of public relations, namely cyber public relations. The existence of with the existence of new media, which then used as tool for to spread information, in particular is information tourist Kebumen which has untapped potential lost interesting with other areas. However, the implementation of cyber public relations must also be balanced or must applied with consider characteristics from cyber public relations Alone namely strategic, integrated, targeted, and measurable in order to create strategic application of cyber public relations.

Strategic

In cyber public relations activities in particular in to spread information, communication process must create with Good so that can affect the results business. Therefore, before to spread information public relations practitioners' must can compile or plan strategies for can create effects certain so that objective

from disseminated information the can achieved. For the Department of Tourism and Culture Regency Kebumen also has its own strategies for can reach strategic implementation of cyber public relations specifically with utilizing new media. The strategies used is as following this:

1. Media Management

Based on the data obtained from results observation and interview, found that the Department of Tourism and Culture Regency Kebumen This it turns out No have a public relations or public relations division special. However, although no have a public relations or public relations division specifically, the role of public relations in particular in to spread information must still walk. To respond to matter the BAKOHUMAS was formed in accordance with with the DECREE OF THE REGENT OF KEBUMEN NUMBER 050/48 OF 2023. BAKOHUMAS at the Department of Tourism and Culture Regency Kebumen located in Subsection General and Personnel. For avoid existence ineffectiveness in operate role of public relations, Department of Tourism and Culture Regency Kebumen take step namely with involving all field, especially Field Marketing.

Therefore, social media management shared into two, which differentiates both of them is objective from delivery information. Media managed by Subsection General and Personnel aiming for to inform activities and policies of the Department of Tourism and Culture Regency Kebumen. While the media managed by the Field Marketing aiming for to spread information and promotion tourism. The existence of distribution media management also so that it can focused on the goals to be achieved achieved.

2. Intermediary In Convey Information

Before to spread information, things that need to be done be noticed is form information or the message to be conveyed delivered said packed in form or intermediary like what. Because of the form or intermediary information will influential to amount as well as understanding audience in accept every time information. Amount and understanding audience become a very important thing, especially in context information tourism which is also becoming form expected promotion can to give beneficial effects for agency.

In the present time This with sophistication technology and integration from multimedia elements become views and initiatives new as intermediary in convey information. Considering matter said the Department of Tourism and Culture Regency Kebumen start consider and prioritize delivery information tourist with video intermediary which is combination from multimedia elements in the form of audio, video, graphic, text, even animation of course more interesting. That is Enough relevant for applied the reason bring good opportunity to number of views and feedback from public.

3. Determine Answer Publication

The existence of timetable publication be one of effort in build a sense of commitment For Keep going do publication. Which with consistent publish information will bring good tendency namely to form awareness public also

good branding for installation or tourism in the Regency Kebumen which has potential. With Keep going active and updated about information tourism will also the more arouse curiosity audience for visit.

For respond to matter said, the Department of Tourism and Culture Regency Kebumen own event calendar, which of course become reference for do publication. But activity publication naturally No only based on the event calendar, Department of Tourism and Culture Regency Kebumen Keep going strive for do activity its publication every day to stay consistent.

4. Collaboration Content

Lately This with do collaboration content for social media be one of mainstay for reach success in to spread information. Especially For reach out a wider audience wide, and influence opinion community. Collaboration content done with influencers or content creators who have influence for his followers. Impact positive with do collaboration Enough felt by the Department of Tourism and Culture Regency Kebumen specifically for to spread information tourist as his efforts in influence results business with range certain information wider. Besides proficient in influence opinion public collaboration with influencers also expanding range information so that role collaboration the become effective. Besides influence on brand, opinion and reach information. Collaboration with Influencers also have an influence to the rise number of followers and also views. This also becomes positive things that will have a chance big in make it a success purpose, in matter this is what it's about with the Department of Tourism and Culture Regency Kebumen is known to him potential tourism in the Regency Kebumen with hope will impact Good for increasing amount tourists and also advance tourism in the Regency Kebumen, which will also impact Good bary economy area and community local.

Integrated

Integrated This is use of the internet as element from planning more communication wide. Its sophistication can to spread more information wide be the right media for connect communicator with communicant, practically activity the moment This done through new media. Following demands development of the era of the Department of Tourism and Culture Regency Kebumen, start implementing cyber public relations with utilize new media to to spread information with more reach wide.

Based on observations and interviews conducted with the staff of the Department of Tourism and Culture Regency Kebumen, for moment This has utilizing new media, namely social media and also websites. There are several types of social media used start from Instagram, TikTok, and Twitter, some of which big its users is child young. As for Facebook, the average user is is those who continue age. Also, YouTube which is used diverse start from old until young. In addition to the social media of the Department of Tourism and Culture Regency Kebumen also utilizes the website to give service as well as dissemination information. However, with limitations of the Department of Tourism and Culture Regency Kebumen utilization of internet- based new media

Still not optimal. For example, from that's all many social media are used There is some of which are abandoned, even Posts the last one Already a number of last years without existence update information in it. On the website there is also feature or menu that is not can accessed without existence information or repair.

Targeted

Sophistication from the internet to produce advantages so that its use utilized use reach more targets specific especially in the application of cyber public relations. Dissemination information tourism carried out by the Department of Tourism and Culture Regency Kebumen must have clear and structured targets, so that will help going to precise targets and objectives from publication information the can achieved.

For reach more targets specific specifically with use internet, Department of Tourism and Culture Regency Kebumen do efforts so that the specific target that's it can achieved. The efforts that have been carried out by the Department of Tourism and Culture Regency Kebumen among them in as following This:

1. Identification Audience

Before information published, we as public relations practitioners must also own objective to Who information they will be delivered. Audience as recipient message or important components in activity dissemination information must true, true be noticed. The purpose is so that the information conveyed can with easy understood by the audience.

Department of Tourism and Culture Regency Kebumen do identification audience based on age, which is the thing the later will influential to method delivery information. On Instagram for example, where users are majority child young, eat information conveyed Good from aspect writing or form the intermediary must customized with what is relevant with child young. And must Keep going renewable or follow trend so that will more interesting interest child young on the contrary with Facebook being the majority its users are carry on age and website which is the official media, then from aspect the writing must also be truly be noticed so that the information there is accepted with Good.

2. Do Promotion Paid

This is also very relevant in the future now, besides practical and can done alone, use promotion paid specifically via Instagram is also rated more cut cost if in comparison with promotion paid in a way conventional, so that matter the more effective and efficient. Based on its capabilities in reach a wider target specifically, Department of Tourism and Culture Regency Kebumen also participated take advantage of it. Because in the promotion paid provided by Instagram give freedom to its users for determine Alone the target that can in the form of category Location, age, interests, even gender of the audience.

Utilization promotion paid in to spread information tourism by the Department of Tourism and Culture Regency Kebumen naturally give significant impact to number of views or followers. This is grown out of curiosity audience

to ads placed on social media. Even also calculated for number of followers, views, or visitors originate from various area outside Kebumen.

Measurable

The last indicator namely measurable which is planning communication created in the form of the intended means for give effectiveness to effort communicating that has been done. This is important for done in implementation of cyber public relations, the article must There is effectiveness or impact after utilization of communication media.

So far observation researchers and activities interviews conducted for know how cyber public relations implementation, Department of Tourism and Culture Regency Kebumen enough and enough active in do activity disseminator information specifically For field tourist with utilizing new media. Moreover, formerly before do publication information, strategies are developed, one of which is with existence timetable publication.

The use of new media as tool in to spread information is also sufficient relevant and effective in the future Now this. Moreover, if consistent in do publication information of course will invite interest society and goals from instant One one by one will achieved. Through the sophistication of our new media can measure how far is the interest public with the information we have publish. That is can monitored with there is insight. However, insight checking is a must done in a way periodic Because will become description how far we are known by the public through information that is published and becomes method detect problem For Then to design form relevant communication with current state happen.

CONCLUSIONS AND RECOMMENDATIONS

Strategic, which is planning communication for influence results business, by the Department of Tourism and Culture Regency Kebumen taken with some method namely like differentiated media managers use optimize dissemination information tourism, compilation timetable publication, form delivery information, up to collaboration content with influencers or contact creator. Integrated, that is utilization of the internet for reach wider. The types of new media that are utilized for to spread information in the form of social media, including There are Instagram, TikTok, Facebook, Twitter, and YouTube.

Besides there is also a website belonging to the Department of Tourism and Culture Regency Kebumen. However, from the media there are some media that are used Still not enough maximum. This is Enough it's a shame, because if utilized with Good Eat will influential positive to effort dissemination information tourism. Targeted, namely use of the internet based on its advantages for reach a wider audience specific. The efforts made by the Department of Tourism and Culture Regency Kebumen For reach more targets specific is with do identification audience based on also general characteristics of new media used. Then, the next effort namely with utilise promotion paid on Instagram which is the Department of Tourism and Culture Regency Kebumen can have own specific target start from location, age, interests to gender. Measurable. The existence of measurable results use see effectiveness and success communication that is carried out. These efforts

taken with analyze the media used namely from insight and also followers. However, effort the must done in a way periodic for get good results. From the results the show that fourth indicator has done in implementation of cyber public relations. However, there is a number of notes to be noted fixed and optimized for get results best.

FURTHER STUDY

Further studies should explore the effectiveness of each new media platform used by the Department of Tourism and Culture of Kebumen Regency in disseminating tourism information. A comparative analysis of engagement levels on different social media channels, the impact of influencer collaborations, and the success of paid promotions could provide valuable insights for optimizing their digital strategy. Additionally, an in-depth evaluation of audience segmentation and targeted communication efforts could help refine the approach to reaching a broader and more specific audience.

Another important area for future research is the role of technological advancements in cyber public relations, including the use of artificial intelligence, data analytics, and automated content management systems to enhance efficiency. Examining how these technologies can improve content personalization and audience engagement would be valuable in modernizing PR strategies.

Future research should also examine the challenges faced in implementing cyber public relations, including resource constraints, budget limitations, and content management issues. Identifying strategies to overcome these obstacles can lead to more sustainable and impactful communication strategies. Furthermore, an assessment of public perception and satisfaction with the current cyber-PR initiatives will provide valuable feedback for continuous improvement. Conducting surveys or interviews with both domestic and international tourists could help measure the effectiveness of current strategies and guide necessary adjustments.

Additionally, the effectiveness of crisis communication through cyber-PR in the tourism sector should be investigated. Understanding how digital PR strategies can be leveraged to address and manage crises, such as natural disasters, pandemics, or negative publicity, will strengthen the department's ability to maintain a positive reputation. Lastly, collaboration opportunities with other tourism agencies, private sectors, and media partners should be explored to enhance the reach and impact of cyber public relations efforts in promoting tourism in Kebumen Regency.

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