



Constructing Public Trust and Strengthening Influence through Strategic Communications for DKI Jakarta Provincial Government

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ABSTRACT

Digitalization also makes it easier for institutions, especially the government, to approach and communicate with their communities to gain trust with the narratives conveyed. The main objective of this study is to compile the best strategic communication blueprint implemented by the DKI Jakarta Provincial Government so that its policies can be felt by the public and build public trust, both the public and investors in the form of a blueprint. By using the design and development research method (Richey & Klein, 2014) combined with a thematic approach (Braun & Clarke, 2012) and content analysis (Neuendorf, 2018). This study identifies the challenges and needs of strategic communication in the DKI Jakarta Provincial Government, such as (1) the development of the new IKN in Kalimantan inevitably shifts Jakarta's position as the capital city; (2) Jakarta is not a disaster city; (3) Jakarta must maintain the mental health of its citizens; (4) Jakarta residents must be healthy; (5) the flood of information and hoaxes on social media, and (6) Jakarta residents who are already information savvy. Then, this study also develops a strategic communication model for the DKI Jakarta Provincial Government by (1) embodying the vision and mission of the DKI Jakarta Provincial Government as branding; (2) constructing narratives with storytelling in the form of content; (3) preparing space for strategic communication; (4) empowering DKI Jakarta Provincial Government employees as content creators; (5) realizing a DKI Jakarta Provincial Government with hyper-sociality and (6) audience clustering

INTRODUCTION

Jakarta has attracted global attention due to its complexities. Jakarta continues to transform, with its "raggedy fringes of elite and grassroots informality" (Sheppard, 2018). Jakarta is a city with "more-than-capitalist practices," yet its citizens continue to adhere to social norms (Colven et al., 2024). This is a common experience for many cities around the world due to the various interests surrounding them, including Jakarta.

Since the 1990s, Jakarta has asserted itself as a global city through various transformations (Bunnell & Miller, 2011). Jakarta's position is also constantly at the intersection of the global and domestic economies, which intersect with oligarchic and neoliberal power structures (Herlambang et al., 2018).

With the new capital city policy, Jakarta is considered to remain relevant, despite frequent environmental problems (de Vries, 2021). Furthermore, with a population of over 10 million, Jakarta faces various challenges, from traffic jams to air pollution (Syaban & Appiah-Opoku, 2023). Coupled with the complexity of social and political issues, Jakarta could be left behind with the arrival of the new capital city (Mustaqim, 2022). Therefore, Jakarta must continue to improve and reshape itself as a strong business city once it is no longer the nation's capital.

Given these challenges, cities like Jakarta must increase urban productivity and strengthen sustainable development to boost national economic growth (Yudhistira et al., 2024). Furthermore, as a megacity, Jakarta requires urban collaboration and leadership that is resilient to various risks (Amir et al., 2024). Jakarta's leaders must also demonstrate personal and authentic support, demonstrating their presence not only on the national stage but also on the global stage to strengthen the city's position (Mustaqim, 2023).

To help promote Jakarta's existence as a global city that continues to serve the community, appropriate strategic communication support is also required. Strategic communication must be professionally managed by governments at both the central and local levels to foster communication while addressing the translation of organizational policies through isomorphism and heterogeneity (Nielsen, 2012).

Furthermore, the advent of digital technology, which is transforming how governments interact with their citizens, necessitates strategic adjustments (Gong & Yang, 2024). Furthermore, the emergence of artificial intelligence has prompted governments worldwide to strive to improve public services, including information empowerment (Hjaltalin & Sigurdarson, 2024). Furthermore, the Jakarta Provincial Development Planning Agency (Bappeda) has implemented e-office as part of e-government (Gusman, 2023) to enhance public service delivery (Rahayu, 2019). Strategic communication has become an integral part of the Jakarta Provincial Government's policies, from upstream to downstream.

Over time, strategic communication has undergone continuous shifts and adaptations, as the social media era presents a flood of information. Hoffjann (2020) emphasized that in the post-truth era, there has been a shift towards looser communication patterns. Post-truth also requires digital communication patterns to build public opinion, build engagement, and develop interesting and attractive communication patterns (Mustaqim, 2018).

The competitive and unpredictable environment requires leaders in all fields to manage change by communicating, creating accurate perspectives, and fostering feedback through change (Eisenberg et al., 2014). Strategic communication is more related to efforts to advertise or maintain public relations related to an institution's name (Rodgers, 2018), with the goal of gaining profit. The goal of strategic communication is to prevent negative impacts on an institution and support its success, thus ensuring its survival in a hypercompetitive world (Camillo, 2015). Furthermore, Jakarta still needs investors. Supported by narratives and strategic communication, it can build a positive image to attract investors (Mustaqim, 2021).

Strategic communication patterns can be implemented by the government in various situations, such as the COVID-19 pandemic (Radwan & Mousa, 2021) and even war (Zhang & Zhou, 2023). A trending strategy in local government is open government initiatives, adopting digital approaches aligned with government priorities (Munoz et al., 2022). Furthermore, smart governance emphasizes transparency and accountability in decision-making and fosters various initiatives (Ariza-Álvarez et al., 2021), thereby strengthening public services and public participation, thereby creating greater public value (Gao et al., 2021).

Given this background, the research question is how the Jakarta Provincial Government can best develop a strategic communication model to address domestic and global challenges. This research aims to produce a blueprint for strategic communication implemented by the Jakarta Provincial Government.

LITERATURE REVIEW

A. Strategic Communication

Strategic communication is a field of study within the field of communication science that aims to create initiatives to help realize an institution's mission and vision. It generally combines various communication disciplines, including message production, message delivery, message analysis, public communication, political communication, intercultural communication, journalism, public relations, and communication forensics. Therefore, strategic communication occupies a significant place in communication studies.

Strategic communication is part of the creation and distribution of information to build a brand and convey messages (Ng et al., 2024). Strategic communication aims to use communication by an entity to establish meaningful conversations to achieve its goals (Zerfass et al., 2018) through formulation, revision, presentation, execution, implementation, and operationalization in the public sphere.

Strategic communication should not be limited to formal messages, but rather meaningful actions (Paul, 2011), aimed at fostering interaction. In fact, strategic communication is also a meaningful effort undertaken by communication agents to connect with the public in accordance with the primary objectives of the entity they represent (Holtzhausen & Zerfass, 2013), while maintaining control and regulation.

The main requirements for strategic communication are to meet several elements, such as being transparent and rational, reflecting the decision-making process (Aggerholm & Thomsen, 2015), having what is said impact the organization's existence and activities (Torp, 2015), and adhering to procedures (Marchiori & Bilgarov, 2015). Furthermore, it prioritizes the process of constructing meaning through interaction and participation at all levels (van Ruler, 2018).

Therefore, strategic communication is carried out not only during crises but also under normal circumstances. It is carried out by communication practitioners alone, but also involves many elements and stakeholders, thus carrying out significant responsibilities. Moreover, strategic communication also reaches all elements, so that all policies or breakthroughs can be communicated to the public. Thus, strategic communication will have a direct impact on the public and its success is very easy to measure.

B. Implementation of Strategic Communication

Strategic communication is not merely a theoretical study. Rather, it is a practical study that can be applied in the field. Theories or concepts in strategic communication studies are not parameters, merely foundations for thinking. In reality, they can be adapted to field conditions or the surrounding context. This allows for the discovery of best practices in strategic communication, where experience within a specific context becomes a valuable concept, especially in its application to government institutions.

Government communication generally relates to the communication activities of government institutions, which aim to convey and share news and information to explain government policies, plans, decisions, and actions (Radwan & Mousa, 2021). Government communication serves multiple

purposes, including ensuring public up-to-date information and raising awareness of social and economic issues (Soukenik, 2018).

Strategic communication, applied within the strategic political communication approach, is transformed into a game by presenting entertaining characters, rather than the naturalness of stagecraft and statements (Hoffjann, 202). For example, in strategic communication during wartime, the government employs a narrative approach that leads to victimization, provocation, and specific framing (Zhang & Zhou, 2023), with the goal of presenting propaganda rich in history and meaning through information intensification.

Another strategic communication approach involves the application of communication and information technology, emphasizing an open government approach with cultural change, emphasizing new ways of collaborating between government transparency and civic participation (Alcaide Munoz et al., 2022). Government transparency is also crucial in crisis communication, emphasizing government policies to build positive perceptions in the media, as well as conveying quality information, leadership, and utilizing information technology (Reddick et al., 2016).

The shift in strategic communication is shifting from a tactical and superficial focus such as speechwriting and media placement to a more strategic and enhanced level of strategic communication, utilizing big data-based communication and measurement to understand the public and increase influence (Argent, 2017). Communication and influence at the strategic, operational, and tactical levels continue to utilize both human and computer-based methods to address future challenges and seize opportunities (Warren & Rosen, 2010).

The dominant element of government strategic communication is transparency, with an emphasis on access to and availability of information for stakeholders and citizens (Ruijter, 2016). The most popular strategic government communication strategy is the use of social media, which aims to promote democratic participation and a model of government transparency by fostering dialogue and engagement without barriers (Graham, 2014). A potential strategic communication strategy is the creation of social media cyborgs that utilize bots and humans, relying on "network science, natural language processing, and manual annotation" (Ng et al., 2024).

Communication also serves as an effort to build sustainable movements by associating social license and specific forms of communication to create tangible impact at the local, national, and international levels (Weder, 2021). Participatory communication can also be used to attract active public involvement in all aspects of development projects, both at the national and local levels (Msibi & Pengzhorn, 2010). Public communication is more inclusive, efficient, and advocates for social justice, prioritizing reconciliation in decision-making (Belabas, 2023).

Mass media also remains a crucial part of strategic communication, emphasizing how social actors use media logic to become attractive sources for journalists and editors (Laursen & Valentini, 2014). Moving beyond the realm of social studies, strategic communication can also utilize an evolutionary

psychology approach to understand how communication exists in society and how it works by unraveling its motives (Seiffert-Brockmann, 2018).

The role of employees in strategic communication within government organizations is crucial in mediated democracies (Salomonsen, 2016), creating a positive relationship between media awareness and functional politicization, including seeking status and affiliation. Furthermore, social media influencers are used as third-party actors to build relevant relationships with the goal of increasing influence through content production, distribution, interactions, and personal appearance (Enke, 2019).

However, strategic communication should not justify any means. , remain steadfast in communication ethics. While there are goals and targets to be achieved, strategic communication relies more on harmonious relationships with all elements, while still considering influence as a bonus. Moreover, the emergence of AI and even cyborgs can also prove that strategic communication can adapt anywhere and work under any conditions.

C. Narrative and Storytelling in Strategic Communication

Narrative and storytelling are often referred to as communication products, although they are actually very significant components of strategic communication. However, they are elements of communication that are always directly experienced by the public. In fact, narrative and storytelling are a long process, involving much creativity and innovation to emphasize the importance of communication that has value and meaning.

Leaders use strategic narratives in managing communications to achieve their goals, both with audiences on the global and domestic stage (Marco Scartozzi, 2016). Narratives are part of propaganda implemented to advance an agenda, constructed based on mediatization and keyword-based frameworks (Zhang & Zhou, 2023). The role of narrative in strategic communication has exploded, both in practice, namely the strategic process, and as a product (Winkler, 2018).

Through strategic narratives, detailed explanations and role concepts are obtained (Grzywacz, 2020). Generally, narratives have three types: systems, identities, and ideas, manifested in the forms of formation, projection, and reception (Roselle et al., 2014). As Fenton and Langley (2011) noted, narratives contribute to understanding strategic practices by creating sensemaking within organizations at all levels.

Coticchia and Catanzaro (2022) revealed that strategic narratives are used within storylines to influence public behavior through framing, strategic narratives, master narratives, and ideology. Narratives are also used to counter information circulating on social media (Uwalaka, 2023).

In creating a narrative, at least three things are necessary: accentuating and priming the content, contextualizing it with culture and history, and verbalizing the content with tactics to adapt to the public (Chaban et al., 2023). Furthermore, other narrative elements include voice, expressed through diction and syntax; tone, emphasizing the speaker's behavior; and values, namely ideology and ethics, that can convince readers or listeners (Phelan, 2014).

In fact, an actor with storytelling skills can convince the public from something unnecessary to something necessary, or vice versa (Freedman, 2006).

Storytelling, as a personal skill, also serves to captivate the public and gain political support (Thorbjørnsrud, 2024), by emphasizing morality and authenticity. Storytelling is believed to be the most effective communication strategy, using high-quality narratives to build trust and foster positive behavior (Web & Grauer, 2019). Storytelling also demonstrates credibility, legitimacy, and the interests of specific groups (Thorbjørnsrud, 2024).

Storytelling is increasingly dominant in organizations due to its role as a communication tool suited to heterogeneous environments (Barker & Gower, 2010). Narratives and storytelling can create manifest and negotiate meaning, enabling institutions to compete while continuing to innovate (Zerfass et al., 2018). Storytelling and narrative are also inherent in social media identities, where they serve as identity construction (Ala-Kortesmaa, 2022).

Later, narrative and storytelling, which actually predate the discovery of communication science, became the soul of strategic communication. After all, it's not just about the big picture, but also about the details, from choice of diction, sentence structure, point of view, and compelling visualization. Therefore, those who truly master narrative and storytelling will be the ones who will win.

METHODOLOGY

This research employed a qualitative approach with an emphasis on interpretive and reflective approaches. The research method employed was design and development research (Richey & Klein, 2014), with the aim of generating new knowledge and validating existing practices. The primary objective of this research was to produce a design and model that could be applied in accountable strategic communication practices.

For data extraction, the study employed a digital ethnographic approach through online observations on popular social media platforms, namely YouTube, Facebook, Instagram, and TikTok, belonging to the Jakarta Provincial Government, with data collected from January 1, 2022, to December 15, 2024. Furthermore, the researchers reviewed various press releases issued by the Jakarta Provincial Government regarding popular policies. The secondary data reviewed also included various policies issued by the Jakarta Provincial Government.

For data analysis, the researchers employed a thematic approach (Braun & Clarke, 2012) to produce robust and comprehensive research findings. Furthermore, to analyze data from social media, researchers applied content analysis and thematic analysis (Neuendorf, 2018). This way, the research will produce research findings that can answer the research problem formulation.

RESULTS AND DISCUSSION

In this results and discussion section, the researcher not only analyzes observational data or coded thematic data. She also employs an interpretive and reflective approach consistent with the qualitative research framework. In this way, she develops various recommendations. The findings of this research will not only be discursive but also applicable to practitioners in the field of strategic communication. Furthermore, these findings also constitute best practices, as the researcher is a practitioner in the field of strategic communication, a researcher, and a lecturer who frequently interacts directly with this field.

A. Strategic Communication Needs and Challenges for the Jakarta Provincial Government

Jakarta, as a large city, or megacity, has become the heart of Indonesia. All economic and political movements are centered in Jakarta. However, when the central government rolled out the new capital city development plan, Jakarta was not abandoned. Instead, it grew stronger despite various shocks and pressures. Ultimately, Jakarta became even more necessary.

Strategic communication remains essential for Jakarta to continue organizing and improving itself, not only to serve its citizens but also to strengthen its presence in the global competition. Jakarta must show the world that it is not a strange city, but an authentic one. A city that still has the opportunity to move forward and compete with other cities by highlighting its innovation and creativity. Here are some of the needs and challenges Jakarta faces using a strategic communications approach.

First, the construction of the new capital city (IKN) in Kalimantan will inevitably shift Jakarta's position as the capital, but this actually presents an opportunity to reposition the city. The desired position for Jakarta depends on its leaders and citizens. Does it simply want to be the city it is today, or does it need improvement to become a city of the future?

From a strategic communications perspective, the needs and challenges facing Jakarta are repositioning. What should Jakarta choose to be? A business city or a city supporting the IKN? Based on these two factors, this choice demonstrates that Jakarta can actually become a city of the future that supports business while still maintaining a strong local culture. This is because Jakarta must maintain its identity.

Therefore, a solid and strong branding is needed to address Jakarta's repositioning. This branding not only addresses current challenges but also addresses future challenges. Branding is not just a logo or slogan, but rather how it represents how Jakarta residents view the city and what the various stakeholders want from it. Even though Jakarta will no longer be the capital, it remains a shared responsibility.

Second, Jakarta is not a disaster-prone city, but a city highly resilient to various disasters, especially floods. This presents a challenge, and the need for Jakarta to become a city capable of preventing various disasters to save its citizens and protect its business interests. Disasters are not solely the responsibility of the Jakarta Provincial Government; the central government, city governments, and surrounding regencies also play a role and must work together.

Disaster and crisis communication are not simply about spreading messages about what the Jakarta Provincial Government has done in disaster management and prevention. Collaborative and synergistic efforts are needed to address these challenges and meet these needs. A social movement is needed to build awareness among Jakarta residents about caring for one another to prevent and address natural disasters.

Third, Jakarta must maintain the mental health of its citizens. This is both a challenge and a necessity. This is understandable, given Jakarta's complex nature, where various social and economic issues plague its citizens. Something as simple as traffic jams can increase levels of stress and depression experienced by the public, especially when combined with heavy workloads and family demands. Therefore, the mental health of Jakarta residents must be a priority.

Therefore, strategic communication is needed between the government and the public to encourage a joint movement to build shared awareness. Moreover, mental health issues are a major concern, as it is a form of effort to make its citizens happy.

So, what can strategic communication do to help address mental health? Conveying humorous and thought-provoking information and messages on social media related to everyday issues is one approach. Communication more fluid and relaxed citizenry creates a uniquely satisfying experience.

Fourth, healthy citizens mean a healthy city. Jakarta's image as a slum and dirty city is indeed disturbing. Jakarta is only clean and tidy when viewed through main roads and business centers. However, when you explore the villages, you encounter negative aspects. Cleanliness and tidiness are key indicators of a city's health. Furthermore, when stuck in Jakarta's traffic jams, air pollution becomes a truly frightening prospect. Numerous studies have shown that air pollution is a very dangerous silent killer.

Various policies aimed at addressing traffic congestion and public health have been implemented by residents. However, this also requires serious support through a strategic communication approach. This is not only achieved through messaging, but also through efforts to build collaborative collaboration between all elements of the Jakarta Provincial Government and various other stakeholders, both the central government and the private sector.

Fifth, the flood of misinformation and hoaxes on social media and the mass media presents a challenge to strategic communication. Specifically in the mass media, for example, Press Council records show that the number of print media outlets in Jakarta alone reaches 48. The majority of television stations are also based in Jakarta, with 37 radio stations, and the average number of online media outlets per city is 514. From these figures, a simple Google search reveals a wide and varied range of news in Jakarta. Indeed, reading, watching, or listening to news is a matter of choice, as individuals have their own preferences. However, this remains a challenge in strategic communication in Jakarta.

Strategic communication already has a pattern for communicating with the mass media and establishing appropriate media relations. Selecting credible and trustworthy media outlets is crucial because conveying a message to the mass media doesn't require engaging with all. This selective approach aims to

demonstrate priority in information placement. Furthermore, rapid dissemination of press releases and providing various media needs, such as high-resolution video, has also become common practice.

Furthermore, with rapid access to information technology, the number of social media users in Indonesia has reached 191 million, and active users have reached 167 million. Thus, all Jakarta residents, from teenagers to adults, now have access to social media. This indicates that information is readily available. However, social media has increased the spread of hoaxes, making it increasingly difficult for the public to distinguish between true and false information.

The Jakarta Provincial Government has implemented a strategic communication approach by optimizing various social media accounts to disseminate information to residents. This ensures that information from a single source, specifically the Jakarta Provincial Government's account, is credible and trustworthy. However, the strengthening and dissemination of official social media content needs to be strengthened to reach a wide range of Jakarta residents.

Sixth, Jakarta residents are information-savvy. This is because the majority of Jakarta residents have received compulsory education. Many have also studied in Jakarta. They are a well-informed population.

Therefore, a strategic communication approach aims to present intelligent information, not preach. Furthermore, efforts to build intensive engagement by addressing all citizen complaints on social media are significant, as in the digital age, information is not just a matter of hours, but seconds.

These various challenges and needs are directly related to strategic communication because they encompass all aspects that must be addressed by the Jakarta Provincial Government. This demonstrates how strategic communication patterns are directly related to the collaboration and synergy of all elements within the Jakarta Provincial Government and other stakeholders. Efforts to build participatory communication from the community also deserve to be intensified to ensure that Jakarta belongs to everyone.

B. Developing a Strategic Communication Model for the Jakarta Provincial Government

Reflecting on the strategic communication needs and challenges within the Jakarta Provincial Government, research has produced several strategic communication developments that can be practically implemented. In fact, these developments can serve as a blueprint for the Jakarta Provincial Government's strategic communication. This is because these developments were studied comprehensively, resulting in solid and accurate findings.

1. Embodying the Jakarta Provincial Government's Vision and Mission as Branding

According to the website of the Jakarta Provincial Government Information and Documentation Management Center, the Jakarta Provincial Government's vision is "Jakarta as a city that is advanced, sustainable, and "A cultured city whose citizens are involved in realizing civilization, justice, and prosperity for all." Meanwhile, the mission of the DKI Jakarta Provincial Government is "(1) To make Jakarta a safe, healthy, intelligent, and cultured city, by strengthening family values and providing space for creativity through

leadership that involves, mobilizes, and humanizes. (2) To make Jakarta a city that advances public welfare through the creation of jobs, stability and affordability of basic needs, increased social justice, accelerated infrastructure development, ease of investment and business, and improved spatial planning management. (3) To make Jakarta a place where state apparatus can work, serve, and resolve various city and citizen problems, effectively, meritocratically, and with integrity. (4) To make Jakarta a sustainable city, with development and a way of life that strengthens environmental and social carrying capacity. (5) To make Jakarta a dynamic capital city as a hub of Indonesian progress characterized by justice, nationality, and diversity."

However, this vision and mission could change when the governor and deputy governor elected in the 2024 regional elections are inaugurated in February 2025. However, a city's vision and mission generally share similarities, differing only in the text and scale of priorities to be achieved. In strategic communication, a vision and mission are often too long, so they are shortened in branding, often in the form of a slogan or tagline. This vision and mission have been embodied in Jakarta's slogan, "Successful Jakarta for Indonesia." This slogan was created during the acting term of Governor Heru Budi Hartono. Previously, it was "Advanced City, Happy Citizens" promoted by Anies Baswedan and Sandiaga Uno, and "New Jakarta," which served as the identity of Joko Widodo and Basuki Tjahaya Purnama during their governorships from 2012 to 2017.

The question for citizens and laypeople alike is why branding often changes when leaders change. The answer is simple: every leader wants to create their own government identity. They want to highlight their own unique policies. This is because each leader wants to leave a deep-rooted policy legacy, imprinted in the minds of its citizens.

The following are several branding considerations using a strategic communication approach that the Jakarta Provincial Government can implement. This was done after researchers examined various branding strategies, especially slogans, used by Jakarta governors. This resulted in findings that are actually more descriptive and explanatory.

The main focus of the branding offered emphasizes how digital and technological approaches facilitate the government's connection with its citizens. The government is essentially a salesperson, seeking to offer various policies to the public. However, on the other hand, the government is also a customer service representative, always providing service to its citizens as customers. Moreover, branding is part of the narrative and storytelling that must be continuously echoed and echoed across various communication channels.

First, branding that displays authenticity as the primary and primary element. To achieve this, it is necessary to frame or frame that this Jakarta leadership is different from previous ones. This is demonstrated in tone, voice, and slogans. Authenticity is often associated with differentiating itself from others, so that when that difference shows something, it stands out. This is also displayed in various forms of content, both text and video.

Second, honesty is everything in branding because There is value and meaning in every policy or program. Recognition is not the goal, but rather

acknowledgment is the starting point for building a brand. When a mistake occurs, an apology is the answer. When a mistake is made, correcting it is the appropriate action. Presenting a policy or program as it is is absolutely essential. Third, consistency in building public trust. When strategic communication is implemented regularly and continuously, so that the public perceives consistency, public trust will automatically be established. Consistency must be accompanied by sustainability, emphasizing that the continuation of the policy or program by the next administration is a consideration. When it concerns the public interest, prestige is not the priority, but rather what is called recognition. Fourth, the voice of the people is the voice of God. In the context of government, trust has actually been built because Jakarta's leaders are elected by its citizens, so they have an electoral voice to fight for. However, citizens who do not support Jakarta's leaders become critics who deserve to be heard and served. Therefore, strategic communication is about the long term, never betraying the people. This concerns the values and norms upheld in branding.

2. Constructing a Narrative with Storytelling in the Form of Content

"Content is king," many SEO (Search Engine Optimization) experts have said in various seminars or in YouTube content. Branding is meaningless without the right narrative and storytelling. In fact, it could be said that the true spirit of strategic communication is narrative and storytelling. However, narrative cannot function well without storytelling.

The form of narrative and storytelling is content. Whatever that content may be, whether it's delivered in a press release, a video reel, or a podcast broadcast on YouTube, content is the medium that directly connects with the public. Therefore, content is not solely the responsibility of the production department in strategic communication; it touches all elements.

Several considerations in constructing narrative and storytelling in the form of content that the DKI Jakarta Provincial Government needs to pay attention to in implementing its strategic communication. This is because it is part of the element of creating messages to be conveyed to the recipients, namely the public at the local, national, and international levels.

First, create a differentiator in narrative and storytelling. This difference can be demonstrated by building strong emotions with the public. This can be demonstrated by conveying a vision, mission, and values, as well as efforts to demonstrate closeness to the community.

This differentiator is also accompanied by more interactive elements in the design, whether video, photos, or text, to attract attention. This is because every moment conveyed in the form of content is more memorable. It will be remembered by those who view it.

Second, always have a human touch and always contain feelings and values, not AI or robots. Humanistic content that is truly human-made still has its advantages. AI is merely an assistant. It's important to note that AI in content production should not be dominant. When content relies solely on AI, it lacks feelings and values. This is because narrative and storytelling with a human touch have a high level of richness and authenticity.

For a narrative to continue to resonate and resonate, it requires many elements related to the policy or program being told. This also needs to be

supported by details, such as illustrations to demonstrate engagement, whether photos, videos, memes, or cartoons. Ultimately, this will build a proposition. Third, constructing a personal narrative for the governor and deputy governor of Jakarta. This can even be done by heads of departments or employees of the Jakarta Provincial Government. Why is a personal narrative important? Because a person's personal story reveals their life. Personal storytelling demonstrates how a life, encompassing a person's experiences, becomes a powerful narrative that can influence the public.

When the public is presented with complex and lengthy data and figures, the solution is to create a compelling narrative and storytelling delivered directly by the leader. This must become a culture because narrative and storytelling can create an emotional bond between leaders and their citizens. Leaders who rarely share narratives tend to lack strong social ties with the citizens they lead.

Narrative storytelling in a leader's personal storytelling can be an option, because amidst the strong personalization of politics, family relationships, hobbies, or business trips can become inspiring topics to share. Of course, this can be mixed with a little entertainment and jokes to elicit laughter, but without losing its essence.

Last but not least, efforts to consistently build relationships with the community. Narrative and storytelling allow leaders to engage with the community, for example by conducting impromptu visits or field trips. This can be done through casual conversations with the community to build understanding and a common ground.

There's nothing wrong with content that also showcases how leaders learn important lessons from the community, creating engaging recognition. This demonstrates that the learning process can be delivered by anyone through engaging narratives with the goal of fostering cross-cultural relationships.

3. Preparing Space for Strategic Communication in Both Crisis and Normal Times

Many government institutions have situation rooms used to monitor various situations, such as traffic, disasters, or government programs. However, the strategic communications department is generally merely a support department. They are rarely given a dedicated space. Yet, the role of actors in strategic communication is very significant.

Therefore, this research proposes the need for a dedicated space for actors or staff responsible for strategic communications. In emergency situations, such as disasters or specific events, this space could be on standby 24/7. This space would not only be attended by journalists, commonly known as a press room, but also social media activists such as content creators. With these two approaches, the strategic communications space would be more vibrant.

The primary task of the strategic communications space is also to assess reputation and image on both social media and mass media. They can also search for and access issues more quickly and earlier than mass media. In the past, before social media existed, many people first learned about issues or events through mainstream media such as television, newspapers, or websites.

In fact, the strategic communications space could also serve as a vehicle for social media issue management. It involves not only collecting and identifying emerging issues but also effectively managing them. However, caution is needed, as even ambiguous statements can create misperceptions in the public. To maintain this level of caution, solid and established procedures are required for effective crisis communications.

4. Empowering Jakarta Provincial Government Employees as Content Creators and Engaging Community-Based Influencers

Efforts to empower Jakarta Provincial Government employees as the frontline to become content creators. With thousands of employees spread across various areas of Jakarta, they should have influential social media accounts. Even though they are in the office and interact daily, they will grow closer and more connected with the social media community.

Solidarity will undoubtedly emerge within the community of content creators from Jakarta Provincial Government employees. During crises or normal times, Jakarta Provincial Government employees will unite their opinions and support through social media. At a minimum, this community also serves as a platform for popularizing various policies.

Furthermore, a practical and pragmatic step is to engage popular influencers to build strategic communication, especially to build public opinion. In the era of massive social media, influencers play a crucial role due to their large following. However, an in-depth study is still needed to determine the influencers needed by the Jakarta Provincial Government. Because not all influencers need to be used and selected to support strategic communications to ensure the success of various programs and initiatives.

Furthermore, various communities are not something to be taken lightly. In today's technological era, communities have become a priority for institutions, as is the case with the Jakarta Provincial Government. It's important to emphasize that communities are not merely a social arena, but also play a crucial role in managing strategic communications. Of course, the Jakarta Provincial Government already has a well-established community network, so they simply need to build community relationships.

5. Realizing a Hyper-Socialized Jakarta Provincial Government Based on Social Media, AI, and Big Data

Based on the Jakarta Provincial Government's vision, mission, and strategic values, it is necessary to realize the Jakarta Provincial Government as a hyper-socialized institution. Generally, in government studies, the term e-government is preferred, but hyper-socialization actually represents a more similar approach.

Achieving this is not difficult; a hyper-socialized institution simply requires all elements within the Jakarta Provincial Government to be connected through social media. This interconnectedness will bring closer and strengthen the relationships between all elements within the institution.

This is extremely beneficial in times of crisis as well as under normal circumstances. Moreover, with the numerous social media options available, there needs to be a unified approach to all social media applications. To date, the Jakarta Provincial Government has focused on utilizing Twitter and YouTube.

Expression and democracy are values embedded in social media that will support the culture of hyper-sociality within the Jakarta Provincial Government. Social media users can provide support during crises and promote various Jakarta Provincial Government policies during normal times. Both expression and democracy are forms of caring.

The most important thing is receiving immediate feedback within minutes. Reciprocity is two-way communication that requires a high level of interaction. This encourages all elements of the Jakarta Provincial Government to mutually benefit one another.

Creating an inclusive Jakarta Provincial Government is a goal that must be realized. Open communication is essential to be implemented. Policy transparency guarantees the Jakarta Provincial Government's trust, both in times of crisis and normalcy.

Beyond social media, hyper-sociality is also supported by AI to optimize strategic communication. This is because AI, both standalone and integrated with social media, is a force transforming interactions and connections in the digital world. For example, social media-based AI, such as algorithms, tracking, and content management systems, are essential for shaping narratives and storytelling. AI will become a game-changer due to its speed and efficiency in assisting content creation and optimization.

In addition to AI that is not for social media, the most common being ChatGPT, the perception is needed that "Content is King" is no longer "King," but "Data is King." AI has the advantage of being able to manage data, providing information to strengthen new perceptions and gain accurate insights. With the help of AI, strategic communication can also analyze user data, behavior, and preferences. This will serve as a guide for delivering more valuable experiences.

However, human verification is essential because AI cannot be fully trusted. Therefore, collaboration between humans and AI is necessary. Humans still rely on creativity and innovation, in addition to acting as fact checkers. However, for AI to be more integrated with content, humans are also needed to edit and build credibility. This synergy ensures the quality of narratives and storytelling while prioritizing accuracy.

Therefore, a dedicated team is needed, forming an AI task force as part of strategic communications. This is necessary to support an ecosystem that understands the limitations of AI and fosters an environment that is able to utilize AI.

Furthermore, big data is equally important. The government actually owns big data because it controls various information about its citizens. However, in reality, it is being outpaced by technology companies, such as Google and various social media platforms that can personalize user data. Yet, big data is crucial in understanding citizen behavior, preferences, and needs, enabling the government to formulate appropriate policies.

Furthermore, the primary purpose of big data is to analyze public sentiment about policies. The most straightforward approach is to analyze likes and dislikes. Furthermore, information about policy strengths and weaknesses can be obtained, which can then be used as learning for evaluation. This can then

drive innovation to adjust policies or programs to align with public support and values. Big data can also help build knowledge about policy predictions and create targeted policy models. In strategic communication, particularly content production, big data can help inspire insights into public interests and needs. Big data also helps create content that is tailored to tastes and is based on virality. This way, strategic communication is more varied and always keeps up with technological developments.

6. Audience Clustering to Target Policies and Adjust Strategic Communication Channels

The audience for the DKI Jakarta Provincial Government's strategic communication is undoubtedly Jakarta residents. However, as a large city, information is not only needed by Jakarta residents, but also by residents from surrounding areas. Because Jakarta is the center of attention, its audience is Indonesian citizens. Equally important, Jakarta, as a global city, also serves as an audience for strategic communication development.

Due to the highly diverse audience, clustering is necessary for ease. This is used to divide content to suit the audience. However, in government affairs, there is no specific audience. However, government policies or programs to be communicated can be tailored to specific audiences. This will then be used to adjust social media channels.

The most common method for understanding audiences is demographic data. This is determined by age, gender, religion, education, ethnicity, educational background, and marital status. This is very common in audience mapping because this demographic approach will determine preferences and demands. This is because each generation has specific choices and beliefs.

Next is the effort to understand the audience's social behavior. This can be done with the help of big data and AI. The data can usually be obtained from government data or trends in social media posts. This is essential for developing appropriate policies that adapt to society. This makes...

The perspective is that the government wants what its citizens want.

The choice of social media channels depends on the habits of each generation. Facebook is generally preferred by Baby Boomers, while Instagram is preferred by millennials and Generation Z. Meanwhile, Generation Alpha prefers TikTok. Generation X is preferred by intellectuals. For professionals, LinkedIn is the choice.

CONCLUSION AND RECOMMENDATION

This research identifies the challenges and strategic communication needs of the Jakarta Provincial Government, such as (1) the development of the new capital city in Kalimantan will inevitably shift Jakarta's position as the capital; (2) Jakarta is not a disaster city, but a city with high resilience to various disasters; (3) Jakarta must maintain the mental health of its citizens; (4) Jakarta residents must be healthy so that the city will be healthy; and (5) the flood of information and hoaxes on social media and mass media, and (6) a Jakarta public that is already information-savvy.

Furthermore, this research also develops a strategic communication model for the Jakarta Provincial Government by (1) embodying the Jakarta Provincial Government's vision and mission as branding; (2) constructing narratives with storytelling in the form of content; (3) preparing space for strategic communication in both crisis and normal conditions; (4) empowering Jakarta Provincial Government employees as content creators and engaging community-based influencers; (5) realizing a hyper-social Jakarta Provincial Government based on social media, AI, and big data; and (6) audience clustering to ensure targeted policies and strategic communication channel adjustments. The research findings form the basis for the DKI Jakarta Provincial Government's strategic communications blueprint.

FUTHER STUDY

This research still has delays, so it is necessary to conduct further research related to the topic Constructing Public Trust and Strengthening Influence through Strategic Communications for DKI Jakarta Provincial Government in order to improve this research and add insight for readers.

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