

Implementation of Cyber Public Relations on Instagram @sinergigulanusantara

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ABSTRACT

This article discusses the implementation of *Cyber Public Relations* (CPR) by PT Sinergi Gula Nusantara (SGN) through the Instagram social media platform with the official @sinergigulanusantara account. This research is motivated by the increasing role of digital media in shaping public opinion, strengthening the presence of online institutions, and building a sustainable image. In the midst of the development of a very dynamic digital world, an adaptive and technology-based communication strategy is the main need for institutions, including state-owned companies such as Sinergi Gula Nusantara. The purpose of this study is to find out how the Gula Nusantara Synergy Public Relations team manages Instagram accounts as part of the implementation of *Cyber Public Relations*, especially in maintaining long-term relationships with the public, building trust, and maintaining active audience loyalty and engagement. In addition to using a digital communication perspective, this research also touches on Islamic values in the context of information dissemination and da'wah. In Islamic teachings, conveying knowledge and messages of goodness through the media, including digital media, is part of da'wah that can reach a wider and more effective audience. The results of the study show that @sinergigulanusantara account has carried out the role of *Cyber Public Relations* optimally, although there is still room for evaluation, especially in the aspects of content collaboration and the use of interactive features. This effort is considered quite effective in forming a positive image of the company, expanding the reach of communication, and creating inclusive, two-way, and sustainable relationships with audiences through social media based on the Instagram platform.

Keywords: Cyber; Public Relations; Instagram; Communication; Communication Strategy

INTRODUCTION

The development of digital technology has brought significant changes in various aspects of life, including the way we communicate and interact. One of the platforms that has stood out in the last decade is Instagram, which was originally known as an application for capturing simple photos or images but has now grown into one of the largest and most influential social media in the world. Instagram has become a strategic tool for individuals, brands, and

companies to build digital identities, expand audience reach, and increase interaction. One of the companies that uses Cyber Public Relations activities is PT. Sinergi Gula Nusantara (PT SGN) which is a Sub Holding of Sugar Commodity PTPN III (Persero) Plantation Holding which is tasked with managing all Sugar Factories within the PTPN Group, State-Owned Enterprises (SOEs)

Along with the growth of its use, Instagram also continues to innovate through various new features, such as Stories, IGTV, and Reels, which allow users to share more interactive and engaging content. In the context of business and corporate communications, the platform is now central to digital marketing and cyber public relations (CPR) strategies, where companies use Instagram to connect with the public, influence perceptions, and build a positive image. The role of symbolic interaction is crucial in planning marketing communications on Instagram, as it can help build meaningful connections with consumers (Alaftariasaujana & Pribadi, 2023). Instagram's dynamic presence makes it an essential medium in modern digital communication strategies, especially in an era where visualization and direct interaction are key to the success of digital campaigns.

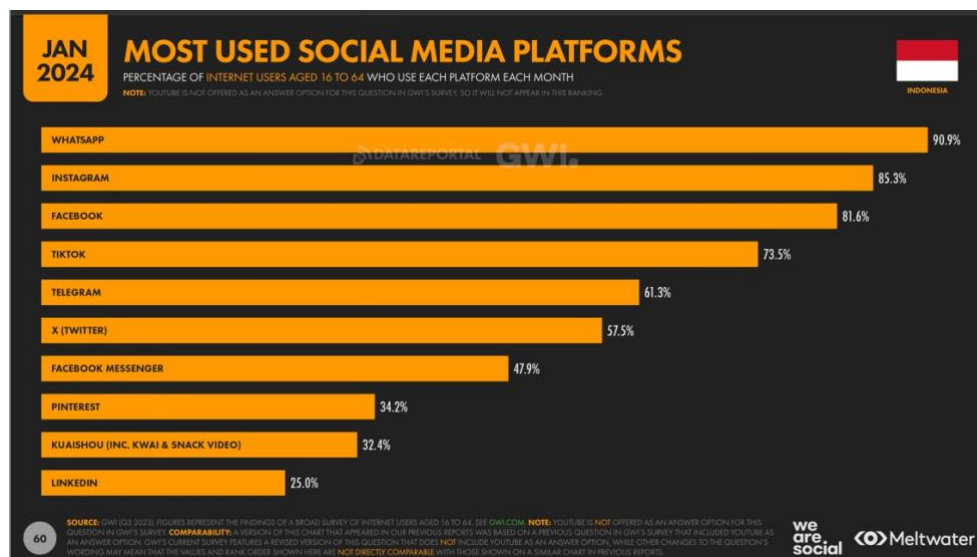


FIGURE 1. We Are Social & Meltwater. (2024)

Instagram's rapid growth reflects a major shift in the way people consume information and content, where visual approaches and usage-based experiences are becoming increasingly important. Instagram's growth, with over 1 billion monthly active users, highlights the importance of visual content and user engagement. Brands leverage these platforms for digital marketing, focusing on user behavior and motivation to maintain relevance and competitive advantage in the digital marketplace (León-Alberca et al., 2024). This encourages companies to adapt by utilizing these platforms effectively to maintain relevance and competitive advantage in an increasingly digital global market. Based on the results of a survey conducted by we are social in January 2024, Instagram is ranked second out of ten social media lists that are often used by Indonesian people. According to (Rakhmasari & Pratiwi, 2024) The platform is most used by millennials and Generation Z with a prominent presence among users aged 16 to 35.

Instagram, which occupies the second position in the survey, is one of the most popular and frequently used social media by the Indonesian people. With a user percentage of 85.3%, the platform is very popular among internet users of all ages. Instagram's popularity is driven by its attractive visual features, such as photos and videos, as well as its ability to support

social interaction through *stories*, *reels*, and *direct message features*. According to (Sikumbang et al., 2024) Instagram is an ideal place for young people to interact socially and promises engaging content. We can also conclude that Instagram has the potential to become a very important tool in the life and rise of Generation Z in digital.

PT Sinergi Gula Nusantara is greatly helped by the development of communication strategies in the current digital era using digital platforms to run and optimize communication/public relations functions, especially now that the ease of access to company information to *stakeholders* is an opportunity to convey key messages Through digital platforms and the benefits of big data analysis as the basis for determining policies and communication strategies, this certainly greatly supports the public relations of Sinergi Gula Nusantara to be able to implement the concept of *digital public relations*. The same is true for research (Andini & Chatamallah, 2023) implementing digital public relations and involving the use of social media platforms Instagram and TikTok to increase brand awareness and stay on top of market trends.

In the post-pandemic era, digital communication has become an integral part of daily life, prompting organizations, particularly public relations departments, to move from a conventional PR approach to cyber public relations (Islam & Luqman, 2022) In the post-pandemic era, digital communication has become essential for organizations, particularly in public relations, driving a shift towards *cyber public relations*. The Public Relations strategy has also evolved to incorporate digital platforms, increasing engagement and effectiveness of communication with stakeholders (Lovari et al., 2024). This transition is driven by the need for increased engagement, transparency, and adaptability in communication strategies.

Nowadays social media serves as the main platform for direct interaction with audiences (Rahma, 2024) thus enabling two-way communication that was previously limited in the traditional public relations model. Through features such as comments, direct messages, likes, content sharing, and interactive stories, organizations can receive real-time feedback, monitor public sentiment, and build dialogues that strengthen trust and loyalty. This level of openness and speed increases transparency, allows companies to respond quickly to inquiries, manage reputational risk, and tailor messages according to audience preferences. Platforms like Instagram, Twitter, and Facebook have not only served as tools for disseminating information, but have evolved into participatory communication spaces, where audiences expect authentic and timely responses. This, social media has transformed stakeholder engagement from passive recipients to active collaborators, further strengthening the role of digital PR in shaping public perception and corporate credibility.

The rise of *Cyber Public Relations*, in this digital world, is also in line with Islamic values that emphasize the importance of honest, transparent, and full of *hukmah* communication (Qs. An-Nahl:125). The correct use of *Cyber Public Relations* can be a means to convey useful information, build harmonious relationships, and maintain Trust in conveying messages. This is relevant to research (Islam et al.,2023) which states that the Muslim media center exemplifies how digital sermons can shape the image of Islam by presenting content that discusses contemporary issues through an Islamic lens. So as to realize the principle of *tabligh* or convey diversity and support effective and meaningful communication in the digital era.

Cyber Public Relations is a public relations practice that uses digital technology, especially the internet and social media. The goal is to build, manage and maintain relationships between an organization or company and its public. Cyber public relations are part of strategic communication designed to face the challenges of the digital age. For example, in the study (Nurfaiza & Meisyanti, 2024) The West Jakarta City Government utilizes digital platforms such as websites and social media to increase the transparency of public information, in line with the characteristics of *Cyber Public Relations* that are

strategic, integrated, targeted, and measurable. So that the information created can spread quickly and the audience is more actively interacting through digital platforms.

Research (Ningsih & Umarella, 2020) also highlight cyber public relations, in cas study "*Cyber Public Relations Model in Building a Positive Image of Local Government*" In the Jakarta Government, *Cyber Public Relations* is used to strengthen the image of the agency through official websites and social media platforms such as Instagram and Twitter. The approach includes an omni-channel communication strategy that is structured, effective, and credible in building strong relationships between government and the public

In addition, there is also research from (Saraswati and Andiyansari, 2024) which discusses similar matters, namely, the Study "*Optimizing Cyber Public Relations to Increase the Positive Image of the Klaten Communication and Information Agency through Social Media*" describes the effectiveness of the implementation of CPR at the Klaten Communication and Informatics Office. With a qualitative approach and the theory of the seven C's (credibility, context, content, clarity, continuity, consistency, capability), this study shows that the optimal use of Instagram is able to increase public interaction and significantly strengthen the reputation of the agency. The two previous studies emphasized that the use of cyber public relations can have a positive impact on companies, which means that it can be said to be successful.

The success was also felt by PT Sinergi Gula Nusantara is the implementation of the concept of digital public relations through the social media platform Instagram, namely through engagement analysis through insight tools, follower growth parameters, *account engaged* (*accounts reached*, *accounts engaged*, and *shares*), and *the highest content*. However, there are also challenges that must be faced, such as the limitations of the menu in "*insights*" when compared to big data analysis using applications. However, the public relations of Sinergi Gula Nusantara still optimize the features in the Instagram platform, because although it is limited, it can help communication performance.

This research is motivated by the phenomenon of the influence of Instagram features in communication strategies, Instagram is not only a place to share photos, but also as a strategic business communication tool. This problem is important to study more deeply, considering its impact on the company's popularity and company integrity in the eyes of the public and the audience. Therefore, this study seeks to formulate the problem and use the Chris Heur Theory approach combining four key indicators that are important for understanding and implementing the framework effectively. These indicators serve as the basis for evaluating various optimization issues and organizational change.

Research (Diniati et al., 2023) also used this theory to discuss the case of Perum Peruri explaining the Public Relations communication strategy through Instagram that was carried out systematically: starting from public image mapping, editorial planning, content production, distribution, to evaluation. It demonstrates the use of platform features as a strategic business communication channel and is in line with Chris Heuer's 4C theory of public relations management. There are four indicators of Chris Heuer's theory; context, communication, collaboration, and connection. The researcher will examine whether PT Sinergi Gula Nusantara's Cyber Public Relations activities can maintain and improve connections with its audience on Instagram to maintain public loyalty and trust. The goal is to analyze the use of social media used, namely Instagram as an information medium. In cyber public relations activities, it refers to Chris Heuer's theory with four indicators of context, communication, collaboration, and connection.

In the practice of Cyber Public Relations carried out by PT Sinergi Gula Nusantara (SGN), the four indicators put forward by Chris Heuer are important elements in building a strategic approach to social media, especially Instagram. The first indicator, context, refers to how Sinergi Gula Nusantara adjusts its content to be relevant to the audience's needs,

interests, and expectations. The context also emphasizes the importance of time and moment in the delivery of information. In this case, Sinergi Gula Nusantara understands that Instagram is a platform that changes very quickly and is influenced by visual trends and the dynamics of viral content. The rise of Instagram Reels has changed content consumption, especially among Generation Z, who prefer a fast-paced and engaging format that influences their fashion and consumptive behavior (Doloi, 2024). Therefore, the company's public relations routinely adjust communication messages to the current conditions, such as the momentum of National Sugar Day, World Consumer Day, and other commemorations relevant to the company's image and products. The narrative built is not only product promotion, but also educational and inspiring, in order to strengthen the emotional relationship with the audience.

The second indicator, communication, emphasizes the clarity of the message, the consistency of the brand identity, and openness in answering questions or comments from the audience. In search (Wilson et al., 2024) It was found that a stable frequency of comments, responses, and interaction duration are important for strengthening the emotional connection between consumers and brands. PT Sinergi Gula Nusantara utilizes Instagram features such as *feeds*, *stories*, *reels*, and *comment columns* as a means of two-way communication. This allows companies to not only convey messages, but also hear and respond to aspirations or criticisms from the public. For example, when there is a public conversation regarding national sugar prices, @sinergigulanusantara account tries to position itself as a reliable source of information by conveying valid facts, accompanied by attractive and easy-to-understand infographic visuals. This openness forms a positive perception of corporate transparency and increases public trust in a sustainable manner.

The next indicator is collaboration, which is the ability of organizations to work together both internally and externally through digital channels. In this context, PT Sinergi Gula Nusantara, collaboration is realized through digital campaigns with other SOEs, local governments, *food influencers*, and UMKM communities that use national sugar products. This form of collaboration can be seen from the activities of tagging partner accounts, *Instagram live with stakeholders* and sharing various content that attracts the attention of the audience. This collaboration strengthens SGN's positioning as a brand that is not exclusive and closed, but open to public dialogue and public participation.

Meanwhile, the fourth indicator, namely connection, is the essence of all Cyber Public Relations activities. Connections are not only about the number of followers, but rather the quality of the relationship established between the company and its audience. In this case, the success of an Instagram account can @sinergigulanusantara be measured through the level of audience involvement, such as the number of positive comments, reposts by users, to mentions from the public who are satisfied with the service or product. PT Sinergi Gula Nusantara also shows efforts to maintain this connection through consistency in the field of communication, empathy in answering messages or comments, and providing quick and personalized responses to input from the audience. This all reflects the existence of relational bonds that are built sustainably through digital media.

Furthermore, Chris Heuer's indicator-based approach is also relevant to Islamic communication values that prioritize politeness, honesty, and the usefulness of information. As in QS. An-Nahl verse 125 mentions the importance of preaching and conveying information "with wisdom and good lessons," so the ethical practice of *Cyber Public Relations* is also part of information da'wah in the digital era. PT Sinergi Gula Nusantara as a company that is in the context of religious Indonesian culture and society, indirectly applies these Islamic principles in maintaining communication manners on social media. This can also be seen from the educational content presented, such as the *Corporate Social*

Responsibility program on healthy food, refined sugar education, and efforts to form a humanist corporate narrative with societal values.

From the perspective of digital communication effectiveness, the implementation of Cyber Public Relations through Instagram has advantages in terms of time efficiency, wide reach, and the existence of measurable metrics. PT Sinergi Gula Nusantara, utilizes Instagram Insights tools to measure the success of content quantitatively, such as impressions, reach, *follower growth*, and *engagement rate*. This data is then used to develop the next communication strategy, including optimal upload times, the most preferred types of content (e.g., production process visualizations or customer testimonials), to campaign designs that can improve audience engagement. However, challenges remain, such as the limitations of analysis if you only rely on Instagram's internal features compared to *paid big data analysis* tools.

The use of *Cyber Public Relations* on social media is not without obstacles. The main challenge lies in the dynamics of the rapidly changing digital audience, as well as the potential for communication crises that can arise at any time. For example, negative information that goes viral on social media can spread in a matter of minutes, and if not responded to quickly and appropriately, can damage a company's image. For this reason, the public relations of Sinergi Gula Nusantara are also required to have sensitivity to issues and digital crisis management skills. This is reinforced by the opinion (Lovari & De Rosa, 2025) that *public relations strategies* in the digital era require flexibility, speed of adaptation, and collaboration between units in the organization.

Cyber Public Relations also opens up new opportunities to build a more inclusive and participatory company narrative. Content is no longer one-way, but rather involves the public as part of the communication process. Synergy of Gula Nusantara, as a national company, needs to continue to monitor digital communication trends, including changes in Instagram algorithms, platform policies, and digital behavior of the Indonesian people. That way, the communication strategy built will remain relevant and sustainable.

This research is important because it provides a comprehensive overview of how digital communication through social media can be leveraged to create long-term relationships between companies and their public. Using Chris Heuer's framework, researchers can measure the extent to which the strategies implemented are able to meet four important indicators of sustainable digital communication. In addition, this discussion also strengthens the urgency of transforming public relations from a traditional approach to an information technology-based approach.

This, PT Sinergi Gula Nusantara has shown real efforts in adopting a digital communication model that focuses on the audience, is data-based, and upholds communication ethics. The practice of *Cyber Public Relations* through Instagram is not only a promotional tool, but also serves as a bridge that connects the company's values with the expectations of modern society. In the future, companies need to continue to develop their public relations digital competencies, build creative and adaptive content teams, and open a healthy dialogue space between companies and the digital public. This kind of communication strategy will not only maintain public loyalty and trust, but also form a relevant, progressive, and high-social value corporate image in the era of digital transformation that continues to evolve.

The urgency of this research lies in the increasingly dominant role of social media, especially Instagram, as the main means of communication between companies and the public in the digital era. In the midst of fast and massive information dynamics, companies are required to be able to convey messages precisely, strategically, and interactively so that they remain relevant and trusted by their audiences. This research is important because it provides an understanding of how PT Sinergi Gula Nusantara utilizes digital platforms to

build an image, establish effective communication, and maintain public loyalty through a structured *Cyber Public Relations approach*. In addition, by associating the principles of digital communication with Islamic values such as da'wah through the media, this research also contributes to enriching the perspective of ethics-based communication. The results of this study are expected to be a reference or practical reference for public relations practitioners, public institutions, and academics in developing more adaptive and humanist communication strategies in the era of *cyber society*.

METHOD

This study uses a qualitative method approach with the aim of understanding in depth the phenomenon of the implementation of *Cyber Public Relations* carried out by PT Sinergi Gula Nusantara through Instagram social media. The qualitative method was chosen because it is able to comprehensively describe social reality and emphasizes the subjective meaning of individual experiences as well as social interactions that occur in the organizational environment. As explained by (Brough, 2024), Qualitative research methods are increasingly widely accepted in academia, especially in the last four decades, because they have the ability to illuminate the complexity of social phenomena that cannot be adequately explained through quantitative approaches.

This method allows researchers to explore the understanding, perception, and experience of informants in carrying out cyber public relations-based digital communication strategies. The data collection techniques used in this study were in-depth interviews and direct observations. Interviews were conducted with key informants consisting of public relations staff (PR) and social media admins of PT Sinergi Gula Nusantara to gather information about the implementation process, strategies, challenges, and results of the *Cyber Public Relations* practices implemented.

In addition, the researcher also observed the company's official Instagram account, namely @sinergigulanusantara, to observe digital communication patterns, the type of content uploaded, the intensity of interaction with the audience, and the level of engagement. The data obtained was then analyzed in a qualitative descriptive manner by referring to Chris Heuer's theory which includes four main indicators: context, communication, collaboration, and connection, as the main analytical framework in evaluating the effectiveness of the company's digital communication strategy.

RESULTS AND DISCUSSION

After collecting data through interviews, the researcher obtained information related to the implementation of *Cyber Public Relations* carried out by PT Sinergi Gula Nusantara on Instagram social media. The company that manages all state-owned sugar factories may not be widely known to the public, or people who are less familiar with this state-owned plantation sub-holding company. Through Instagram social media, PT Sinergi Gula Nusantara tries to provide information related to companies and factories that process sugar. In addition, PT Sinergi Gula Nusantara can disseminate a lot of information, broadly, various information such as the processing of sugarcane into sugar, and various awards obtained by the company. In October 2021, Instagram @sinergigulanusantara first launched to share information related to the company and improve communication and openness with the public. In less than two years, @sinergigulanusantara account has managed to show its consistency in building a positive image of the company through social media from its

various content. The content produced is also informative, educational, and interactive, besides that it is also related to the company's background, namely, the sugar industry.

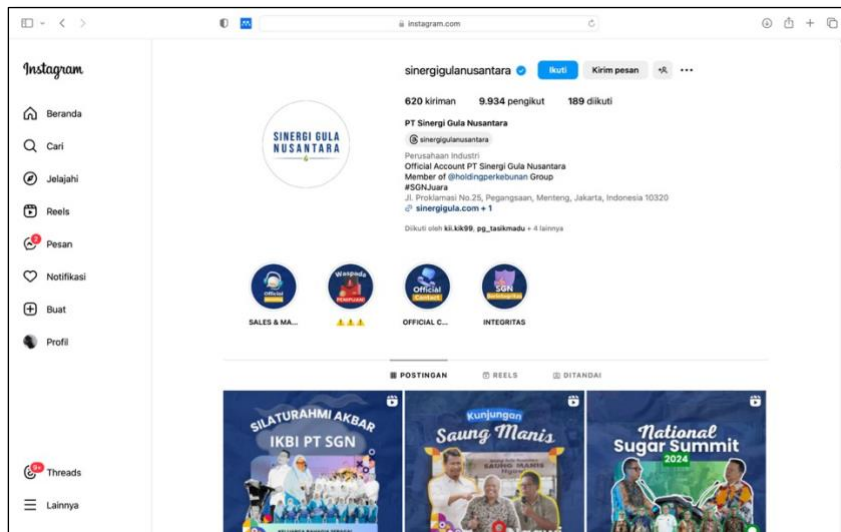


FIGURE 2. Instagram Synergy of Gula Nusantara

This success was officially recognized in September 2023. When the account has received a verification badge from Meta (Instagram), the account has a trust mark that shows that @sinergigulanusantara account is a representation of PT Sinergi Gula Nusantara. That is, it is officially recognized as an account that is actually managed by PT Sinergi Gula Nusantara, not a fake account or made by another party. This verification badge not only increases the credibility of the account, but also expands the reach of the company's communication in the digital world. In addition, it also provides assurance to the public that the information from the content and communication conveyed through the account is genuine and trustworthy.

It is relevant to the research (Neely & Witkowski, 2024) Using an experimental survey design of 534 SNS users, the study showed that verification badges did not significantly improve the assessment of information accuracy or the likelihood of users sharing or following the account. These results show the limited influence of badges on the perception of content credibility in the context of health. Nevertheless, this review is relevant as a comparison of the effectiveness of official verification on public opinion.

The application of Chris Heuer's theory has four things, the first is the context, in this context the company chooses who the target audience is and how the company interacts with the audience on social media. Second, Instagram's way of communicating @sinergigulanusantara establish communication with the audience is to often upload content. The content created is often in the form of reels or in the form of videos, and the dissemination of information using the video will usually be wider in scope. As in the research (Li & Liu, 2023) which states that, research shows that short creative advertising videos take advantage of the interactive nature of social media, increasing the dissemination of information. This approach allows for a wider reach, as the framework assesses video transmission and retransmission across the network's cluster, as well as optimizing effectiveness in marketing strategies. In addition, they also establish communication by reciprocating comments and messages on Instagram, although this is still inconsistent.

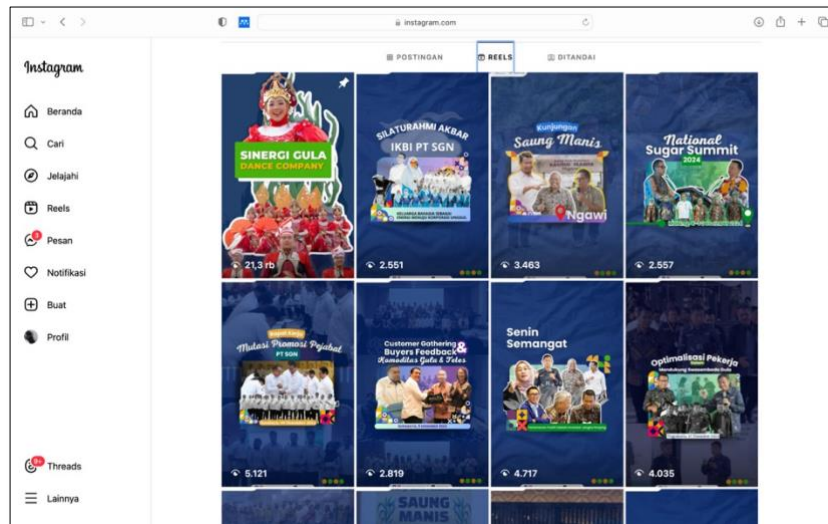
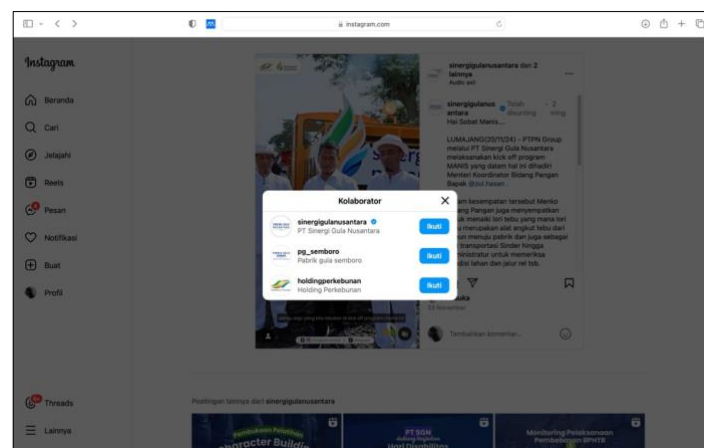


FIGURE 3. Post @sinergigulanusantara

Second, it is important to communicate, the meaning of using social media is to make it easier for us to communicate with the many people we meet. The existence of this communication will be a bridge for the dissemination of information to the audience. In this case, @sinergigulanusantara carry out communication in an open, juju, and interactive manner. It is not just a one-way communication, but also accommodates complaints and suggestions from the audience. This communication is not only established between internal employees, but also people who want to convey their aspirations for PT Sinergi Gula Nusantara.

Third, there is collaboration or cooperation between an account, in this case Instagram @sinergigulanusantara, still lacks implementation. Although the content presented by Instagram is @sinergigulanusantara interesting and informative, we also need to collaborate with various accounts to expand the digital network. This is also an Instagram evaluation @sinergigulanusantara in research conducted by the ASIGTA Team. As a result of this big data communication analysis research, PT SGN's public relations team was given recommendations related to the importance of implementing collaboration in social media. For example, collaboration in creating campaigns that can capture the hearts of audiences. Little by little, Instagram @sinergigulanusantara has started using collaboration features with various accounts in some of its content, as shown below.



FIGGURE 4. Collaboration

In the Collaboration section, it is also in accordance with the research (Rahmawati, 2025) entitled BPKP RI Public Communication through Instagram with Chris Heuer's 4C theory. In this study, collaboration is described as interaction between government agencies through the Instagram collaboration feature that supports the dissemination of shared content. The study found that BPKP RI's Instagram account has implemented the 4Cs in a comprehensive collaboration as seen from uploads with other partners/agencies that increase public coverage and communication legitimacy.

Fourth, the importance of maintaining connections, everything that has been planned and implemented, it is important for SGN's public relations team to maintain the relationship that has been established with the audience and its collaboration accounts. One way to maintain a relationship with their collaboration team, the PR team often uploads content using the collaboration feature and tagging accounts that they often collaborate with. So, the content shared by @sinergigulanasantara can continue to spread through various Instagram accounts.

Based on the results of Instagram @sinergigulanasantara analysis, it can be seen that the results of the implementation of cyber public relations are:

- Provide information related to management activities in achieving organizational goals
- Fostering good relationships with audiences and cooperating accounts by disseminating various information relevant to the company's background
- Creating two-way communication that arises either by disseminating information of a company, factory, or organization to the public.

The implementation of the use of Cyber Public Relations of PT Sinergi Gula Nusantara is carried out by the public relations division. All processes carried out from the beginning to the production of content are carried out systematically and in a structured manner. In addition, there is also coordination by the team with the aim that information is conveyed clearly. Public cyber implementation relations It is not spared from the process of managing public relations which consists of research, planning, implementation, and evaluation. This research focuses on the implementation stage or the servicing stage that is carried out after the planning stage. The implementation stage will not run smoothly and according to plan if a team does not cooperate with each other. The communication built by the team greatly influences the successful execution of content.

The form of implementation of Cyber Public Relations carried out by Instagram @sinergigulanasantara includes: providing information related to sugar production carried out by sugar factories owned by state-owned plantation holdings. Introducing the internal employees of PT SGN, sugar factories, and activities and achievements obtained by PT Sinergi Gula Nusantara. In addition, PT SGN collaborated with the Founder of ASIGTA to conduct research related to Instagram Digital Activism. In his research, it is stated that Instagram can @sinergigulanasantara establish a good relationship with its audience. The content presented also often uses words that are often raised such as "Tough to grow", "grow champion", and "sweet friend", this is a characteristic and builds the company's identity on social media.

Cyber public relations is an approach in the field of public relations that utilizes internet technology and digital media to interact with the public and build a company's reputation and image. The development of digital platforms such as websites, social media, blogs allow companies to convey information, respond to feedback and manage issues in real time. This strategy facilitates direct engagement with audiences through faster, interactive two-way communication. The main role of cyber public relations is to maintain a positive relationship with the public online, increase credibility, and build and maintain a company's reputation on social media. By definition, cyber public relations is public relations activities carried out

through internet media, ranging from publication activities to customer relations (Firmanto & Zebua, 2024)

The role of cyber public relations is very important in fostering positive online relationships, it can increase credibility and manage a company's reputation on social media. This is even more important in today's digital sphere, where public perception can significantly affect a company's brand image and identity. The same is true for research (Sundaresan et al., 2023) which explains that a consistent brand identity can foster consumer loyalty, where consumer perception directly influences buyer behavior.

There is also a similar study discussing the implementation of cyber public relations. Research (Noviansyah & Yulianita, 2024), which is titled *Cyber Public Relations Implementation of Riverside Forest Football Club on Instagram*. It has research results that show that the football club is trying to build positive relationships with supporters and increase information transparency through the implementation of Cyber Public Relations on Instagram social media. The research emphasizes the importance of effective content creation and communication strategies in increasing fan engagement and trust.

The application of public relations must be applied in various institutions, not only in companies, but also in other institutions such as small and large communities, government institutions, education, and other institutions in need. Other relevant research examples are also applied to Islamic education, such as in the research (Musli et al., 2024) which discusses the importance of public relations management in Islamic education, emphasizing its role in building positive relationships between educational institutions and stakeholders, including parents, students, and the community. This research advocates systematic public relations efforts to increase understanding and support for Islamic education in Indonesia.

The results of the research that can be conveyed from this study are, the implementation of the Cyber Public Relations (CPR) strategy by PT Sinergi Gula Nusantara (SGN) through the Instagram account @sinergigulanusantara not only aims to convey one-way information, but also seeks to build active and sustainable interaction with the audience. In this context, digital communication is no longer rigid or formal, but more flexible, humanistic, and easily accepted by a wide audience. The language style used in each upload is made as close as possible to the characteristics of social media users, especially the younger generation who make up the majority of Instagram users. The use of distinctive greetings such as "Sobat Manis" is a form of emotional approach that indirectly builds closeness between the company and the audience. This strengthens the brand identity and makes the account more grounded in the midst of the hustle and bustle of the digital world.

This research is not relevant to the research (Singh et al., 2020) which focuses on the role of social media influencers in crisis communication strategies and corporate reputation. While highlighting the importance of transparent communication, the study did not address the informal language style, humanist tone, or interpersonal approach that companies use in regular Instagram account posts. The main focus is crisis response and perception of influencers, not on regular audience interactions or brand identities that are emotionally close to followers. However, this study had the same results as the study (Rudini et al., 2025) which shows that Instagram is effective in increasing public engagement, forming a positive corporate image, and making communication more participatory than just visual media.

Furthermore, the results of the collaboration with ASIGTA are also proof that PT Sinergi Gula Nusantara has a strong commitment to managing data-based digital communications. Big data research conducted shows that the Instagram account is able to establish stable engagement and shows a positive trend in increasing audience interaction. This is also supported by the consistency of engaging visual content, narratives that are relevant to actual issues, and the use of Instagram features such as reels, stories, and collaboration between accounts to expand reach. This effort is in line with the principles of

technology-based public relations management, namely openness, speed of information, and adaptability to algorithms and social media user behavior

In addition, this communication strategy also plays an important role in forming a positive and trusted institutional image. In the context of state-owned companies that have many stakeholders, information transparency is an important aspect that is maintained through digital channels. This *Cyber Public Relations* activity is a means to show that PT Sinergi Gula Nusantara is an active, responsive, and ready entity to transform according to the times. Through this strategy, PT Sinergi Gula Nusantara not only succeeds in conveying messages, but also builds a loyal and critical digital community. With an inclusive, transparent, and adaptive approach, PT Sinergi Gula Nusantara's Cyber Public Relations activities are one of the effective corporate digital communication management models in the current era of digital transformation.

CONCLUSION

Based on the results of the research that has been carried out and written above, it can be concluded that the implementation of Cyber Public Relations of PT Sinergi Gula Nusantara in the management of public information through social media @sinergigulanusantara has done its best and continues to evaluate the content and social media communication strategies carried out in building a positive image of the company, expanding the reach of communication, and creating relationships that are good with the audience. This strategy is carried out in a structured manner by utilizing various research, planning, implementation, and evaluation that can determine more or less the cyber public relations process.

The use of the 4C approach in Chris Heuer's Theory (context, communication, collaboration, and connection) is the right framework in analyzing PT SGN's communication strategy. The company is able to tailor the context of digital communication to its target audience, maintain two-way communication through Instagram features, and start building collaborations with various accounts and partners. In addition, efforts to maintain connection and consistency of content are key to strengthening long-term relationships with audiences and increasing account credibility through official verification from Instagram.

However, there is still room for improvement in terms of cross-account collaboration and consistency in replying to public interactions, which need to be improved to expand reach and increase engagement. The collaboration with ASIGTA also shows that data-driven approaches and big data analytics can strengthen the effectiveness of CPR strategies implemented. Practically, this study provides an overview to public relations practitioners and digital communication managers that corporate social media management is not enough just to disseminate content, but must be built on the foundation of interaction, collaboration, and strong emotional identity. PT SGN can use these findings as a basis for developing a follow-up strategy that is more adaptive to the needs and dynamics of digital audiences.

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