

Implementing public relations strategies in digital nutrition communication: Evidence from MTATV

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Abstract

The rapid growth of social media has encouraged broadcasting institutions to utilize Instagram as a communication medium for disseminating health information to the public. This study aims to analyze the public relations communication strategy employed by MTATV Surakarta in promoting the *Saatnya Wanita Berbicara* program, particularly the *Sehat dan Gizi* episode, through Instagram from the perspective of Rosady Ruslan's public relations strategy framework. This study employed a qualitative descriptive method with a case study approach, using observation, interviews, documentation, and Miles and Huberman's interactive data analysis. The findings indicate that MTATV's public relations department implemented operational, persuasive and educational, cooperative, coordinative and integrative, and social responsibility strategies in an integrated manner, thereby expanding the dissemination of information while enhancing public health education. The novelty of this study lies in its analysis of the implementation of public relations communication strategies within an Islamic broadcasting institution in utilizing Instagram as a medium for nutrition education through Rosady Ruslan's public relations strategy framework.

Keywords: Communication strategy; Public relations; Instagram; MTATV; Nutrition education.

Abstrak

Perkembangan media sosial mendorong lembaga penyiaran memanfaatkan Instagram sebagai media komunikasi untuk menyebarluaskan informasi kesehatan kepada masyarakat. Penelitian ini bertujuan menganalisis strategi komunikasi humas MTATV Surakarta dalam menyosialisasikan program *Saatnya Wanita Berbicara* episode Sehat dan Gizi melalui Instagram berdasarkan perspektif Rosady Ruslan. Penelitian menggunakan metode deskriptif kualitatif dengan pendekatan studi kasus melalui observasi, wawancara, dokumentasi, dan analisis data interaktif Miles dan Huberman. Hasil penelitian menunjukkan bahwa humas MTATV telah mengimplementasikan strategi operasional, persuasif dan edukatif, kerja sama, koordinatif dan integratif, serta tanggung jawab sosial secara terpadu sehingga mampu memperluas penyebaran informasi sekaligus meningkatkan edukasi kesehatan kepada masyarakat. Kebaruan penelitian ini terletak pada analisis implementasi strategi komunikasi humas media penyiaran berbasis dakwah dalam memanfaatkan Instagram sebagai media edukasi gizi melalui pendekatan strategi humas Rosady Ruslan.

Kata Kunci: Strategi komunikasi; Humas; Instagram; MTATV; Edukasi gizi.

Introduction

The rapid growth of social media has transformed the way organizations communicate information to the public (Lovari & Valentini, 2020). Digital platforms such as Instagram are no longer used solely as promotional tools but have also evolved into communication channels capable of fostering interaction, enhancing public literacy, and disseminating information quickly and extensively (Gruzd et al., 2018). This transformation has encouraged various institutions, including broadcasting organizations, to integrate social media into their communication strategies. In the health sector, Instagram has become increasingly important because information related to nutrition, healthy lifestyles, and disease prevention can be presented through visually engaging content, making it more accessible and understandable to diverse segments of the public (Pilař et al., 2021).

One broadcasting institution that has utilized Instagram as a public communication platform is MTATV Surakarta through its official account, @mtatv_official. In addition to promoting its television programs, the account actively publishes educational content through the *Saatnya Wanita Berbicara* program, particularly episodes focusing on health and nutrition. The information is delivered through flyers, Reels, and captions containing educational messages on healthy eating habits, nutritional intake, family health, and the prevention of various nutrition-related issues. The use of Instagram's diverse features demonstrates that MTATV seeks not only to expand the reach of information dissemination but also to establish closer communication with the public by presenting accessible, informative, and audience-oriented content tailored to the characteristics of social media users.

The effectiveness of information dissemination through social media depends not only on the volume of published content but also on the communication strategies adopted by media managers. From a public relations perspective, communication strategy serves to design message delivery in a manner that captures public attention, builds trust, and encourages audiences to understand the information being conveyed (Kim & Lee, 2018). According to Rosady Ruslan (2012), public relations strategies encompass operational, persuasive and educational, collaborative, coordinative and integrative, and social responsibility strategies. These five strategies provide a relevant analytical framework for examining how MTATV's public relations department manages communication through Instagram to promote the *Saatnya Wanita Berbicara* program, ensuring that health and nutrition education messages are effectively delivered to the public.

Numerous studies have examined public relations communication strategies implemented through social media. Previous research has demonstrated that Instagram enhances the effectiveness of information dissemination, strengthens organizational image, and fosters stronger interactions between institutions and the

public (Al-Kandari et al., 2019; del Rocío Bonilla et al., 2020). Other studies have also highlighted the significant role of social media as a platform for public education, particularly in delivering health information through visually engaging and easily comprehensible content (Do Thi Ha, 2025; Rahmadini & Ayuningtyas, 2025). However, these studies have primarily focused on government agencies, hospitals, educational institutions, and commercial organizations, with limited attention given to the implementation of public relations communication strategies within faith-based television broadcasting institutions. Furthermore, studies integrating Rosady Ruslan's public relations strategy framework with the use of Instagram as a platform for disseminating nutrition education remain relatively scarce. This gap highlights the need for further investigation into how MTATV Surakarta implements its public relations communication strategies to promote the *Saatnya Wanita Berbicara* program through Instagram.

Based on this research gap, this study aims to analyze the public relations communication strategies employed by MTATV Surakarta in promoting the *Saatnya Wanita Berbicara* program, specifically its Health and Nutrition episode, through Instagram by adopting Rosady Ruslan's public relations strategy framework. This study is expected to contribute to the advancement of public relations scholarship, particularly regarding the implementation of communication strategies within faith-based broadcasting institutions in the digital era. Furthermore, the findings are expected to provide practical insights, serving as evaluation materials and strategic recommendations for broadcasting institutions seeking to optimize the use of social media as an effective platform for public information dissemination and educational communication.

Method

This study employed a qualitative descriptive method with a case study approach to analyze the public relations communication strategies implemented by MTATV in promoting the *Saatnya Wanita Berbicara* program, particularly its Health and Nutrition episode, through Instagram (Creswell & Poth, 2016). The research object comprised content published on the @mtatv_official Instagram account from January 2025 to January 2026 related to the program. Primary data were obtained from the documentation of Instagram posts, including flyers, Reels, captions, and other supporting materials, whereas secondary data were collected from books, scholarly articles, and relevant documents concerning public relations communication strategies and the use of social media as a platform for public communication.

Data were collected through non-participant observation of Instagram content, semi-structured interviews with individuals involved in managing MTATV's social media, and documentation of publication materials related to the research program. The data were analyzed using the interactive model developed by Miles and Huberman (1994),

consisting of data reduction, data display, and conclusion drawing. Subsequently, the findings were interpreted based on Rosady Ruslan's five public relations communication strategies: operational strategy, persuasive and educational strategy, collaborative strategy, coordinative and integrative strategy, and social responsibility strategy.

Results and Discussion

Implementation of MTATV's Public Relations Communication Strategy in Promoting the *Saatnya Wanita Berbicara* Program

Communication strategy is one of the key determinants of successful information dissemination through digital media (Hyland-Wood et al., 2021). In implementing the *Saatnya Wanita Berbicara* program, MTATV's public relations department utilizes Instagram as a communication platform to disseminate health and nutrition information to the public. The use of this platform reflects the organization's adaptation to changes in public behavior, as people increasingly rely on social media to access information. Based on the findings, the implementation of MTATV's public relations communication strategy in the *Saatnya Wanita Berbicara* program is primarily characterized by operational as well as persuasive and educational strategies, as proposed by Rosady Ruslan. This finding is consistent with previous research indicating that social media serves as an effective communication platform for reaching broader audiences.

Table 1. Implementation of MTATV's Public Relations Communication Strategy in the *Saatnya Wanita Berbicara* Program

Strategy	Implementation	Objective
Operational Strategy	Regular publication of flyers and Reels through Instagram	To disseminate program information to the public
Persuasive and Educational Strategy	Delivery of health messages through visuals, captions, and short-form videos	To enhance public understanding and awareness of the importance of nutrition

Source: Compiled by the authors from the @mtatv_official Instagram account (2025–2026).

As presented in Table 1, the operational strategy was implemented through the publication of flyers and Reels containing information about the program schedule, discussion topics, and featured speakers. These contents were published systematically to ensure that the public received information before the program was broadcast. Delivering information through visual content was considered effective in providing a clear overview of the topics to be discussed while simultaneously helping audiences recognize the program's identity. This finding reinforces the study by Klein et al. (2020), which reported that visual content is more effective than text-based communication in attracting public attention and extending audience reach.

The implementation of the operational strategy also demonstrates that Instagram functions not merely as a promotional platform for television programs but has evolved into an organizational communication medium capable of strengthening relationships with the public. Social media enables information to be disseminated rapidly, flexibly, and without temporal or geographical constraints. Consequently, MTATV is able to reach audience groups that were previously beyond the scope of conventional television broadcasting. This interpretation is supported by Pang et al. (2018), who found that social media has transformed organizational communication into a more open, interactive, and adaptive process that responds to the needs of digitally connected communities.

In addition to the operational strategy, MTATV's public relations department implements persuasive and educational strategies by presenting health-related content in the form of flyers, captions, and Reels. The dissemination of information is intended not only to promote the program but also to educate the public on the importance of maintaining good health, adopting balanced nutritional practices, and increasing awareness of various nutrition-related issues. The use of simple language combined with communicative visual elements reflects an effort to ensure that messages are understandable to audiences from diverse backgrounds without compromising the substance of the information delivered. This observation is consistent with the findings of Chen et al. (2018), who demonstrated that educational messages conveyed through simple and accessible language significantly improve public understanding of health information.

The persuasive strategy is further strengthened through the use of Reels, which integrate visual elements, audio, and expert explanations within a short-duration format. Video-based content provides a more engaging communication experience than static posts, thereby attracting greater audience attention. Furthermore, the direct presentation of information by expert speakers enhances the credibility of the messages received by the public. This finding corroborates the results reported by Nicoli et al. (2022), who concluded that audiovisual content is more effective in fostering audience engagement while improving the overall effectiveness of digital communication.

Overall, the implementation of operational, persuasive, and educational strategies demonstrates that MTATV's public relations department has successfully utilized Instagram not only as a platform for program promotion but also as a medium for public health education. While the operational strategy contributes to expanding the dissemination of information, the persuasive and educational strategy enhances public understanding and awareness of health and nutrition issues. Together, these complementary strategies strengthen the effectiveness of MTATV's public relations communication through social media. Moreover, this study extends the findings of

Fithriyah et al. (2025) by providing evidence of how a faith-based broadcasting institution implements public relations communication strategies through Instagram to promote public health education.

Strengthening Public Relationships through Public Relations Strategies

In addition to emphasizing information dissemination, MTATV's public relations department also implements communication strategies aimed at strengthening relationships with the public. From Rosady Ruslan's perspective, harmonious relationships between an organization and its publics are established not only through message delivery but also through collaboration, coordination, and the implementation of social responsibility initiatives. Based on the findings, these three strategies complement one another in supporting the success of the *Saatnya Wanita Berbicara* program, enabling it to function not merely as an information platform but also as a means of fostering public trust. This finding is consistent with the study by Vlahović et al. (2020), which identified strong organizational-public relationships as one of the key indicators of successful public relations communication strategies.

Table 2. Implementation of Public Relationship Strengthening Strategies

Strategy	Implementation	Objective
Collaborative Strategy	Collaboration with expert speakers and other competent stakeholders	To enhance the credibility of the information disseminated
Coordinative and Integrative Strategy	Integration of television broadcasting and Instagram in information dissemination	To expand communication reach and facilitate access to information
Social Responsibility Strategy	Provision of interactive telephone and WhatsApp services as two-way communication channels	To build public trust and strengthen relationships with the community

Source: Compiled by the authors from the @mtatv_official Instagram account (2025–2026).

As shown in Table 2, the collaborative strategy is reflected in the involvement of expert speakers with professional expertise in health and nutrition throughout the program discussions. The participation of speakers with relevant academic and professional backgrounds represents MTATV's public relations effort to ensure that the information delivered is scientifically grounded and credible. Such collaboration not only improves the quality of the program's content but also strengthens its credibility in the eyes of the public. This finding supports the study by Li (2020), which concluded that collaboration with qualified experts significantly enhances public trust in organizational communication.

The coordinative and integrative strategy is demonstrated through the integration of Instagram as a supporting platform for television broadcasting. Information that was originally delivered exclusively through television programs is repackaged into flyers, Reels, and captions, allowing audiences to access concise summaries without watching

the entire program. The integration of television and social media reflects a coordinated communication approach in which consistent messages are disseminated across multiple communication channels. This strategy facilitates public access to information while simultaneously expanding MTATV's communication reach among digital media users. This observation is supported by Mitcham et al. (2021), who found that integrating multiple communication platforms enhances the effectiveness of information dissemination while strengthening organizational relationships with the public.

The implementation of the social responsibility strategy is reflected in the provision of two-way communication channels, including interactive telephone services and WhatsApp, which enable members of the public to ask questions and receive direct responses. The availability of these communication channels demonstrates that MTATV's public relations department is not solely focused on one-way information dissemination but also creates opportunities for dialogue as a reflection of its commitment to addressing public needs. Two-way communication enables audiences to obtain clearer information while strengthening relationships between the broadcasting institution and the public as information recipients. This finding is consistent with Kloppers and Fourie (2018), who argued that providing interactive communication spaces represents an important dimension of organizational social responsibility in fostering participatory communication.

Collectively, these three strategies complement one another in strengthening the relationship between MTATV and the public. The collaborative strategy enhances information credibility through the involvement of qualified experts, the coordinative and integrative strategy broadens communication reach by integrating multiple media platforms, while the social responsibility strategy promotes two-way communication that encourages public participation. The synergy among these strategies demonstrates that successful public relations communication depends not only on the ability to disseminate information but also on the capacity to cultivate trust, engagement, and long-term relationships with the public. Furthermore, this study extends the findings of Wahyudi et al. (2025) by illustrating how a faith-based broadcasting institution utilizes social media to foster closer relationships with the public through strategic public relations communication.

SWOT Analysis of MTATV's Public Relations Communication Strategy

SWOT analysis was employed to identify the internal and external factors influencing the implementation of MTATV's public relations communication strategy in promoting the *Saatnya Wanita Berbicara* program. Through this analytical framework, the organization's strengths and weaknesses, as well as the opportunities and threats affecting the effectiveness of information dissemination, can be systematically identified. Therefore, SWOT analysis functions not only as an evaluation tool but also

as a strategic framework for developing communication strategies that are more adaptive to the evolving digital media landscape. This approach is supported by Moisescu (2022), who argued that SWOT analysis provides a comprehensive understanding of an organization's strategic position in developing effective public communication.

Table 3. SWOT Analysis of MTATV's Public Relations Communication Strategy

Aspect	Analysis Results
Strengths	Competent experts in health and nutrition, interactive telephone and WhatsApp services, and educational programs that are accessible to the public.
Weaknesses	Instagram content design remains relatively monotonous, Instagram features have not been fully optimized, and both the diversity of expert speakers and discussion topics are still limited.
Opportunities	Opportunities to collaborate with health experts and influencers, utilize Instagram features such as Live, Stories, and Polls, and expand the target audience to younger generations.
Threats	Competition from other digital media platforms offering similar health-related content and changing public preferences in consuming information through social media.

Source: Compiled by the authors from the @mtatv_official Instagram account (2025–2026).

As presented in Table 3, the primary strength of MTATV's public relations communication strategy lies in the quality of information delivered by experts with professional competence in health and nutrition. The presence of credible experts enhances public trust in the information presented, positioning the program not only as an informative broadcast but also as a reliable source of health education. In addition, the availability of interactive telephone and WhatsApp services reflects MTATV's commitment to fostering two-way communication with the public. This finding reinforces the study by Bennett and Livingston (2018), who emphasized that source credibility and open communication channels are fundamental factors in establishing public trust in media organizations.

On the other hand, this study also identified several weaknesses that require further attention. Instagram content is still dominated by flyer designs with relatively uniform visual characteristics, which may reduce audience appeal. Moreover, Instagram's interactive features, such as Stories, Live, and Polls, have not yet been fully utilized to enhance audience engagement. The program content also tends to focus primarily on family health and older adults, limiting its relevance to younger audiences, who constitute the largest segment of Instagram users. These findings are consistent with Moran et al. (2019), who highlighted that content innovation and the effective utilization of social media features are critical determinants of audience engagement.

From the perspective of opportunities, the continuous development of social media provides MTATV with substantial potential to strengthen its communication strategies. Collaboration with healthcare practitioners, academics, and health influencers could broaden information dissemination while increasing the program's attractiveness. Likewise, maximizing Instagram's interactive features offers opportunities to create more participatory communication, enabling audiences not only to receive information but also to actively engage in discussions. Another promising opportunity lies in developing health-related content that addresses issues relevant to younger generations, including mental health, healthy lifestyles, and nutrition for adolescents and university students. This finding supports the study by Prebanić and Vukomanović (2021), which demonstrated that cross-sector collaboration and digital media innovation significantly enhance the effectiveness of organizational communication.

The primary threats faced by MTATV stem from the increasingly competitive digital media environment in the dissemination of health-related content. Audiences now have access to numerous alternative information sources across various social media platforms, making it easier for their attention to shift elsewhere. Furthermore, changes in social media algorithms and the rapid pace of content production require organizations to continuously innovate in order to remain relevant within the highly dynamic digital information ecosystem. Consequently, MTATV's public relations communication strategy should be continuously refined through improvements in content quality, more effective utilization of social media features, and stronger public engagement. This interpretation is supported by Fehrer et al. (2022), who found that an organization's ability to adapt to changes in the digital ecosystem is a key factor in sustaining effective public communication.

Overall, the SWOT analysis indicates that MTATV possesses substantial internal strengths to support the dissemination of health information to the public. Nevertheless, the organization still needs to improve several aspects, particularly content innovation, the optimization of social media features, and the expansion of audience segmentation to remain competitive in the rapidly evolving digital communication environment. By maximizing its strengths and opportunities while addressing its weaknesses and mitigating external threats, MTATV's public relations communication strategy has the potential to become more effective in promoting public health literacy through social media.

Table 1. Demographic Characteristics of Respondents

Characteristics	Frequency	Percentage (%)
Male	45	45.0
Female	55	55.0

Total	100	100.0
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Source: Research Data (2026)

Conclusion

This study demonstrates that MTATV Surakarta has systematically implemented public relations communication strategies in promoting the *Saatnya Wanita Berbicara* program through Instagram. These strategies encompass operational, persuasive and educational, collaborative, coordinative and integrative, as well as social responsibility strategies, as proposed by Rosady Ruslan. Their implementation extends beyond the dissemination of health and nutrition information by fostering public understanding, strengthening trust, and enhancing relationships between MTATV and the community. The utilization of various Instagram features, including flyers, Reels, captions, and interactive communication services, has enabled information to be delivered more effectively, remain easily accessible, and better align with the characteristics of digital audiences. Therefore, the effectiveness of public relations communication is determined not only by the use of social media as an information channel but also by the organization's ability to integrate educational, persuasive, and interactive elements into its communication activities.

This study contributes to the advancement of public relations scholarship, particularly in understanding the implementation of communication strategies within faith-based broadcasting institutions that utilize social media as a platform for public education. From a practical perspective, the findings provide valuable insights for MTATV and other broadcasting organizations in developing more adaptive and participatory digital communication strategies. Nevertheless, this study is limited by its focus on a single social media platform, namely Instagram, and a single television program within a specific period, which may not fully capture the organization's overall communication strategy. Future research is therefore encouraged to broaden the scope of analysis by comparing multiple social media platforms, involving a wider range of stakeholders, including media managers and audiences, and integrating qualitative and quantitative approaches to achieve a more comprehensive understanding of the effectiveness of public relations communication strategies in the digital era.

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