

## Public Relations Strategy of Magdalene Online Media in Shaping Public Awareness of #MendobrakBias Campaign

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### Abstract

Online media undoubtedly plays a vital role in the current Society 5.0 era. It massively contributes to the spread of accurate information without being restricted by the limitations of distance and time. Therefore, the Public Relations strategy behind every social media-post is very crucial in shaping public awareness pertaining to certain issues. Online media can unwittingly become a space to practice advocacy in the public sphere, as is utilized by *Magdalene*, a feminist alternative media focusing on women's issues which they mainly display and propagate through advocacy content. This study uses a qualitative approach, with constructivist paradigm, and a case study approach in analyzing the implied PR strategy *Magdalene* used in shaping public awareness for #MendobrakBias campaign, organized in order to celebrate International Women's Day on March 8<sup>th</sup> 2022. One of the strategies implied from the way *Magdalene* produced and published the issue, which was never published on mainstream media, and the content publication through social media which are packaged in attractive and contemporary ways, one of which includes conducting online discussions with the community. In order to discover the forms of public relations strategy applied by *Magdalene* with the aim of forming public awareness for #MendobrakBias campaign, the researchers use the social construction of reality theory from Berger & Luckmann. Thus, the purpose of this study is to find out the form of strategy public relations carried out by online media *Magdalene* in building public awareness of the #MendobrakBias campaign. The results of this study are as follows; the public relations process carried out by *Magdalene* has the main goal of shaping public awareness on women's advocacy and other related issues. This strategy used by online media *Magdalene*, proposed by Harwood Child, consists of the four points, which are strategy of publication, persuasion, argumentation, and image.

**Keywords:** *public relations strategy, media online, social construction of reality, public awareness, women's advocacy.*

## INTRODUCTION

According to Carey McQuail (2011), the advantage of online media lies in the fact that it may serve as a communication engine that allows all forms of information to not only be carried more efficiently, but also intermingle. In line with what Jenkins said (Jenkins, 2006), "Welcome to convergence culture, where old and new media collide, where grassroots and corporate media interest, where the power of media producer and the power of media consumer interact in unpredictable ways". Online media are divided into two types, namely online mainstream media and alternative media. An alternative media has more focus on fighting hegemony and defending minorities by means of spreading its news. An alternative media tends to fall in the 'non-commercial' genre, and cannot be 'purchased' with certain ideologies (Resita & Junaidi, 2019).

Nowadays, online media holds a significant connection to the field of Public Relations. Especially for an online media that prominently uses a social media platform to share their content. This is because the spread of information on social media is so rapid and dynamic, specifically with headlines that contain elements of 'clickbait', or can be interpreted as interesting titles which piqued the curiosity of its target audience. Then it is very likely the news will go viral (spreading quickly) and become the public spotlight (Arief, 2019).

As Breakenridge (2012) said, "social media requires us to change our mindset in collaborating between communication and technology." Then, not infrequently in the dissemination of information within social media, there are strategic dimensions of Public Relations contained in it, because as Jefkins (2013) stated, Public Relations here has a function to summarize all planned communication, forming public sympathy, and having specific goals based on mutual understanding.

In this current digital era, Public Relations strategies on social media pages also function in shaping the Public Awareness related to certain issues, because nowadays, the external public can input their views, likes, comments, even complaints. This interaction will simultaneously create and shape the awareness of public opinion on the communication activities that have been carried out by the company (Arief, 2019).

This study will discuss the implementation of the Public Relations strategy used by an online media called *Magdalene*, in shaping the *Public Awareness* through #MendobrakBias campaign. As it is known, online media with all the speed and convenience it can unwittingly become a space for advocacy practice in the public sphere. Women who still need a lot of space to express their aspirations, find support, and other advocacy efforts, may explore an alternative online media that focuses on their numerous issues.

One of the alternative online media that focuses on women's advocacy is *Magdalene*. *Magdalene* discusses women issues through gender-perspectives, while at the same time providing its contents that are critical, empowering, and entertaining. *Magdalene* was founded by Devi Asmarani and Hera Diani, two senior journalists who have been involved in the world of Indonesian journalism for a very long time. *Magdalene* was born as an idealistic project that started from the dissatisfaction of its founders when they saw the

discussions of women's issues in the mainstream media. Both consider that the mainstream media still marginalize issues and discriminate against the position of women in the public's eyes.

*Magdalene* accommodates the voices of feminist, pluralist, and progressive groups whose journalism covers the realm of women and minorities. This was revealed by Devi Asmarani as Editor-In-Chief *Magdalene* in her interview in "*The Feminist Mind, Two Years of collected Essays from Magdalene*"

*"So, Magdalene came to being in September 2013, to represent the experience of womanhood in a more inclusive and authentic way. The feminist values we champion are fundamental to the building of a progressive and forward-looking society. We only hope that these stories and perspectives can help to build a more compassionate, more thoughtful, more conscious and more equal society, on in which everyone is judged not by their gender, or their sexual orientation, or the color of their skin, or their religion or ethnicity, but by their courage, their kindness, their capacity to inspire others, and their contribution to society."*

Devi explains that *Magdalene* has centered on representing experiences of women in an inclusive and original way. She added that *Magdalene* also reported on various issues from an empowering point of view, without any judgment based on gender, sexual orientation, skin color, or religion and ethnicity. *Magdalene* is here for those whose issues are not voiced by the mainstream media (Maryani & Adiprasetio, 2017).

Carrying out one of its missions, namely "Giving voice to voiceless", *Magdalene* provides a special column for contributors who want to send their thoughts on issues that fly under the radars of mainstream media. In particular, women's issues discussed in online media are a space used by women to access information related to practices in society (Sadasri, 2021).

Judging from its focus on journalism, *Magdalene* can be categorized as an alternative media, that means a form of media that presents content and uses production methods which are different from the mainstream media. Alternative media are often defined as anti-hegemony; they exist to fight various values and beliefs as well as issues that are considered as the 'status quo' in the social and cultural fabric of society (Andi Arief, 2015).

As an alternative media *Magdalene* tries to provide readers with an understanding that women's issues are not merely reported around during certain events, such as Kartini Day or Mother's Day (Resita & Junaidi, 2019). Instead, there are a myriad of women's issues, including how they are trying to work with various dynamics of social construction attached to the label of a woman, as one of the manifestations of women's advocacy through online media.

The main reason why this study focuses on the aspect of public relations is because, based on a wide and diverse audience of women, alternative online media emerged and developed to generally voice women's issues that were previously under-served by the mainstream media (Maryani & Adiprasetio, 2017).

As one of her journalistic focuses in conveying issues of women's advocacy and gender equality to the public sphere, on March 8<sup>th</sup> 2022, precisely on the momentum of International Women's Day *Magdalene* created a campaign entitled #MendobrakBias. This campaign consists of a series of activities that aim to continue echoing the message of the importance of collectively contributing to ending gender bias and discrimination.

The background of this campaign departs from and reflects on several issues in everyday life. Ranging from sexist employee recruitment, educational textbooks that normalize women's rigid gender roles, technology that seemingly created for men, even though the users are women, the administrative problems that lock women's access from financial-services, as well as women and other gender minorities in Indonesia who still very often experience gender-based bias.

These biases are nurtured and flourish all around us, in our communities, workplaces, educational institutions, and public spaces and services. Many of us are not aware of the biases that occur in our daily lives, and even internalized in our thoughts and actions. These things are no doubt a form of social construction that has taken root in society.

As stated by Andy Yentriyani, the head of the National Commission for Women at the Women's Party which is the culmination of the #MendobrakBias campaign, "Actually, the biases that exist within us are stacked and not singular. Because the oppression experienced by each gender is never single and never the same as the others. Although there is a common thread that allows us to fight together."

Therefore, this research focuses on how the Public Relations strategy implemented by online media *Magdalene* form public awareness (or Public Awareness) for the #MendobrakBias campaign organized to celebrate International Women's Day on 8<sup>th</sup> March 2022. The PR strategies studied consist of was starting from the PR strategy stage which contained points (publicity strategy, persuasion, argumentation, image), then various forms and implementation of PR strategies on *Magdalene's* social media, and then the peak of the #MendobrakBias campaign itself, namely the event titled "Women's Party" or #PestaPerempuan.

Looking at the five previous studies with the similar research subject, namely *Magdalene* and the study of communication science, the researchers found a research gap which shows that previous research focused on analyzing the discourse contained in the news, but not on public relations strategies to shape public awareness. the urgency to research this topic lies in the fact that, there is still very little research discussing the public relations strategy of an online media that presents alternative and inclusive issues, and how the public relations strategy it implements can shape public awareness on certain issues, and how it all connect to social construction theory of reality

This study is expected to contribute to the realm of communication science, particularly in the topic on how public relations strategy social media can shape public awareness.

### ***Public Relations Strategy***

If we pay attention to the development of society in this era of globalization, there are commonalities in fulfilling the various interests of life. And this is what we call “public”. A public is simply a collective noun for a group of individuals tied together by some common bound of interest, and sharing a sense of togetherness. Therefore ‘public relations’ is essential in the continuity of government and companies. Public relations are expected to create the various activities which can provide information that is in line with a company’s value and a common goal. Since the public comes from diverse backgrounds and interests, they will have varying perceptions in viewing and responding to various information. (Cutlip, Scott. M., 2009).

Therefore, to see the need arising from the public, then public relations must have a strategy and adapt to orient towards the future, as a form of social responsibility. One of its ways to do so is by implementing strategies to shape a public awareness of things that are considered crucial in social life (Theaker, 2018).

Strategy is a thing or process that is launched in order to achieve a goal, so that the company’s vision and mission can be achieved. According to Fred (2013), strategy is a board plan that unifies, integrates, and connects the company’s strategic advantages with environmental challenges, designed to ensure that company’s main goals can be achieved through proper implementation by the organization.

Meanwhile, Sandra Oliver in her book entitled “Public Relations Strategy” says that the definition of strategy is a way to achieve the final result, which includes organizational goals and objectives (Oliver, 2007). According to Cutlip (Ardianto, 2014), the Public Relations process refers to a managerial approach, including Fact finding, Planning, Communication, Evaluation.

1. Fact Finding: Finding and collecting data before taking action.
2. Planning: Thinking of steps based on the facts to create a plan about what to do in facing a various problem.
3. Communication: A collection of well-plans gathered from a fact finding process, for then to be communicated in order to conduct operational activities.
4. Evaluation: is an activity to examine whether the goals have been achieved or not. The result of the evaluation is the basis of next public relations activities.

A public relation has a function if able to perform their duties and obligations well, support the company’s goals and guarantee the public’s communication and interests.

Broadly speaking, there are three main public relations functions; maintaining harmonious communication between the company and its public, competently serving the public interests, and maintaining the company’s good behavior and manner (Ruslan, 2006).

Furthermore, from the public relations process described above, the discussion narrows to public relations strategy, as stated by Harwood Child (Childs, 2014), that there are several

points of public relations strategy used to design messages in the form of information or news, which are as follows:

#### 1. Strategy of Publicity

Conducting campaigns to spread the message, through the process of publishing news and collaborating with the mass media. In addition, it can also be done by delivering a news technique, in order to gain attention of the public and create favorable publicity for organizations and companies.

#### 2. Strategy of Persuasion

Conducting campaigns to persuade and gather audiences, through techniques of suggestion and persuasion to change public opinion. This may be done by lifting the emotional aspect of a story or article, based on human interest.

#### 3. Strategy of Argumentation

This strategy is usually used to anticipate negative news that is considered less profitable, to then form a counter-news that presents rational arguments. This is intended so that public opinion remains in the favorable position.

#### 4. Strategy of Image

The strategy of forming positive news in publications aims to maintain the image of the organization, institution, corporation, as well as a product. Not only in terms of promotion, but also in terms of concern for the social environment which is expected to benefit the image of the organization as a whole.

Thus, the PR strategy which was used in this research is a combination of 4 PR strategies above.

### **Public Awareness**

Public Awareness is a form of mindset awareness, or perspective that the majority of people have towards an object. This includes the public's ability to know how far they know something, whether it's products, media, policies, or several issues (Harahap, 2019). The purpose of public awareness that will be obtained from this research is, how the Public Relations Strategy implemented by online media *Magdalene* can shape Public Awareness of #MendobrakBias campaign.

This study aims to gain a new perspective on the Public Relations strategy carried out by online media, through various stages, in order to shape public awareness of the campaign titled #MendobrakBias, a campaign that carries women's advocacy issues. Later, this research is expected to be used as a guide for other online alternative media to implement similar strategies on social media, and also for people who want to know what form of PR strategies that used to establish public awareness both in cyberspace and in real life.

### ***Social Construction of Reality***

In order to discover the forms of public relations strategy applied by *Magdalene* with the aim of forming public awareness for #MendobrakBias campaign, the researcher uses the social construction of reality theory from Berger & Luckmann.

Social construction of reality is defined as a social stage through actions and interactions in which an individual or a group of individuals continuously creates a reality that is owned and subjectively experienced together. This theory is rooted in a constructivist paradigm that sees social reality as a social construction created by individuals, who are free human beings. Individuals become determinants in a social world that is constructed based on their will, which in many cases has the freedom to act outside the control limits of social structure and institutions (West & Turner, 2018).

In the social process, humans are seen as creators of social reality that are relatively free in their social world. According to Berger & Luckman in (Foss, 2018) there are 3 (three) forms of social reality, including:

#### 1. Externalized Social Reality

It is a complexity of the definition of reality (including ideology and beliefs) of social phenomena, such as actions and behavior that occur in everyday life and are often faced by individuals as facts.

#### 2. Objectified Social Reality

It is an expression of symbolic forms of objective reality, which are generally known by the public in the form of works of art, fiction and news in the media.

#### 3. Internalized Social Reality

Social reality in individuals, which comes from objective social reality and symbolic social reality, is the construction of the definition of reality that belongs to the individual and is constructed through an internalization process. Or it could be called how people absorb what they see.

Furthermore, the emphasis point of social reality construction theory is to discuss the process of how people build a shared understanding of meaning. Meaning is formed and developed, in collaboration with others (collectively) not by each individual separately (West & Turner, 2018).

## METHOD

This research uses the constructivist paradigm, and a qualitative method with a case study approach from Robert K. Yin. The researcher uses a qualitative method because the topic and focus of the research do not require statistics and numbers to get the answer, and also uses inductive data analysis.

The method used in this research is a case study formulated by Robert K. Yin. A case study approach that emphasizes the elements of “how” and “why” on the main research question, which focuses on contemporary problems today, within a certain period of time (Yin, 2017) According to Yin, a case study is a research approach that prioritizes empirical inquiry, which identifies phenomena in real-life contexts.

Furthermore, the researcher conducted in-depth observations on the issues raised in the #MendobrakBias campaign by *Magdalene* and how *Magdalene* implemented a public relations strategy in shaping public awareness of the campaign.

## RESULTS AND DISCUSSION

Based on the results of the research that have been described previously, it can be concluded that the implementation of public relations strategies on social media is very crucial, because apart from having a role as a company image builder, public relations strategies on social media pages also function to shape public awareness regarding certain issues uploaded on social media.

The following information is based on the interview results with the Key informant who holds the managing editor position at online media *Magdalene*, and another informant that has a position as *Magdalene's* graphic designer. They both explained that the public relations strategy that *Magdalene* create for shaping public awareness of #MendobrakBias campaign was divided into 4 main points, namely Strategy of Publicity, Strategy of Persuasion, Strategy of Argumentation, and Strategy of Image. In this #MendobrakBias campaign *Magdalene* brought the fundamental values, which were in line with the celebration of International Women's Day. Starting from sexist employee recruitment, educational textbooks that normalize rigid gender roles, technology created for men even though its users are women, to administrative problems that locks women's access to financial services- women and other gender minorities in Indonesia still often experience bias based on gender.

These biases are nurtured and flourish all around us, in our communities, workplaces, educational institutions, and public spaces services. Sometimes, we are not aware of these many biases or perhaps we just normalized this situation. However, these internalized biases largely contribute to the difficulties in achieving gender equality.

“The most important part of #MendobrakBias campaign is to thoroughly explore how-gender based biases enter, sneak in and are perpetuated in various aspects of our lives,



from educational system, medical services, technology, workplaces, and to access a financial service,” said Devi Asmarani – Editor-in Chief of *Magdalene.co*.

According to interviews with two informants above, they mentioned that the form and implementation of PR strategy by *Magdalene* was mostly spread through their social media, especially Instagram @magdaleneid.

By bringing forth the issues that are not commonly published in mainstream media, *Magdalene* launched #MendobrakBias campaigned precisely on the momentum of International Women’s Day on 8<sup>th</sup> March 2022. Because, according to Schuster (2016), the young women in her study used new media to connect with and support each other, to have political discussions and to organize events in the ‘real world’. Her findings are in line with this #MendobrakBias campaign which is spread through several social media channels, because there are also many women who supported each other, or shared their empowerment perspective on comment sections.

The following are some descriptions of the processes of *Magdalene’s* public relations strategies to strategies on their social media @magdaleneid.

These are in line with what Cutlip & Center said, the PR process fully refers to a managerial approach that focuses on establishing the ultimate goal of awareness (Rhenald, 2013):

#### 1. Fact Finding

Based on an interview with a key informant who serves as a managing director of *Magdalene*, it was explained that the first process was to collect facts and data in a managerial meeting, where founder, editors, journalist, reporters, content creators gathered and discussed together which women’s issues that needed to be put into the spotlight public discussion. Afterwards, they packaged it into content that has a ‘different’ perspective from mainstream media. As stated by Devi Asmarani, the founder of *Magdalene*, her media set its focus on representing experiences in the realm of women, in an inclusive and original way. *Magdalene* seeks to provide content from diverse women’s perspectives and highlights women’s issues which are still rarely discussed in detail, because the discussion on women’s issues that *Magdalene* brings forth are very relevant to what is occurring in society nowadays. is very related to what is going on in nowadays society. She continued, further agreeing with the findings of similar research, that the news content of *Magdalene* emphasizes women’s issues based on what has happened recently in the public sphere (Resita & Junaidi, 2019).

#### 2. Planning

Next, the planning stage was formed from a series of facts that have been collected in the previous process. This stage should not be ignored because it must be considered carefully. The managing editor from *Magdalene* said that this stage is formulated based on the facts and data that have been collected in the first PR process. In this stage, *Magdalene* focuses on “what” and “how” the issues will be reported and what types of content that will be presented to the public. For example, in distributing content in each feature owned by

Instagram, the packaging of issues will be displayed differently through Reels, Feed, Stories, and IG Live from @magdaleneid.

### 3. Communicating

This third process is the result of a well-prepared plan, based on facts and data that has previously been reviewed and then communicated and applied to operational activities. In this process, *Magdalene* introduced the news content that had previously been formed in the second PR process. The distribution of *Magdalene* news content is focused on @magdaleneid by using its various features including feed, reels, stories, and IG Live.

Furthermore, this communication process includes how *Magdalene* voices women's advocacy issues through the Instagram platform. In order to shape public awareness, the media utilize numerous ways in reporting strategies through social media, including by providing a space to voice the perspective of readers through a special column in *Magdalene's* website, called "Ask Magde".

The main purpose of *Magdalene* in presenting this special column is providing a space for every reader to discuss and express their opinions that cannot be voiced in other public spaces. One of the blueprints on the PR process itself is to form public awareness of women's issues that have not been published in the mainstream media. *Magdalene* always tries to communicate issues that are currently being updated and hotly discussed by the public, then package them critically with an empowering perspective. From the implementation of this strategy, *Magdalene* also gained a lot of audiences who became their loyal readers. Although *Magdalene's* main target is urban and educated people, in reality *Magdalene* is able to attract male and female audiences who are teenagers and young adults.

### 4. Evaluation

The last process is evaluation, which is an assessment to determine the value of thing. The managing editor of *Magdalene* said regarding this public relations process, that after *Magdalene* publishes news content regarding certain issues, one of the tasks of the editorial department is to carry out media monitoring through comments from followers or audiences on the content page that has been posted on Instagram @magdaleneid.

Media monitoring itself is one of the main tasks that must be carried out by the public relations party, as an evaluation process. This process evaluates feedback obtained from the public regarding the news content that has been published.

After describing the public relations process, the analysis continues on the elaboration of the public relations strategies implemented by *Magdalene* on their social media.

And to discover the forms of public relations strategy applied by *Magdalene* with the aim of forming public awareness of #MendobrakBias campaign, the researcher uses the social construction of reality theory from Berger & Luckmann.

The researcher found the correlation between the theory and the formation of public awareness #MendobrakBias campaign because through their theory, Berger & Luckmann

focus the study of the relationship between human thought and the social context in which that thought arises. This statement is related with the social context and understanding of #MendobrakBias campaign *Magdalene* outlined in her public relations strategy to build public awareness among their readers and non-readers. As stated by Berger & Luckmann, this theory emphasizes human action as a creative actor of social reality (Yuningsih, 2017).

*“Yang pertama kami lakukan untuk membentuk kesadaran publik akan isu-isu yang ingin kami suarkan adalah melalui media sosial, khususnya Instagram di @magdaleneid. Selain murah, praktis, siapapun bisa akses. Apalagi jika yang akses sesuai dengan pasar kita yang notabene anak-anak muda dari mulai usia 15 sampai 40an. Nah dari situlah kita mulai mencoba menumbuhkan awareness mengenai value-value atau perspektif kami yang ingin ditampilkan ke hadapan publik. Begitupun dengan kampanye #MendobrakBias ini. Kami mulai menerapkan strategi Public Relations-nya dengan empat tahapan, yaitu strategi publikasi, persuasi, argumentasi, dan citra.”* (Informan 1, AR, 2022).

According to 1<sup>st</sup> Informant, social media, especially Instagram is one of the most effective intermediaries to connect the publications between *Magdalene* and their audiences. Meanwhile, according to the 2<sup>nd</sup> informant, in implementing PR strategy for #MendobrakBias campaign *Magdalene* made adjustments to the colors, symbols, and designs aimed at building public awareness of this campaign.

#MendobrakBias campaign aims to continue to echo the message of the importance of collectively contributing to end bias and discrimination. Previously, *Magdalene* produced a series of in-depth reports on gender biases that are structurally embedded in various sectors, including: employment, medical, finance, education, urban development, and technology.

Then the culmination of #MendobrakBias campaign was a public discussion event entitled #PestaPerempuan. This event itself is created in order to celebrate International Women’s Day which falls on March 8 every year. This event is held in a hybrid way: offline and online Zoom, YouTube, and Facebook Live. The event of #PestaPerempuan itself included three panels’ discussions on workplace bias, technology, and the economy sector with a variety of speakers coming from various fields. Starting from the private sector, activism, academia.

### 1. Strategy of Publicity

*Magdalene* focuses on spreading the message of #MendobrakBias campaign through @magdaleneid, exhibiting the main goal of #MendobrakBias campaign, then ultimately published the culmination of this campaign itself entitled Pesta Perempuan.



Figure 1. Publication of the #MendobrakBias Campaign

Furthermore, it was added by another informant who is graphic designer of *Magdalene*, namely JB, that in publishing *Magdalene's* news content on social media *Magdalene* always pays attention to content that are suitable to its target audiences as well as the main values that *Magdalene* wants to convey to public.

*“Sebagai salah satu bentuk strategi pengemasan konten berita kami di media sosial, Magdalene selalu melakukan penyesuaian warna, symbol, dan desain yang bertujuan untuk membangun kesadaran masyarakat terhadap isu-isu yang menjadi value dasar Magdalene, termasuk pada saat kampanye #MendobrakBias ini. Kami mulai dengan membentuk*

*kesadaran publik dari sisi pemahaman tentang apa itu mendobrak bias, yang dilanjutkan dengan poster dan publikasi lainnya.”* (Informant 2, JB, 2022).



Figure 2. Poster for the culminating event of the #MendobrakBias campaign, Pesta Perempuan (Women's Party)

## 2. Strategy of Persuasion

Through #MendobrakBias campaign, *Magdalene* seeks to form suggestion and public opinion by creating a photo contest with the theme of #MendobrakBias. This is intended so the public can participate and feel involved in the campaign to end this gender bias.



**Figure 3.** #MendobrakBias campaign poster inviting the public to participate in the contest on social media Instagram and Twitter

## 3. Strategy of Argumentation

This strategy is intended so that public opinion remains in the favorable position. In line with the main objective of this campaign, which is to create a public awareness about the gender bias issues that must be stopped immediately. Taking place at the Pesta Perempuan event, there were several panelists who were experts in their fields, expressing their opinions and arguments regarding the issues voiced in this campaign.

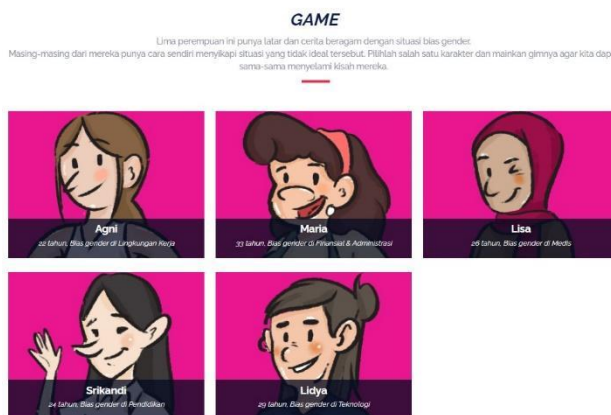
“Sexual violence is one of the factors that has a huge impact on women, especially in the workplace,” said Suzy Hutomo, Executive Chairperson of The Body Shop Indonesia, one of the panelists at Pesta Perempuan event.

Furthermore, Andi Pratiwi, researcher at the Gender Research Center of University Indonesia said, “The gender bias in technology must be dismantled, so that women and marginalized groups can turn technophobia (fear and marginalization of technology) into technophilic celebration of technology.

In the same event, the Directorate General of Information and public communication of the Ministry of Communications and Informatics, Usman Kansong said, “If the states give equal opportunities to women in participating in the economy, the country’s productivity will increase.” For that, according to him, a joint commitment is needed to efforts and overcome the problems faced by women that hinder the realization of gender equality and justice in the economic field.

#### 4. Strategy of Image

The image strategy carried out by *Magdalene* is divided into several stages, including spreading news that is in accordance with the image of *Magdalene* itself, namely an alternative online media whose journalism focus on gender advocacy. In addition, on their website, *Magdalene* created a special section for #MendobrakBias campaign, including a feature of holding interactive games for the audience.



**Figure 4.** Audience-specific Interactive Game from *Magdalene*



**Figure 5.** Special Section of the #MendobrakBias campaign on *Magdalene's* website

The implementation of social construction theory in public relations research can be done to understand the process of developing images, opinions, corporate culture, brand images, public loyalty, and so on, in the target audience. The processes of externalization, objectivation, and internalization can be traced and studied through this research, so that each step can be monitored, evaluated for their level of effectiveness to formulate appropriate strategy and program planning. (Yuningsih, 2017).

In an interview with 1<sup>st</sup> Key Informant, AR, who has the position of Managing Editor, she explained that the public relations strategy implemented by Magdalene has the main objective to indirectly form an educative social context and empowerment in public thinking. The following is an excerpt from an interview with AR:

*“Magdalene dari awal diniatkan menjadi media massa untuk pembaca yang terutama berasal dari kalangan minoritas, entah minoritas gender, minoritas seksual, minoritas etnis, dan minoritas-minoritas lainnya. Karena kita melihat juga di Indonesia itu banyak banget media mainstream yang mengambil ceruk pembaca perempuan, cuma kami melihat itu belum cukup karena ada berita-berita, atau konten di media sosial yang kemasannya membahas tentang perempuan sih, tapi sebenarnya ga betul-betul inklusif, atau gak betul-betul membawa isu-isu kesetaraan gender yang penting. Jadi semangat awal Magdalene adalah untuk bisa menjadi sumber bacaan, sarana edukasi, referensi teman-teman puan dan kaum minoritas. Juga untuk mewadahi mereka yang nggak punya suara, jadi giving voice for voiceless.”*

From the quote above, it can be concluded that Magdalene is here to form a social context that empowers public thinking through her content and news content. This correlates with the social construction theory of reality, which emphasizes human action as a creative actor of social reality.

## CONCLUSION

Based on the results of the research that have been described previously, it can be concluded that the Public Relations process carried out by online media *Magdalene* before presenting its news content to the public via Instagram @magdaleneid, has the main goal of shaping public awareness on women’s advocacy and other related issues. These issues have become a fundamental value in the focus of journalism from *Magdalene* itself.

The researchers found the correlation between the theory and the formation of public awareness #MendobrakBias campaign. This is because through their theory, Berger & Luckmann set their focus on the study of the relationship between human thought and the social context in which that thought arises.

Therefore, in applying the PR process, Magdalene focused on publications through social media, especially on their Instagram channel @magdaleneid. This means that *Magdalene* creates the specific content that could shape the social context which is in line with their reader’s opinions. Through the process of fact finding, planning, communicating, and evaluation. Afterwards *Magdalene* further discusses the types of public relations strategies that are applied to the dissemination of news content. All of them have the same primary goal, namely shaping public awareness of women’s advocacy issues.

The researchers conclude that the public relations process implemented by *Magdalene* through Instagram @magdaleneid was already in accordance with the focus of *Magdalene’s* own journalism. Furthermore, the PR process has shaped public awareness of the main issues that are emphasized by its news content, because unconsciously the last

PR process, namely the evaluation has gone well. Based on the audience's comment left in the comment section of each content on @magdaleneid.

The implication of Public Relations strategy from online media who utilizes social media platforms as one of their channel publications is critical to reach their main objectives, especially when it comes to performing advocacy. In this research the study analyzed the four main points of public relations strategy. This study focuses on the type of public relations strategy proposed by Harwood Child, namely a strategy that describes public relations activities that tailor a message in the form of information or news.

This strategy used by online media *Magdalene* in shaping public awareness of their campaign entitled #MendobrakBias consist of the four stages, which are strategy of publication, persuasion, argumentation, and image.

This research is limited to the description of the public relations strategy applied by online media *Magdalene* through their social media in voicing #MendobrakBias campaign as is implemented through aforementioned four main strategies. Further, there is also another strategy of image that include how the public's statement about #MendobrakBias campaign.

The researchers did not conduct research from the side of another media outside social media. Thus, future research of these two aspects is suggested in order to deliver a more holistic analysis.

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