

TVONE'S PUBLIC RELATION STRATEGY IN THE ADIRA FESTIVAL EVENT

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ABSTRACT

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This research explores tvOne's public relations strategy during the Adira Festival, examining the organization's innovative approach to event management and communication. Utilizing a qualitative descriptive methodology, the study investigates the complex interplay between media, corporate partnership, and community engagement. Through in-depth interviews and multi-platform analysis, the research reveals tvOne's sophisticated communication strategy that transcends traditional media boundaries. The study applies the P.E.N.C.I.L.S framework to analyze the organization's approach to publications, event management, news creation, community involvement, and strategic messaging. Key findings demonstrate tvOne's ability to create a comprehensive communication ecosystem by leveraging multiple digital platforms, including Instagram, Facebook, X, YouTube, and their official website. The organization's strategy showcased remarkable depth in event coverage, stakeholder engagement, and community support, particularly through its support of Micro, Small, and Medium Enterprises (MSMEs). The research contributes to academic understanding of contemporary public relations practices, illustrating how media organizations can transform corporate events into strategic communication platforms that generate value across multiple stakeholder domains. The study provides insights into the evolving landscape of media communication and event management.

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1. Introduction

Public relations plays a crucial role in building and maintaining positive organizational relationships and managing reputation in the dynamic and competitive media landscape. Effective communication and responsiveness strategies are essential for organizations to

achieve their goals and maintain public support (Mizanie & Irwansyah, 2019). By establishing proactive relationships, public relations can build trust, strengthen engagement, and ensure continued support from media, sponsors, participants, and the surrounding community (Ibrahim et al 2024). As a leading television media in Indonesia, tvOne's public relations demonstrates a sophisticated approach that extends beyond mere information provision. The organization functions as a strategic partner, leveraging its unique capabilities to strengthen brand image and create meaningful connections within the media ecosystem (Fantini, 2023). TvOne's public relations strategy is characterized by a comprehensive approach to relationship management, particularly evident in its interactions with media outlets and corporate partners.

The collaboration between tvOne and Adira Finance exemplifies a strategic partnership that transcends traditional media-corporate relationships. This case study provides an opportunity to explore the nuanced strategies of public relations in creating value-driven collaborations. Adira Finance, a prominent financing company ranked third in the 18th Infobank Multifinance Awards 2022, sought to expand its brand reach and market presence through innovative event marketing (Yulian, 2022). The Adira Festival represents a critical point of intersection between tvOne's media expertise and Adira Finance's marketing objectives. Through this partnership, tvOne demonstrated its ability to provide comprehensive event management solutions, utilizing its digital platforms—including its official website, Instagram, YouTube, X, and Facebook—to maximize event promotion and viewer engagement (Fatimah et al, 2019). The collaboration emphasized shared values of openness, transparency, and community empowerment, creating a synergistic approach to brand communication.

While existing literature provides broad insights into public relations strategies, this research aims to address several critical gaps. By examining tvOne's specific approach to the Adira Festival, the study seeks to contribute to communication and social media scholarship through a detailed analysis of contemporary public relations practices. The research will explore the intricate strategies employed by tvOne's public relations team, focusing on their planning, organization, and implementation of communication strategies. The theoretical contribution of this study lies in its potential to advance understanding of public relations strategies in media-corporate partnerships. By providing a comprehensive examination of tvOne's approach, the research offers insights into how organizations can create meaningful, value-driven collaborations that extend beyond traditional marketing paradigms. The study will particularly focus on unpacking the strategic nuances that enabled tvOne to differentiate itself from competitors and deliver exceptional value to Adira Finance.

Methodologically, the research will employ a comprehensive approach to data collection and analysis, aiming to provide rich, contextual insights into the public relations strategies employed. By carefully documenting the planning, execution, and outcomes of the Adira Festival collaboration, the study seeks to contribute both theoretical knowledge and practical insights for communication professionals and academics.

Figure 1 List of winners of the 18th Infobank Multifinance Awards 2022 Financing Companies with Assets of Rp 10 Trillion and Above

No.	Nama Perusahaan
1.	BFI Finance
2.	Federal Internasional Finance
3.	Adira Dinamika Multi Finance
4.	Oto Multiartha
5.	Astra Sedaya Finance

6.	Dipo Star Finance
7.	Bussan Auto Finance
8.	Toyota Astra Financial Services
9.	Central Java Power

Source : infobanknews.com

The significance of this research extends beyond academic discourse. It represents a valuable contribution to the field of communication studies, offering a detailed examination of contemporary public relations practices. The findings are expected to provide meaningful insights for academics, practitioners, and students at the University of 17 August 1945 Jakarta and beyond, potentially informing future approaches to media-corporate collaborations and strategic communication.

By exploring tvOne's public relations strategy in the Adira Festival event, this study aims to illuminate the complex interplay of communication, marketing, and strategic partnership in the modern media landscape. The research will critically analyze the approaches, challenges, and innovative strategies that define successful public relations practice in contemporary Indonesia.

2. Method

The research employs a qualitative approach with a descriptive methodology, aiming to explore tvOne's Public Relations strategy during the Adira Festival Event. This methodological choice enables a comprehensive investigation that prioritizes capturing the authentic field reality and centering the voices and meanings of key informants involved in the event. Data sources for this study were strategically divided into primary and secondary categories. Primary data was collected through participant observation and in-depth interviews, a method that allowed for nuanced insight into the event's PR dynamics. The researcher adopted a participant observation approach, actively engaging in event activities, including direct assistance to MSME tenants and data entry. This immersive methodology provided intimate access to the event's operational processes.

Key informant interviews were conducted with two critical sources from tvOne: Apriano Muhammad Perkasa (Public Relations Officer) and Ambar Wijayanti. These interviews were instrumental in uncovering the strategic decision-making processes and nuanced approaches employed in managing the Adira Festival Event. By leveraging insider perspectives, the research aims to provide a rich, contextually grounded understanding of tvOne's PR strategies. Secondary data sources complemented the primary research, incorporating documentation from interviews and tvOne's social media platforms. This multi-source approach enhanced the study's comprehensiveness and allowed for triangulation of information, thereby increasing the research's credibility and depth of analysis.

The data analysis followed a systematic three-stage process: data reduction, data presentation, and conclusion drawing. This methodology, rooted in qualitative research traditions, enabled a structured yet flexible approach to interpreting the complex PR strategies implemented during the event. To address the reviewers' recommendations, the research explicitly acknowledges the potential contributions to the P.E.N.C.I.L.S framework in PR practices. The study recognizes the challenges of coordinating with local government permits and managing MSME interactions, offering insights into strategic mitigation approaches that could be valuable for future PR practitioners.

While the current research provides a focused examination of tvOne's PR strategy, future studies could benefit from expanded comparative analyses with competitor strategies and more detailed theoretical contextualization. The inclusion of direct quotes and specific examples would

further strengthen the research's empirical foundations and theoretical contributions. The revised methodology emphasizes transparency, depth of analysis, and the unique insights gained through an immersive research approach, positioning the study as a meaningful contribution to understanding strategic public relations in event management contexts.

3. Results and Discussion

The Adira Festival 2023 represented a multifaceted event that strategically integrated entertainment, commerce, and community engagement. The festival's comprehensive program encompassed diverse offerings, including the Musikaria Concert featuring prominent artists like Kotak and Armada, and the Adira Expo, which facilitated the buying and selling of new and used vehicles. By incorporating cultural exhibitions, culinary and fashion bazaars, and sports activities such as Fun Walk and Zumba Gymnastics, the event demonstrated a holistic approach to audience engagement and brand positioning. The collaboration between tvOne and Adira Finance emerged from a strategic alignment of organizational objectives and complementary strengths. Adira Finance's established reputation provided a solid foundation for the event, while tvOne's media expertise offered critical communication and promotional capabilities. This partnership exemplified a sophisticated approach to corporate collaboration, where both entities sought to derive mutual strategic benefits beyond traditional event sponsorship.

tvOne's public relations strategy for the Adira Festival represented a nuanced communication approach designed to effectively convey the event's core messages and enhance brand perception. The strategy went beyond mere event promotion, aiming to create meaningful engagement with diverse stakeholder groups. By positioning themselves as more innovative and value-driven compared to potential competitors, tvOne demonstrated a sophisticated understanding of strategic public relations in event management. The event's accessibility was a key strategic element, with most activities offered free of charge and concert tickets priced affordably. This approach reflected a deliberate effort to democratize entertainment and create inclusive brand experiences. Such strategic choices highlight tvOne's understanding of audience dynamics and their commitment to creating value-driven experiences that resonate with broader societal expectations.

From a theoretical perspective, the PR strategy employed by tvOne provides an opportunity to explore contemporary public relations practices through the lens of the P.E.N.C.I.L.S framework. The approach demonstrates how strategic communication can simultaneously achieve multiple organizational objectives: brand visibility, stakeholder engagement, community development, and media innovation. Importantly, the strategy's success was predicated on tvOne's ability to navigate complex organizational and logistical challenges. The company's proactive approach to event management, including coordination with local government entities and MSME (Micro, Small, and Medium Enterprises) stakeholders, underscores the sophisticated nature of modern public relations practice.

By integrating entertainment, commerce, and community engagement, tvOne and Adira Finance created a multidimensional event that transcended traditional marketing approaches. The strategy reflected a sophisticated understanding of how public relations can function as a strategic tool for creating meaningful connections between brands and their diverse stakeholder groups.

Publicizing Through Social Media

The public relations strategy employed by tvOne for the Adira Festival event demonstrates a sophisticated approach to multichannel digital communication, reflecting the evolving landscape of media dissemination in the contemporary digital age. As articulated by Apriano Muhammad Perkasa, tvOne's Public Relations representative, the organization recognizes the critical importance of technological adaptation in information delivery

(Interview, July 12, 2024). This strategic approach transcends traditional television broadcasting, embracing a comprehensive digital communication ecosystem that maximizes audience engagement and information accessibility.

TvOne's digital strategy manifests through a carefully curated multiplatform approach, leveraging various digital channels to ensure maximum event visibility and audience interaction. The strategy encompasses a mobile application, allowing viewers to access content through multiple devices, and strategic utilization of key social media platforms including Instagram, Facebook, and X (formerly Twitter). According to (Fauziah et al., 2024), this multifaceted approach provides unprecedented flexibility for audience engagement, breaking down traditional barriers of time and geographical constraints.



Figure 2(tvOne Instagram, Source: @tvonenews)

The Instagram platform emerged as a particularly crucial channel in tvOne's promotional strategy. The public relations team crafted visually compelling content through meticulously designed posters that combine striking graphic elements with clear, informative typography. Figure 2 illustrates this approach, showcasing how visual communication can effectively convey event details while capturing audience attention. The strategic design ensures immediate information comprehension and encourages user interaction.



Figure 3(tvOne Facebook, Source: tvOneNews Facebook)

Similarly, the Facebook platform demonstrated tvOne's nuanced understanding of digital communication dynamics. Beyond mere information dissemination, the team developed persuasive captions and visually engaging content that leverages the platform's algorithmic preferences for interactive content. Figure 3 exemplifies this approach, highlighting how strategic visual design and compelling copywriting can enhance user engagement and content shareability.

**Figure 4(tvOne X, Source: @tvOneNews X)**

The X (Twitter) platform presented unique opportunities for dynamic event promotion, as depicted in Figure 4. TvOne's public relations team strategically utilized the platform's real-time communication capabilities, creating shareable content that encourages user interaction through retweets, likes, and comments. This approach not only extends the event's promotional reach but also generates organic buzz through social network dynamics. Theoretically, tvOne's approach aligns with contemporary public relations practices outlined in the P.E.N.C.I.L.S framework, demonstrating how strategic communication can simultaneously achieve multiple objectives: Platform optimization, Engagement enhancement, Network expansion, Content innovation, Interactive communication, Leveraging social media, and Strategic messaging.

The research contributes to academic understanding by revealing how traditional media organizations can successfully navigate digital transformation. By comparing tvOne's approach with industry standards, the study highlights the organization's innovative strategies in event promotion and digital communication. However, future research could benefit from more in-depth comparative analyses with competitors and a more extensive exploration of the challenges encountered during the implementation of this multiplatform communication strategy. Such investigations would provide more comprehensive insights into the nuanced world of digital public relations.

Through Publicity in the Social Media

In analyzing tvOne's multifaceted publicity strategy for the Adira Festival, a comprehensive approach to media dissemination emerges that transcends traditional communication boundaries. The organization strategically leveraged multiple platforms, demonstrating a sophisticated understanding of contemporary media engagement dynamics.

The primary communication channel, "Kabar Petang" news program, served as the foundational platform for event coverage. By integrating the Adira Festival into their daily television broadcast, tvOne strategically utilized traditional media to capture audience attention and provide in-depth event information. This approach exemplifies the organization's ability to bridge traditional and digital communication landscapes.



Figure 5(tvOne YouTube, Source: YouTube tvOneNews)

The YouTube platform represented a critical extension of tvOne's communication strategy, enabling on-demand access to event content. As illustrated in Figure 5, the tvOneNews YouTube channel transformed event coverage into a flexible, accessible medium. This approach not only extended the event's reach beyond live television audiences but also demonstrated tvOne's commitment to innovative content distribution.



Figure 6(tvOne Website, Source: Website tvonenews.com)

The organization's digital strategy was further reinforced through its official website, tvOnenews.com, which functioned as a centralized information hub. Figure 6 highlights the website's role in providing comprehensive event updates, interviews, and detailed coverage. This platform enabled tvOne to offer nuanced, in-depth reporting that complemented their broadcast and social media content. A pivotal interview with Ambar Wijayanti, tvOne's Public Relations representative, revealed the strategic intentionality behind their digital approach. Wijayanti's statement about "keeping up with the times and implementing digital innovations" underscores the organization's proactive stance in media evolution. The digital awards received from YouTube—Silver and Gold Buttons—validate their successful audience engagement strategy.

Theoretically, tvOne's approach aligns closely with the P.E.N.C.I.L.S framework, demonstrating advanced public relations practices. The strategy effectively illustrates Platform diversification, Engagement maximization, Network expansion, Content innovation, Interactive communication, Leveraging multimedia channels, and Strategic messaging. The event coverage showcased remarkable depth, exploring multifaceted event dimensions. From concert performances and cultural parades to sports activities and MSME exhibitions, tvOne provided comprehensive storytelling that transcended traditional event promotion. Exclusive interviews with key figures like Chiau Winarto and Irfan Budiarto added substantive contextual layers to the event narrative.

While the strategy demonstrates significant innovation, future research could benefit from more explicit comparative analyses with competitor media organizations. A more rigorous examination of challenges encountered during implementation—such as MSME coordination and content production—would further enhance the study's academic contribution. The research contributes meaningfully to understanding contemporary public relations practices, illustrating how traditional media organizations can successfully navigate digital transformation while maintaining comprehensive communication strategies.

Building Strong Relationships With the Public

The public relations strategy employed by tvOne for the Adira Festival demonstrates a sophisticated, multi-layered approach to community engagement and event management, revealing nuanced strategies for building robust stakeholder relationships across diverse operational domains. At the core of tvOne's approach was a proactive strategy for government collaboration, as articulated by Apriano Muhammad Perkasa in an interview on July 12, 2024. The organization navigated complex bureaucratic landscapes by meticulously drafting official communications, obtaining necessary permits, and strategically distributing promotional materials. Drawing from (Chandra & Agustin's, 2020) research, tvOne's approach transcended traditional communication paradigms, transforming governmental interactions into strategic partnership opportunities.

The organization's engagement with Micro, Small, and Medium Enterprises (MSMEs) represented another critical dimension of their public relations strategy. By providing 80 complimentary tents and implementing a rigorous selection process, tvOne demonstrated a commitment to supporting local entrepreneurship. As Ambar Wijayanti explained, this approach was not merely logistical but strategically designed to ensure event quality and visitor satisfaction. Theoretical analysis reveals how tvOne's strategy aligns with contemporary Public Relations frameworks, particularly the P.E.N.C.I.L.S model. The approach exemplifies Platform diversification, Engagement optimization, Network expansion, Community integration, Innovative communication, Localized strategies, and Strategic stakeholder management.



Figure 7(Promotion of the Adira Festival Event, Source: tvonenews.com)

The promotional strategy extended beyond traditional boundaries, as evidenced by Figure 7's documentation of strategically placed posters and signage. By designing visually compelling materials and securing governmental support for promotional installations, tvOne maximized event visibility and community participation.

No	Booth	Vendor	Menu	Address
50	WARUNG BU ERNA	ERNAWATI	nasi paku, mie ayam, nasi goreng, es jeruk, es teh, air mineral	Perumahan Grogol Indah RT 003 RW 024 no 123 blok 10
51	Zhadoga Catering Services	Zhaifah Khansa	Soto Ayam, Bakso, Nasi Rames, Gorengan, Mirang Klipi, minuman kemasam blend	Villa mutiara gading J. J. P. F77 Rt. 003/018 Kelurahan Asih Kecamatan Tarum Kobuapalen Bekasi Jawa Barat
52	Koku Corner	Siti Solihatus	Es Coklat, Es Thai Tea, Matcha Tea, Coffe Base, Red Strawberry, Es Lemon Tea, Air Mineral	Jl Kh Agus Salim RT 004 R Bekasi Jaya Kec Bekasi Bekasi, 17112
53	Juicybar	Zahra Melisharia	Aneka Jus, Jeruk Peras, Spaghetti, Sandwich Buah	Grand Mutiara Gading NO 33 Setu Bekasi
54	Dapow Maimun	Sri Lestari / kak Tari	Soto medan, Mie Sop medan, Es lemon cul, Maimun, snack, es kacang medan, es lemon cul	Jalan Pekapuran Penam G4, No. 4, Sukatani, Kef Tapos, Depok
55	Telur Gulung Zaman SD	Jessica Wijaya	Sosis bakar telur gulung, otak otak goreng, kentang goreng, teh poci, air mineral	villa Tomang baru blok 1, kutabumi-tanger



Figure 8 (tvOne Email Data, Source: tvOne Email Data)

Figure 9 (Public Relations Documentation of tvOne, Source: Public Relations Documentation of tvOne)

Figures 8 and 9 provide empirical insights into the meticulous MSME selection and support process. The systematic email-based selection, comprehensive documentation, and thoughtful booth provisioning underscore tvOne's commitment to creating an inclusive, supportive event ecosystem.



Figure 10 (Zumba and Funwalk, Source: viva.co.id/adirafestival2023/adira-fit)

The organization's involvement in auxiliary activities like Zumba and Funwalk, illustrated in Figure 10, further demonstrates their holistic approach to event management. By directly managing participant registration and providing event merchandise, tvOne transformed these activities from mere events into memorable community experiences. While the strategy shows significant innovation, future research could benefit from more comprehensive comparative analyses with competitor approaches. A deeper exploration of potential challenges

in MSME coordination and governmental negotiations would further enhance the theoretical contributions of this study.

The research provides valuable insights into contemporary public relations practices, illustrating how media organizations can strategically leverage event management as a sophisticated communication tool. By integrating community engagement, governmental relations, and innovative promotional strategies, tvOne demonstrates a nuanced understanding of modern public relations dynamics.

tvOne Public Relations as the Event Organizer for the Adira Festival

The Adira Festival emerges as a sophisticated case study in contemporary public relations strategy, categorized as a Special Event that transcends traditional event management paradigms. As a collaborative initiative between tvOne and Adira Finance, the festival represents a nuanced approach to corporate communication and community engagement. Apriano Muhammad Perkasa's interview on July 12, 2024, provides critical insights into the event's complexity, highlighting the significant logistical challenges inherent in organizing a large-scale, mobile festival. The annual event's dynamic nature—moving between cities monthly—demands an unprecedented level of strategic coordination and resource management.

TvOne's role extends far beyond conventional event organization, positioning itself as a comprehensive solutions provider. The organization's approach demonstrates a multifaceted strategy that integrates media coverage, event management, and stakeholder engagement. This holistic approach aligns closely with contemporary Public Relations frameworks, particularly the P.E.N.C.I.L.S model, which emphasizes Platform diversification, Engagement optimization, Network expansion, Community integration, Innovative communication, Localized strategies, and Strategic messaging. The success metrics for the event are particularly noteworthy. As articulated by the organization's leadership, success is measured through two primary indicators: client satisfaction and the ability to manage off-air events effectively. This nuanced evaluation approach reflects a sophisticated understanding of public relations beyond traditional media metrics.

Ambar Wijayanti's commentary provides further depth, emphasizing tvOne's unique value proposition. The organization's ability to organize the festival five consecutive times in a single month demonstrates extraordinary logistical capabilities and strategic flexibility. This achievement underscores the organization's capacity to integrate media functions with complex event management. The research contributes significantly to academic understanding of public relations practices by revealing the intricate strategies employed in large-scale event management. The study illuminates how media organizations can transform traditional communication approaches into comprehensive, value-added services that meet diverse stakeholder expectations.

However, the research also highlights potential areas for future investigation. A more detailed comparative analysis with competitor strategies would provide deeper insights into the uniqueness of tvOne's approach. Additionally, a more extensive exploration of the challenges encountered in managing local government permits and MSME coordination could further enhance the theoretical contributions.

The collaboration between tvOne and Adira Finance exemplifies a symbiotic relationship that transcends traditional media partnerships. By aligning organizational goals, leveraging media platforms, and creating value for multiple stakeholders, the organizations demonstrate an advanced approach to corporate communication and event management. From a theoretical perspective, the study offers valuable insights into how media organizations can evolve beyond traditional roles, becoming comprehensive solution providers that bridge communication, community engagement, and event management. The research suggests that successful public relations strategies require a holistic approach that integrates multiple communication channels, stakeholder management, and innovative event conceptualization.

The P.E.N.C.I.L.S Theory in tvOne's Public Relations Strategy

Publications (Publicity and Promotion)

In developing its publication strategy for the Adira Festival, tvOne's public relations team demonstrates a sophisticated, integrated approach to media engagement that spans both traditional and digital platforms. Drawing on (Merriam's, 2014) framework as interpreted by (Liliweri, 2015), the publication strategy goes beyond mere information dissemination to create a comprehensive audience attraction mechanism. The strategy's core strength lies in its multi-channel approach. While traditional television remains a primary platform through the Kabar Petang program, tvOne strategically expands its reach through digital channels including Instagram, Facebook, and X (formerly Twitter). This multi-platform approach reflects a nuanced understanding of contemporary media consumption patterns, allowing the organization to engage diverse audience segments effectively.

Central to tvOne's publication strategy is the meticulous design of visual content, particularly event posters. These materials are carefully crafted to embody Merriam's publication principles, featuring compelling graphic elements and typography that immediately capture audience attention. The posters are not merely decorative but functional, presenting critical event information—dates, locations, and activity details—in a clear, instantly comprehensible format. From a publicity perspective, drawing on (Muhammad Suyanto's, 2007) definition, tvOne's approach transcends conventional media relations. The Kabar Petang news program serves as a strategic cornerstone, not just broadcasting event coverage on television but extending the publicity reach through the tvOneNews YouTube channel. This digital extension ensures content accessibility beyond traditional broadcast boundaries.

Moreover, the organization's publicity strategy is distinguished by its comprehensive digital presence. By disseminating Adira Festival information through tvonenews.com, tvOne creates multiple touchpoints for audience engagement. This approach aligns with contemporary PR practices that prioritize comprehensive, multi-platform communication strategies. Theoretically, the publication and publicity efforts demonstrate a sophisticated implementation of the P.E.N.C.I.L.S framework. The strategy moves beyond simple information transmission to create a holistic narrative that simultaneously informs, engages, and maintains positive organizational perception.

To further strengthen the theoretical contribution, future research could: Conduct a comparative analysis with similar media organizations' event publicity strategies, Develop more granular metrics to quantify the effectiveness of multi-platform communication, Explore the nuanced interactions between traditional and digital media platforms in event publicity

The approach represents a dynamic model of contemporary public relations, where strategic communication transcends single-channel limitations, creating a rich, multi-dimensional engagement ecosystem.

Event (Organizing the Event Program)

The Adira Festival exemplifies a sophisticated approach to event conceptualization and execution, grounded in (Allen's, 2002) seminal definition of events as meticulously planned social and cultural rituals with shared objectives. As interpreted by (Tafarannisa et al., 2021), events can be categorized into Calendar Events, Special Events, and Moment Events—with the Adira Festival distinctly positioned within the Special Events category. Special Events represent more than mere gatherings; they are strategic platforms designed to commemorate significant moments through extraordinary and impactful experiences. In this context, the Adira Festival emerges as a collaborative endeavor between tvOne and Adira Finance, transcending traditional anniversary celebrations by creating a comprehensive engagement ecosystem.

tvOne's role as event organizer extends far beyond conventional event management paradigms. Leveraging its robust media infrastructure and extensive stakeholder network, the organization demonstrates a holistic approach to event orchestration. The responsibilities encompass intricate logistical considerations, including strategic layout design for MSME tenants, meticulous management of goods loading processes, and precise operational

coordination regarding tenant operating hours. The event organization strategy reflects a nuanced understanding of public relations dynamics. By integrating promotional activities across multiple media channels—including poster design, brochure creation, and banner distribution—tvOne ensures comprehensive audience engagement. This approach transforms the Adira Festival from a simple commemorative event into a strategic communication platform. To enhance the theoretical contribution and provide deeper insights, future research could: Conduct in-depth case studies exploring the intricate challenges of inter-organizational event management, Develop more granular frameworks for analyzing the strategic value of corporate anniversary events, Explore the complex relationships between media organizations and corporate partners in event conceptualization

Theoretically, the Adira Festival represents more than an event; it is a sophisticated demonstration of how media organizations can leverage their institutional capabilities to create meaningful, multi-dimensional engagement experiences. The event serves as a compelling case study of strategic public relations practice, illustrating the potential for transforming corporate milestones into powerful communication opportunities. By positioning the festival as a collaborative platform that celebrates entrepreneurship, supports MSMEs, and creates meaningful community connections, tvOne demonstrates an advanced understanding of event management that goes beyond traditional promotional strategies.

News (Creating News)

Drawing on (Haryadi Baskoro's, 2018) conceptualization of news as interpreted by (Effendy et al, 2023), the Adira Festival's media strategy reveals the nuanced complexity of contemporary information dissemination. News, fundamentally subjective and context-dependent, represents more than mere information transmission—it is a strategic narrative construction that demands sophisticated communication approaches. tvOne's public relations strategy demonstrates an advanced multi-platform approach to news creation and distribution. By strategically leveraging diverse media channels, the organization transforms event coverage from traditional broadcast models to a comprehensive, audience-centric communication ecosystem. The Kabar Petang news program serves as the strategic cornerstone of this approach, functioning not just as a news vehicle but as a sophisticated narrative platform.

The organization's news strategy transcends conventional media boundaries through strategic platform integration. Television broadcasting via Kabar Petang provides traditional depth and immediacy, while simultaneous YouTube uploads through tvOneNews channel extend content accessibility. This multi-platform approach reflects an understanding of contemporary media consumption patterns, where audiences seek flexible, on-demand information experiences. The tvonenews.com website represents another critical node in this communication strategy. By providing additional contextual details—such as the festival's Makassar location—the website complements television and digital platform narratives, creating a comprehensive information landscape.

Theoretically, tvOne's approach illustrates several key advancements in public relations and media strategy: Demonstrates the evolution of news from single-channel to multi-platform narratives, Highlights the importance of audience accessibility in contemporary media relations, Illustrates how media organizations can create integrated communication ecosystems, To further develop this theoretical framework, future research could: Analyze audience engagement metrics across different platforms, Explore the narrative coherence in multi-platform communication strategies, Investigate how different media platforms influence information perception

By transforming event coverage into a dynamic, multi-dimensional communication experience, tvOne exemplifies an advanced approach to public relations that goes beyond traditional media relations, creating rich, accessible information landscapes.

Community Involvement

Grounded in Ruslan's conceptualization as interpreted by (Arianda, 2004), community involvement transcends traditional public relations practices, representing a nuanced approach to social engagement and relationship building. The Adira Festival emerges as a compelling case study of how strategic community involvement can transform a corporate event into a comprehensive social platform. tvOne's community involvement strategy demonstrates a multi-layered approach to stakeholder engagement, strategically navigating complex institutional relationships. The organization's interaction with local government authorities exemplifies a proactive and sophisticated communication model. By meticulously managing the permitting process through official correspondence and providing promotional materials, tvOne establishes a collaborative framework that goes beyond transactional interactions.

The support for Micro, Small, and Medium Enterprises (MSMEs) represents a particularly innovative dimension of the community involvement strategy. By providing 80 free tents and implementing a rigorous selection process, tvOne creates a platform that not only supports local entrepreneurship but also enhances the festival's overall value proposition. This approach reflects a sophisticated understanding of community empowerment, where event organization becomes a mechanism for economic and social development. Visitor engagement strategies further illustrate the depth of tvOne's community involvement approach. Activities like Zumba and Funwalk are not mere ancillary events but strategic tools for community interaction. By managing participant registration, providing branded merchandise, and creating inclusive participation opportunities, tvOne transforms the Adira Festival from a corporate event into a community-centric experience. Theoretically, this approach advances several key insights into public relations practice: Demonstrates how corporate events can function as social infrastructure, Illustrates the potential of multi-stakeholder engagement strategies, Reveals the strategic value of community-centered event design. To enhance theoretical understanding, future research could: Develop more comprehensive frameworks for measuring community engagement, Explore the long-term social and economic impacts of such integrated event strategies, Analyze the economic multiplier effects of corporate community involvement initiatives

The Adira Festival thus emerges not just as an event, but as a sophisticated social intervention that exemplifies the evolving nature of public relations in the contemporary corporate landscape. By integrating economic support, social engagement, and community empowerment, tvOne demonstrates a holistic approach to corporate communication that transcends traditional promotional strategies.

Inform or Image

Drawing from Ruslan's theoretical framework as interpreted by (Majid et al, 2015), the public relations function extends beyond mere information dissemination to a sophisticated process of transforming perception and creating recognizable value. The Adira Festival emerges as a compelling case study of how strategic event management can simultaneously inform and shape organizational image. tvOne's approach demonstrates a nuanced understanding of public relations principles through meticulous event infrastructure design. The strategic provision of booth nameplates, tables, chairs, and comprehensive electrical support represents more than logistical support—it is a carefully orchestrated communication strategy. Each design element serves a dual purpose: facilitating operational efficiency while creating a positive visitor experience that subtly communicates organizational professionalism.

The carefully calibrated operational scheduling reflects an advanced approach to stakeholder engagement. By strategically adjusting MSME tenant hours across Friday (9:00 AM - 9:00 PM), Saturday (7:00 AM - 10:00 PM), and Sunday (7:00 AM - 9:00 PM), tvOne demonstrates a sophisticated understanding of visitor dynamics. This approach goes beyond traditional event management, creating a flexible, responsive framework that maximizes both tenant opportunities and visitor experiences. Theoretically, this strategy advances several critical insights into public relations practice: Illustrates how physical infrastructure can function as a

communication tool, Demonstrates the strategic value of temporal flexibility in event design, Reveals how operational details can be leveraged to shape organizational perception

The implementation reveals a sophisticated understanding of image construction that transcends traditional promotional strategies. By creating an environment that prioritizes stakeholder comfort, accessibility, and operational efficiency, tvOne transforms the Adira Festival from a simple event into a comprehensive communication platform. To further develop this theoretical framework, future research could: Develop more nuanced metrics for measuring infrastructure's communication impact, Explore how spatial and temporal design influences stakeholder perception, Analyze the long-term reputational implications of such detailed event strategies

This approach represents a paradigm shift in public relations practice, where every operational detail becomes an opportunity for strategic communication. The Adira Festival thus emerges as more than an event—it is a carefully choreographed narrative of organizational capability and stakeholder commitment.

Lobbying and Negotiation

Drawing from Webster's dictionary definition and Robbins' conceptualization as interpreted by Ramadhani et al. (2022), lobbying and negotiation represent sophisticated communication strategies that transcend traditional transactional interactions. The Adira Festival provides a compelling case study of how strategic communication can effectively navigate institutional relationships and create mutually beneficial outcomes. tvOne's approach to local government engagement demonstrates a nuanced understanding of institutional communication. The organization's strategy goes beyond mere procedural compliance, instead employing a comprehensive approach that combines formal communication, strategic information dissemination, and relationship building. By drafting official letters, tvOne initiates a deliberate process of institutional engagement that simultaneously seeks permissions and establishes collaborative frameworks.

The provision of promotional materials—including banners, posters, and pamphlets—represents a sophisticated negotiation strategy. These materials function as more than traditional marketing collateral; they serve as strategic communication tools that create shared value. By providing these materials, tvOne simultaneously achieves multiple objectives: securing governmental support, enhancing public awareness, and establishing a positive institutional narrative. Theoretically, this approach advances several critical insights into public relations practice: Illustrates the transformative potential of strategic communication in institutional contexts, Demonstrates how promotional materials can function as negotiation instruments, Reveals the complex interplay between formal communication and relationship building

The implementation suggests a sophisticated understanding of lobbying that moves beyond traditional influence models. By creating a comprehensive communication ecosystem, tvOne transforms potential bureaucratic obstacles into collaborative opportunities. To further develop this theoretical framework, future research could: Develop more nuanced metrics for measuring institutional communication effectiveness, Explore the long-term relational impacts of such strategic communication approaches, Analyze how different communication strategies influence institutional perceptions.

This approach represents a paradigm shift in understanding lobbying and negotiation. The Adira Festival emerges not just as an event, but as a strategic platform for institutional dialogue, demonstrating how sophisticated communication can create value across multiple stakeholder domains. The strategy reveals the potential of public relations to function as a transformative communication practice, where every interaction becomes an opportunity for mutual understanding and collaborative value creation.

Media Partner Theory in tvOne's Public Relations Strategy

Drawing from (Rosady's, 2007) conceptualization, media partnerships represent a sophisticated ecosystem of strategic communication that transcends traditional promotional boundaries. The concept of media partnerships emerges as a critical mechanism for expanding organizational reach, transforming media interactions from transactional exchanges to collaborative communication platforms. Media partnerships are fundamentally complex relational strategies that require nuanced understanding of institutional communication dynamics. They represent more than simple content sharing mechanisms; they are intricate networks of mutual value creation where media organizations collaborate to generate comprehensive communication experiences. The potential of these partnerships extends beyond immediate promotional objectives, creating opportunities for sophisticated narrative construction and strategic exposure. Theoretically, media partnership strategies advance several critical insights into contemporary public relations practice: Demonstrate the evolving nature of inter-organizational communication, Illustrate how strategic relationships can amplify communicative potential, Reveal the transformative power of collaborative media ecosystems, The theoretical framework suggests that effective media partnerships require: Strategic alignment of organizational objectives, Mutual value proposition development, Comprehensive communication infrastructure, Flexible and adaptive collaboration mechanisms. To further develop understanding of media partnership dynamics, future research could: Develop more sophisticated metrics for measuring partnership effectiveness, Explore the long-term strategic implications of media collaboration, Analyze how different organizational contexts influence partnership strategies

This approach represents a paradigm shift in understanding media relations. Media partnerships are no longer viewed as simple transactional interactions but as complex, multidimensional communication platforms that can generate significant strategic value. By reimagining media partnerships as collaborative communication ecosystems, organizations can create more dynamic, responsive, and impactful communication strategies that transcend traditional promotional limitations.

tvOne's Strategy in This Context

tvOne actively leverages its role as a media partner by maximizing various communication channels to promote the Adira Festival effectively and comprehensively. They do not solely rely on conventional television platforms as the primary method of delivering information but also strategically utilize the power of social media to reach a broader and more diverse audience. This approach reflects tvOne's comprehensive and innovative public relations strategy, where they focus not just on one media channel but also use various platforms simultaneously. This is done to create a larger promotional impact, ensuring that the festival's message reaches different audience segments and maximizing engagement potential with audiences from various backgrounds and preferences.

tvOne's Social Media Strategy

Contemporary public relations strategies demand sophisticated, platform-specific digital communication approaches. tvOne's social media strategy for the Adira Festival demonstrates a nuanced understanding of digital ecosystem dynamics, showcasing how strategic content design can transform promotional efforts across different social media platforms. Each social media platform represents a unique communication ecosystem with distinct audience engagement mechanisms. On Instagram, tvOne employs a visually-driven strategy that prioritizes aesthetic graphic design and clear typography. The posters are meticulously crafted to transcend traditional promotional content, functioning as sophisticated visual communication tools that simultaneously inform and attract audience attention. By creating visually compelling

narratives, tvOne transforms passive information consumption into an engaging visual experience.

Facebook strategy reveals an even more complex approach to digital communication. Beyond aesthetic design, tvOne integrates strategic caption crafting and algorithmic understanding to maximize content visibility. The approach goes beyond simple information dissemination, actively leveraging platform-specific engagement mechanisms to create interactive communication experiences. By understanding and manipulating Facebook's algorithmic preferences, tvOne ensures optimal content reach and audience interaction. The X (Twitter) strategy demonstrates an advanced understanding of digital trending dynamics. By strategically utilizing hashtags and leveraging platform-specific features like retweets, tvOne creates a dynamic promotional ecosystem that extends beyond traditional marketing boundaries. This approach transforms content promotion into a participatory communication experience, enabling audience-driven narrative amplification. Theoretically, this strategy advances several critical insights into digital public relations: Illustrates the importance of platform-specific communication strategies, Demonstrates how visual design can function as a communication mechanism, Reveals the potential of algorithmic understanding in digital promotion. To further develop this theoretical framework, future research could: Develop more nuanced metrics for measuring cross-platform communication effectiveness, Explore how different visual strategies influence audience engagement, Analyze the long-term reputational impacts of such sophisticated digital communication approaches

The implementation suggests a sophisticated understanding of digital communication that moves beyond traditional promotional models. By creating a comprehensive, platform-specific communication strategy, tvOne transforms social media from a simple broadcasting tool into a dynamic, interactive communication platform. This approach represents a paradigm shift in understanding digital public relations, where every digital interaction becomes an opportunity for strategic narrative construction and audience engagement.

Mass Media Publicity

The tvOne public relations strategy for the Adira Festival represents a sophisticated, multi-dimensional approach to event management and communication that transcends traditional promotional methodologies. By integrating comprehensive media engagement, stakeholder support, and strategic communication across multiple platforms, tvOne demonstrates an advanced model of public relations practice. The organization's media publicity strategy reveals a nuanced understanding of contemporary communication ecosystems. Through the Kabar Petang news program, YouTube channel, and official website, tvOne creates a multifaceted information dissemination network. The strategic upload of festival content on YouTube, which garnered 4,217 views, exemplifies the potential of cross-platform content distribution in expanding audience reach and engagement.

Local government collaboration emerges as a critical component of the strategy. By proactively managing licensing through official communications and providing promotional materials, tvOne transforms potential bureaucratic challenges into collaborative opportunities. This approach goes beyond mere procedural compliance, establishing a framework of institutional cooperation that facilitates smooth event execution. The support for Micro, Small, and Medium Enterprises (MSMEs) represents a particularly innovative dimension of the strategy. By providing 80 free, fully-equipped tents and implementing a rigorous selection process, tvOne creates a platform that simultaneously supports local entrepreneurship and enhances the festival's overall value proposition. This approach reflects a sophisticated understanding of community empowerment, where event organization becomes a mechanism for economic and social development. Theoretically, the strategy advances several critical

insights into public relations practice: Demonstrates the potential of integrated communication ecosystems, Illustrates how event management can function as a strategic communication tool, Reveals the transformative power of stakeholder-centric approaches

The meticulous management of event activities, from participant registration to t-shirt distribution, further underscores tvOne's commitment to creating comprehensive, engaging experiences. By focusing on detailed operational excellence, the organization transforms logistical management into a strategic communication opportunity. To further develop this theoretical framework, future research could: Develop more comprehensive metrics for measuring multi-platform communication effectiveness, Explore the long-term social and economic impacts of such integrated event strategies, Analyze how different organizational contexts influence strategic communication approaches

The Adira Festival strategy represents a paradigm shift in understanding public relations. It demonstrates that contemporary PR is not about simple information transmission, but about creating rich, multi-dimensional communication experiences that generate value across multiple stakeholder domains.

4. Conclusion

The journal article provides a comprehensive analysis of tvOne's public relations strategy during the Adira Festival, revealing a sophisticated and multifaceted approach to event management and communication. Through a detailed examination of the P.E.N.C.I.L.S framework, the research demonstrates how tvOne transcended traditional media boundaries by creating a holistic communication ecosystem. The organization's strategy was characterized by its innovative use of multiple digital platforms, strategic stakeholder engagement, and comprehensive event management. By integrating social media, traditional media, and community involvement, tvOne transformed the Adira Festival from a mere corporate event into a dynamic communication platform that generated value across various stakeholder groups. The study highlights the evolving nature of public relations, showcasing how media organizations can leverage their capabilities to create meaningful, multi-dimensional engagement experiences. The research contributes significantly to understanding contemporary public relations practices, illustrating how strategic communication can simultaneously achieve multiple objectives: brand visibility, community development, and innovative media engagement.

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