

DIGITAL LITERACY IN BRANDING TO IMPROVE THE UNDERSTANDING OF RPTRA MANAGERS IN DKI JAKARTA

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ABSTRACT

Trend of information and communication technology has shifted the ways individuals communicate. One of the purposes of communication is to provide information about a community's activities. In the DKI Jakarta Province, there is a community called RPTRA. This community manages educational parks in the neighborhoods. Almost every RPTRA has social media in the form of Instagram. This serves as a medium for informing about activities. However, there are still challenges related to digital literacy understanding. This concerns efforts to enhance the branding of the community. Efforts for digital branding through social media are currently needed. According to new media theory, this can improve the efficiency and effectiveness of communication message delivery. This paper aims to outline the activities of providing digital literacy that have been carried out. The activities were attended by managers of RPTRA DKI Jakarta. The material was delivered in a one-day meeting. This activity partnered with the local government of DKI Jakarta Province.

Keywords: New Media, Digital Literacy, Digital Branding, Engagement, RPTRA

1. INTRODUCTION

RPTRA is a community initiated by the local government of DKI Jakarta province. RPTRA stands for Integrated Public Space Friendly to Children. The initial purpose of establishing this community is to manage public parks in the DKI Jakarta area. Thus, these parks can be utilized for various positive activities for the residents, including for children. To that end, each park is equipped with meeting spaces, children's playground facilities, jogging tracks, restrooms, culinary areas, and parking spaces. Furthermore, the personnel managing RPTRA are chosen from the local community around the park location. They are selected after meeting certain requirements.

In its development, the RPTRA managers were given the freedom to hold various activities to enliven the park. This includes empowering local residents around the park to improve their economic income. Community activities can include educational literacy programs, health maintenance, gatherings, and even the production and sale of processed products. To carry out these activities, in addition to using joint funds from the residents, they also utilize funding support from sponsors. Sponsors can come from companies that have a CSR budget. Corporate Social Responsibility is a company program aimed at benefiting the community. This is an effort for corporate awareness. That besides generating revenue profit, companies are expected to be socially responsible to the community. Thus, it is beneficial and a mutual symbiosis occurs. Moreover, through communication activities, RPTRA has the opportunity to receive offers from other parties to fill activities. An example is academics who wish to share literacy with the community. Therefore, to ensure that RPTRA activities are known to many parties, they need to be communicated.

In the current era, conveying communication messages through digital platforms is the best decision. Based on data, the trend of people communicating today has shifted to digital. Communication activities can involve both searching for and delivering information. According to the latest report from We Are Social (2022) quoted from Kemp (2022), in addition to internet usage, social media usage has also increased compared to the previous year, reaching 191.4 million (2021: 170 million, an increase of 12.6%) (Kemp, 2022). It is almost certain that anyone who has a mobile phone will have an account on Facebook, Twitter, Path, and so on (Nasrullah, 2015). The number of internet users in Indonesia is equivalent to 202.6 million people or equivalent to 73.7% of the population, and 98.5% of internet users watch online videos (Kemp, 2022). This condition illustrates that the number of digital platform users continues to increase. Social media has become a medium of communication between individuals in the digital era referred to as digital platforms (Ardhoyo, Sunarto & Alifahmi, 2023). Thus, it allows communicators and communicants to exchange messages through social media intermediaries. This medium not only transforms real life into virtual, but many cases have become a uniqueness of mediamorphosis, a term popularized by Roger Fidler in the early 1990s (Nasrullah, 2015). This phenomenon is as described in new media theory. The term new media began to be recognized in the 1980s. New media theory is a theory developed by Pierre Levy in 2011. New media theory discusses the development of media from conventional to digital (Mamis, 2020).

By providing information about various activities in RPTRA, it is hoped to reach a diverse audience. Thus, the opportunity to obtain CSR funding becomes more open. In addition, the information presented will educate various

parties to engage in activities at RPTRA and take care of it. Ultimately, each RPTRA park achieves independence. It can sustain itself to manage and maintain independently. The information conveyed by RPTRA also serves as a report to the local government of the DKI Jakarta Province. Thus, it becomes an evaluation of how successfully the RPTRA personnel manage their parks.

However, in managing RPTRA communication media, there are still challenges. Various parties feel that the digital communication style of RPTRA could be more optimal. The content presented on the official RPTRA accounts is considered ordinary and tends to be less engaging. According to a resident, RPTRA has a lot of potential to produce a variety of communication messages. Because message materials can be lifted from various perspectives and story ideas. Besides various activities, story ideas could highlight the RPTRA profile, the profile of each of its personnel, the unique profiles of residents, the facilities in RPTRA, and even other content that utilizes the RPTRA garden area. Thus, to strengthen this, it is necessary to provide literacy through workshops conducted by researchers and facilitated by the DKI Jakarta provincial government. The participants are the managers of RPTRA across all regions of DKI Jakarta, and primarily the team managing the official social media accounts of RPTRA. The goal of this activity is to provide literacy in managing digital platforms, thus enhancing the RPTRA brand.

2. METHOD

Literacy activities are carried out through a one-day workshop. However, the framework includes several stages of implementation of the activities which include: (1) Preparation; starting with initial contact with the local government of DKI Jakarta Province. This is done through an online meeting regarding matters that need to be carried out related to procedures and the implementation of activities. An observation of the prospective audience, material needs, collection of literature, and relevant supporting tools related to the needs of the activity is also carried out. (2) Training; which includes training activities conducted face-to-face with participants using presentation techniques, video and photo examples, discussions, question and answer, practice, and result evaluation. (3) Evaluation; where at this stage, an evaluation is conducted after the training process, both in terms of understanding and operationalization.

3. RESULTS AND DISCUSSION

Before carrying out activities, the team conducts initial coordination. This is to map out the priority issues occurring with the partner participants. According to the statements from the partner participants of RPTRA, the account management team lacks the ability to create effective and engaging advertisement content. The broadcasted content has a small number of viewers and minimal comments. This causes RPTRA to be less widely known. Certainly, with a well-thought-out strategy, there is an opportunity to reach many viewers and receive responses. Forms of responses include likes, comments, and sharing. Additionally, there is a chance to appear on FYP (For Your Page). FYP is based on the workings of algorithm-based social media. FYP is an option available to social media for displaying content from accounts that actively post. The more frequently content appears on FYP, the greater the chance of being seen by various individuals.

Regarding the main issues faced by RPTRA account managers, it is generally related to minimal knowledge about social media operation and management. Additionally, there is a limitation in creative ideas for content creation. In content production, there are 4 stages: Pre-Production, Production, and Post-Production. The findings of these issues prompted the team to prepare materials for the upcoming activities. The team plans to conduct a digital branding literacy activity in the form of a 5-hour workshop. Quoting Wardhana (2024), a brand is a crucial concept for an organization. This is because it has become a powerful tool for companies to differentiate themselves from other organizations. A brand is defined as a name, term, design, symbol, or other feature that identifies a company's products or services as distinct from others. A brand is something that exists in the consumer's mind. To create a brand for a product, it is necessary to inform consumers about the product by giving it a name and using other branding elements to help identify it, as well as what the product does and why consumers should care.

Currently, the content they produce is still informational and monotonous. It consists of photos of activities or products with brief descriptions. In reality, storytelling techniques can build emotional connections with the audience, increase engagement, and influence the audience's decision-making. The partners have yet to understand the storytelling techniques through engaging visual and narrative content. This is suspected to be due to a lack of knowledge about digital platforms and marketing features. The partners have not optimally utilized digital platforms like Instagram, TikTok, and Facebook. They also do not understand marketing features like paid ads, user analytics, and content strategies that align with the platform's algorithms. As a result, the message reach in the limited and poorly targeted content is inadequate. Therefore, the effect is a lack of strong branding. RPTRA does not have a strong and consistent brand identity. This makes it difficult for them to be remembered by the community. Partners need assistance in building a branding that reflects their unique values.

In this activity, partner participants are taught how to create storytelling content. It starts with an introduction to RPTRA, the background of its establishment, and the values intended to be conveyed to viewers. For example, telling about the creative process of an activity, the inspiration behind the RPTRA logo design, showcasing the RPTRA profile, profiles of each personnel, profiles of residents considered unique, about the facilities in RPTRA, and even other content that utilizes the RPTRA park area, as well as community testimonials. The training includes creating attractive visual content, such as short videos and photos with creative angles, to build an emotional connection with viewers. This can highlight local values, culture, or inspiring stories behind RPTRA. Partner participants are also given the opportunity to directly practice storytelling techniques, under the guidance of the training team. They are then evaluated and provided feedback for necessary improvements.

Quoting from Ardhoyo, Sunarto & Alifahmi (2023), ideally, the governance of digital platforms should start from website governance. Then simultaneously build cognition through social media such as Facebook and Instagram. The third step is to manage YouTube accounts and finally manage TikTok accounts. However, for RPTRA, this becomes a significant challenge due to limited resources. Therefore, in activities, the focus is on digital branding literacy through the use of Instagram. Still quoting Ardhoyo, Sunarto & Alifahmi (2023), factors to consider in digital management include Accessibility, Affordability, Connectivity, Customization, and Real-Time Measurement. (1) Accessible, related to the ability of digital media or social media that can be accessed by anyone, and can be used especially for people who have devices that can transfer data. (2) Affordable, related to efficiency and effectiveness. That when compared to traditional media, digital is relatively more affordable and the costs can be adjusted to the available budget. Meanwhile, traditional media tend to be quite expensive. (3) Connectivity, that according to data, the average media accessed by the public is social media. So this characteristic connects people to become closer to digital. (4) Customize, that traditional media, although it has a wide reach, often reaches an audience that is not its target audience. Thus, what should be watched by certain segments, other segments that are not the target also end up watching. However, with digital media, communication can be targeted and the audience can be tailored. (5) Real Time Measurement, that digital can provide performance reports of content in real time. With real time measurement, this is valuable for creative people in developing the next strategy.

This community service activity begins with socialization to the partner participants and an initial survey about who the potential audience is. It is followed by submitting a request for a community service activity permit to the implementing partner, namely the regional government of DKI Jakarta Province. Then the team prepares a cover letter from the LPPM (Institute for Research and Community Service) of Prof. Dr. Moestopo (Beragama) University Jakarta. This is a preliminary step in obtaining permission for conducting community service activities. Additionally, they prepare presentation materials for outreach that are tailored to the needs of both the implementing partner and the participants. In the implementation of this program, the utilization of science and technology (IPTEK) becomes a key factor in enhancing the effectiveness of training and mentoring. The application of science and technology that is carried out includes training in the use of video editing software such as Cap Cut, InShot, or Canva. Participant partners are also provided with material on video editing, transitions, using it for creating video storytelling content. Participant partners are trained to optimize social media. By introducing the principles of social media algorithms, such as Instagram. This is to increase engagement and audience reach. Reinforced by the research of Choiri & Ariescy (2024), that the social media platform Instagram provides opportunities to develop content that is not only attractive but also entertaining and educational, which in turn can enhance consumer engagement and attention.



Figure 1. Practice Situation

Participants' partners were also introduced to Artificial Intelligence (AI) technology. It can analyze market trends and consumer preferences in creating relevant content. Quoting from Sari, Pebrianggara, & Oetarjo (2021), AI is often used to analyze consumer behavior and habits to identify the best patterns. AI can also be used to collect data from

various social media platforms and blog posts. This data can later be used to help brand owners understand how consumers find their products and services.



Figure 2. Learning Activity Situation

Next, on the first day of training, the material presented was a presentation on Storytelling in digital messaging. This was followed by training on the use of digital platforms and materials to strengthen the RPTRA brand. The materials focused on strengthening the stages of the 4P. Quoting Gill Branston's (2010) opinion as cited by Vinanda & Ahmad (2022), the stages of online news production are divided into (1) Pre-Production, (2) Production, and (3) Post-Production. In the research findings of Tambes, Yasir & Suyanto (2022), Pre-Production can be referred to as planning. This includes determining an idea, a theme to be produced, the program's goals, the amount of budget spent, and the program's target. For the Production stage, it starts with requesting production permission. After the production permission is approved, the next step is to assign tasks to the team. Who operates the switcher, camera, audio, lighting, and so on. The division of tasks may be flexible. In the Post Production stage, activities include: editing, evaluation, and distribution of content. In addition, training is also provided on the technical mastery of digital content creation, using various platforms. For example, Cap Cut, InShot, or Canva. And it is combined with storytelling strategies.



Figure 3. With Participants

After the main activities were completed, the service team created a WhatsApp group and conducted follow-up as an evaluation. The team performed an analysis before and after the training to measure the participants' understanding improvement. The team also provided suggestions and recommendations for more effective digital marketing strategies. In the final step, the team ensured program sustainability by monitoring whether the program was on track with its targets. The team monitored the results of social media digital content for each RPTRA to see whether the posts were more interesting and engaging compared to before the training. Feedback was provided by the team through the WhatsApp group, thus maintaining the relationship. WhatsApp groups provide a channel for direct and instant communication, allowing members to quickly share information, updates, or instructions. Additionally, members can share various types of files: documents, images, videos, and even locations. This is very useful for sharing supporting

materials, evaluations, or guidelines easily, quickly, more efficiently, in a structured manner, and feels more inclusive for all participants.

Implementing partners and participants play a role in the success of this program. Generally, activities proceeded as planned. Partners were very cooperative and open to the feedback provided. Based on the post-activity evaluation, participant partners became more effective in managing the digital branding of RPTRA. This is indicated by the creativity of the content produced, the number of viewers, and the increase in viewer responses.

4. CONCLUSION

The Community Partnership Program (PKM) activities, also referred to as the service program, have successfully assisted partners in improving brand management through digital branding training. Initially, partners only relied on simple promotional content in the form of product photos with brief descriptions, which lacked the ability to attract consumer attention. However, after participating in the training, significant changes occurred. Partners now understand how to build a strong narrative by highlighting the creative process, cultural values, and customer testimonials. As a result, their content is more emotional and effective. The impact of this activity is not only felt by the partners but also contributes to the development of the local economy. With improved digital branding literacy, partners from RPTRA have also become examples for other managers beyond the DKI Jakarta Province. Moreover, partners play a role in the success of this program. The strength of this activity is that it can proceed according to plan. The partners are also very cooperative and open to the input provided. However, the weakness is the very short duration of the activity, limiting the practice to only the Instagram platform. Hence, there is a possibility for further development of this program, including organizing similar activities on other digital platforms. This program has the potential to become a replication model for other communities or organizations, especially in the creative industry sector, which has faced similar challenges in terms of digital utilization. With an applicable training structure, a narrative approach relevant to market characteristics, and ongoing support, this activity has the potential to be expanded both sectorally and regionally.

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