

THE ROLE OF PUBLIC EXPOSE PRESS RELEASES IN PUBLIC RELATIONS STRATEGIES ON SOCIAL MEDIA: A CASE STUDY OF PT SURYA SEMESTA INTERNUSA TBK (SSIA) ON META PLATFORMS

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Abstrak: The rapid development of digital communication technologies has significantly transformed the practice of corporate public relations. This study aims to conceptually examine the evolving role of press releases within digital corporate communication, particularly in relation to public expose activities conducted by publicly listed companies. Using a descriptive qualitative approach (Creswell & Creswell, 2018), this research analyzes relevant academic literature and conceptual perspectives on public relations, corporate communication, and digital media environments (AgilityPR, 2025; Axios, 2024). The analysis highlights that the function of press releases has shifted from a conventional mass communication instrument toward a strategic digital communication tool that supports transparency, stakeholder engagement, and corporate reputation management (Benoit, 1995; Coombs, 2007). In the digital environment, press releases are no longer distributed solely through traditional media channels but are increasingly adapted for dissemination through social media platforms, enabling organizations to communicate directly with broader audiences (Reuters Institute for the Study of Journalism, 2025). This transformation allows corporate messages to be framed more strategically while also facilitating real-time interaction and engagement with stakeholders (Entman, 1993; Kapla & Haenlein, 2010). Furthermore, the integration of press releases with public expose communication demonstrates how digital public relations strategies can strengthen reputational signaling by presenting corporate performance, strategic direction, and organizational transparency to investors and the public (Spence, 1973; SSPACE News, 2024). The study concludes that press releases have become an integral component of holistic digital corporate communication strategies, particularly in supporting corporate disclosure practices and enhancing stakeholder trust in the contemporary digital communication ecosystem (Balmer, 2013; Smith & Taylor, 2020).

Kata Kunci: Digital Public Relations, Press Release, Corporate Communication, Public Expose, Social Media Communication.

INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed the practice of Public Relations (PR) communication. The shift from traditional communication channels toward digital media has been accelerated by the widespread adoption of social media, internet technologies, and other digital platforms. In this evolving environment, the role of PR is no longer confined to relying on mass media as an intermediary for information dissemination. Instead, PR has been repositioned as a strategic communication function that enables organizations to interact directly with global audiences through digital platforms such as Facebook and Instagram (AgilityPR, 2025; Axios, 2024). Consequently, organizations are required to redesign their PR strategies so that corporate messages are not

only delivered through conventional press releases but are also integrated into a broader digital communication ecosystem involving multimedia content, engagement metrics, and algorithm-driven distribution across social media platforms (Bakshy et al., 2015; Balmer, 2013). As a result, corporate communication has become increasingly complex because PR now functions as a strategic mechanism that integrates corporate narratives across multiple digital communication touchpoints rather than serving merely as a one-way information channel (Benoit, 1995).

The digital transformation of PR has also reshaped stakeholder expectations regarding transparency and responsiveness in organizational communication. Practices such as multiplatform press releases and optimized social media content have become essential tools for maintaining credibility and strengthening public engagement (Bisnis Indonesia, 2025). Contemporary best practices indicate that digital press releases are increasingly designed for direct audience consumption through social media platforms, search engine optimization, and interactive features which allow organizations to maximize both audience reach and message relevance (Balmer, 2013; CNN Indonesia, 2025). This trend is reinforced by developments in global corporate communication practices where companies increasingly experiment with creative communication content to respond to the dynamic nature of digital platforms and the growing demand for visually appealing and shareable narratives (Coombs, 2007; Bisnis Indonesia, 2025). Therefore, PR in the digital era is no longer limited to a communication tool but has evolved into an adaptive, interactive, and data-driven strategy for managing public relationships and organizational reputation (AgilityPR, 2025; Axios, 2024).

Historically, press releases have been positioned as communication instruments primarily oriented toward mass media where the dissemination of corporate information depends heavily on editorial gatekeeping and journalistic selection processes (Coombs & Holladay, 2012). Within this paradigm, journalists function as the primary audience and intermediaries through which corporate messages are conveyed to the public. However, the development of digital infrastructure and social platforms has restructured this distribution pattern into a multiplatform dissemination model in which press releases are not only distributed to newsrooms but are also simultaneously published on official websites, online news portals, and corporate social media channels (Creswell & Creswell, 2018). This transformation has been driven by the changing media ecosystem characterized by increasing digital information consumption and the need for organizations to maintain more direct control over their communication narratives (Bisnis Indonesia, 2025). As a result, the function of press releases has expanded from merely serving as informational

announcements to becoming strategic instruments that facilitate integrated communication across various digital channels.

The emergence of social media has further intensified this transformation through what is known as the disintermediation effect, in which the role of traditional mass media as the primary intermediary in corporate communication has gradually diminished. Organizations are now able to communicate directly with the public through digital platforms such as Facebook and Instagram without relying solely on journalistic mediation (Reuters Institute for the Study of Journalism, 2024). This transformation enables companies to control communication narratives, determine publication timing, and design message formats more flexibly without being constrained by editorial selection processes (Reuters Institute for the Study of Journalism, 2025). Moreover, the interactive characteristics of social media create opportunities for two-way communication that were previously difficult to achieve within conventional one-way communication systems (Daft & Lengel, 1986). Increasing digital information consumption and changing audience behavior have further strengthened this phenomenon as audiences increasingly prefer obtaining information directly from official organizational sources (Entman, 1993). Consequently, corporate messages—including press releases, performance announcements, and crisis clarifications—can now be distributed in real time through official corporate accounts, allowing organizations to build legitimacy not only through media exposure but also through public engagement in the digital communication environment (Eisenhardt, 1989).

In the context of corporate governance, public expose has emerged as an important formal communication mechanism used by publicly listed companies to disclose strategic information to stakeholders, particularly investors and regulators. This practice is considered an instrument of transparency designed to reduce information asymmetry between management and shareholders (Fombrun, 1996). Through public expose events, companies commonly disclose financial performance, business strategies, growth projections, and responses to industry developments which strengthen organizational accountability. From the perspective of signaling theory, such disclosures function as credibility signals intended to build market confidence and stabilize perceptions of corporate value (Fog et al., 2010). In the modern communication environment, public expose activities are increasingly integrated with digital information distribution strategies through online publications, live broadcasts, and the dissemination of summarized information through official corporate social media channels (Freeman, 1984). These developments reflect rising public expectations for faster, more accessible, and transparent corporate information, particularly amid increasing attention to corporate governance and sustainability practices (Gillespie, 2018).

Accordingly, the integration of press releases related to public expose into social media platforms represents a strategic communication response that combines corporate transparency with digital engagement dynamics in order to strengthen organizational reputation and stakeholder trust (Daft & Lengel, 1986; Goldstein, 2011).

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Corporate Public Relations

In corporate communication literature, Public Relations (PR) is understood as a strategic management function designed to build and maintain mutually beneficial relationships between an organization and its stakeholders. This concept was first systematically formulated by Grunig and Hunt (1984), who viewed PR as a structured communication mechanism that supports the information exchange process between an organization and its publics. Through this approach, PR activities are not merely concerned with message delivery but also encompass the management of communication relationships aimed at enhancing organizational legitimacy in the eyes of the public. Subsequent research indicates that strategically managed corporate communication can help organizations reduce public misunderstandings while simultaneously increasing institutional credibility amidst a complex business environment (Axios, 2024). Furthermore, modern PR practice includes the management of social responsibility issues and organizational responses to public issues that affect reputation and community trust (Bakshy et al., 2015).

Within a normative communication framework, the two-way symmetrical communication model has been viewed as the ideal approach in modern PR practice. This model emphasizes that organizational communication is not merely one-way but involves a reciprocal dialogue between the organization and the public, allowing for feedback that influences subsequent communication strategies (Grunig & Hunt, 1984). Empirical studies show that organizations facilitating two-way communication tend to gain higher levels of public trust and increase audience engagement across various corporate communication activities (Balmer, 2013). This concept has become increasingly relevant in the digital era, as social media provides a space for direct interaction between organizations and the public. In this context, stakeholder engagement becomes a vital component of PR strategy, as organizations are expected to understand the needs, expectations, and interests of various groups, such as investors, customers, employees, and the wider community (Benoit, 1995). With rising demands for transparency and public accountability, reputation management is also positioned as a strategic goal of PR practice, as an organization's reputation is seen as an intangible asset that can influence public perception and the company's long-term value.

(Bisnis Indonesia, 2025).

Press Release as Strategic Communication

In corporate communication practice, a press release is understood as an official communication document designed to convey organizational information to the public through various media channels. This instrument has long been used in PR practice as a means to deliver organizational facts accurately and in a timely manner to the mass media and broader stakeholders (Axios, 2024). Historically, the press release was viewed as a communication bridge between the organization and the media, as the published information is typically utilized by journalists as a news source for the public. Large corporations utilize press releases to announce significant developments, such as financial performance, business strategies, and corporate policies relevant to public and investor interests. Therefore, the press release is positioned not only as a form of news broadcast but also as a strategic communication tool that helps organizations manage the information narratives circulating in the public sphere (CNN Indonesia, 2025).

An effective press release structure typically follows international communication standards, including the headline, lead paragraph, body, and organizational boilerplate. The headline serves to capture the reader's attention, while the lead paragraph presents the core information concisely at the beginning of the text so that the main message can be quickly understood (Coombs, 2007). The body then explains additional context, including quotes from organizational officials and relevant supporting information. From a strategic communication perspective, the press release also functions as a tool for information framing, where messages are selectively structured to shape public interpretation of a specific issue (Coombs & Holladay, 2012). Furthermore, press releases play a crucial role in investor relations, as information regarding company performance, business strategy, and growth projections is often conveyed through these documents to provide equal information access to investors and the market (Creswell & Creswell, 2018). With the development of digital technology, press releases are now not only distributed to the media but are also published through corporate websites and digital platforms, significantly expanding their communication reach.

Public Expose and Corporate Transparency

In modern corporate governance systems, the public expose has been positioned as a formal mechanism used by public companies to disclose strategic information to investors and other stakeholders. This practice is usually governed by capital market regulations that

require companies to openly disclose information related to financial performance, business prospects, and corporate strategy to the public (Creswell & Creswell, 2018). The primary objective of this obligation is to ensure that all investors have equal access to information that could influence their investment decisions. In this context, the public expose is understood as a transparency instrument that helps reduce information asymmetry between company management and external stakeholders (Daft & Lengel, 1986). Additionally, this activity is often utilized by companies to explain industry dynamics and external factors affecting company performance, providing the public with a more comprehensive understanding of the organization's condition.

The public expose phenomenon can also be analyzed through the perspective of signaling theory as proposed by Michael Spence. This theory explains that information disclosure by a company can serve as a signal to the market regarding the quality of performance, stability, and future prospects of the organization (Reuters Institute for the Study of Journalism, 2024). In situations where information asymmetry exists between management and investors, the delivery of strategic information through a public expose forum can help reduce market uncertainty while increasing investor confidence in the company (Daft & Lengel, 1986). Beyond being a transparency mechanism, the public expose is also viewed as a reputational instrument, as the way a company conveys critical information often influences public perception of organizational credibility and integrity (Bisnis Indonesia, 2025). Therefore, the public expose functions not only as a regulatory obligation but also as a strategic communication tool that strengthens the relationship between the company and the wider stakeholder community.

Social Media and Digital Public Relations

The development of digital technology has transformed the role of social media into one of the most important corporate communication channels in modern PR practice. Platforms such as Facebook and Instagram are now used by organizations to deliver corporate information directly to the public without being entirely dependent on traditional mass media (Benoit, 1995). In this context, social media is positioned as an official communication channel that allows organizations to deliver corporate announcements, respond to crisis issues, and build relationships with stakeholders more interactively. The dissemination of press releases and information related to public expose activities is increasingly conducted through digital platforms, allowing the public to access organizational information in real-time (Reuters Institute for the Study of Journalism, 2025). This transformation indicates that PR communication has moved toward an information

distribution model that is more open, direct, and participatory.

Beyond serving as a communication channel, social media also provides various engagement metrics—such as the number of likes, comments, shares, and reach—that can be used to evaluate the effectiveness of an organization's communication messages. This engagement data allows PR practitioners to understand audience responses to published content, enabling more accurate adjustments to communication strategies (Entman, 1993). At the same time, platform logic and social media algorithms influence the visibility level of content shown to users; thus, organizations must understand digital distribution mechanisms to ensure their messages reach the audience optimally (Eisenhardt, 1989). Consequently, digital PR practice focuses not only on message preparation but also on visual and narrative adaptation suited to the characteristics of digital platforms. Through adaptive communication strategies, organizations can increase audience emotional engagement while strengthening long-term relationships with the public in an ever-evolving digital communication environment.

RESEARCH METHOD

Pendekatan This study employs a descriptive qualitative approach to explore the dynamics of corporate communication through a conceptual analysis of relevant literature. A qualitative approach is considered appropriate because it enables researchers to interpret meanings, patterns, and relationships within communication practices without relying on statistical measurement. In communication studies, this approach is frequently used to examine theoretical perspectives and to understand how communication strategies evolve within organizational contexts. Through this method, several key concepts including corporate public relations, press release, public expose, and digital communication are examined to understand how corporate communication strategies develop within the contemporary digital media environment (AgilityPR, 2025; Axios, 2024).

In addition, this research applies a literature analysis method as the primary technique for data collection because the study is conceptual in nature. Various academic sources including books, scholarly studies, and relevant industry reports are analyzed to identify theoretical frameworks that explain the relationship between traditional public relations practices and the transformation of digital corporate communication. The literature review process is conducted systematically by examining theories of two-way communication, stakeholder engagement, and organizational reputation management which serve as conceptual foundations for understanding modern corporate communication practices (Balmer, 2013; Bisnis Indonesia, 2025). Through this process, different theoretical

perspectives are compared and interpreted in order to develop a comprehensive understanding of the strategic role of press releases and public expose in contemporary communication practices.

Furthermore, this study utilizes conceptual analysis to examine the interrelationship between corporate communication theory, press release practices, and the use of social media within public relations strategies. This approach allows the researcher to integrate perspectives from corporate communication, corporate governance, and digital communication studies in order to develop a structured analytical framework. By incorporating theories related to corporate transparency, signaling theory, and the dynamics of social media communication, this research aims to explain how organizations utilize press releases and public expose as strategic communication instruments to build relationships with stakeholders and strengthen corporate reputation in the digital communication environment (Creswell & Creswell, 2018; Reuters Institute for the Study of Journalism, 2024; Entman, 1993).

RESEARCH RESULTS

Theoretical Integration in Corporate Communication Strategy

The conceptual analysis shows that the strategic role of press releases in corporate communication can be understood more comprehensively through the integration of public relations theory and stakeholder theory. Public relations theory explains that communication functions as a mechanism to build mutual understanding between organizations and their publics, while stakeholder theory emphasizes that organizations have responsibilities toward various groups that are affected by their activities. When these perspectives are combined, press releases can be interpreted not only as tools for information dissemination but also as strategic instruments designed to maintain constructive relationships between companies and stakeholders such as investors, media institutions, and the broader public (AgilityPR, 2025; Benoit, 1995). This theoretical integration becomes increasingly relevant in modern business environments where corporate communication is expected to demonstrate transparency, responsiveness, and accountability.

Another theoretical perspective that supports the effectiveness of press release communication is media richness theory. This theory proposes that communication media differ in their capacity to convey complex information and that richer media can transmit messages more effectively when ambiguity or complexity is present. In the digital environment, social media platforms provide different levels of richness depending on the format of the message, including text, images, or multimedia elements. As a result, press releases related to corporate announcements such as public expose events may become more

effective when adapted into formats that incorporate visual and interactive elements on digital platforms (Benoit, 1995). The combination of theoretical perspectives therefore suggests that press releases in the digital era should be designed not only as textual information but also as communication content that integrates multiple symbolic forms in order to enhance audience understanding and engagement.

Conceptual Model of Digital Press Release Communication

1. Message Framing, Transparency, and Tone

The findings indicate that the effectiveness of press release communication is strongly influenced by the design of the message itself. Three important variables are identified in the conceptual model, namely framing, transparency level, and message tone. Framing refers to the way information is selected, organized, and presented in order to shape audience interpretation of corporate messages (Coombs & Holladay, 2012). Through strategic framing, organizations can emphasize specific aspects of information such as innovation, sustainability, or financial performance so that stakeholders perceive the message in a particular context. This mechanism enables organizations to guide public understanding while maintaining the factual integrity of the information presented.

Transparency is another critical component within the conceptual model because corporate disclosures are expected to comply with principles of openness and accountability in corporate governance. Organizations that provide detailed, accurate, and accessible information tend to reduce information asymmetry between management and investors which strengthens stakeholder confidence in corporate decision making (Creswell & Creswell, 2018). When press releases communicate information transparently, stakeholders are more likely to interpret the message as credible and trustworthy, which contributes to positive corporate perception.

In addition to framing and transparency, the tone of the message also influences how audiences interpret corporate communication. Tone reflects the emotional and professional orientation embedded in the communication style. A positive and constructive tone is often adopted to reinforce confidence during complex business situations while maintaining a professional corporate image (Entman, 1993). In digital communication environments, tone becomes especially important because audiences on social media platforms often respond immediately through comments and reactions which can influence public perception toward the organization.

2. Social Media Engagement as a Mediating Mechanism

The conceptual model further proposes that social media engagement acts as a

mediating mechanism between message design and communication outcomes. Engagement on digital platforms can be observed through indicators such as likes, comments, shares, and reach, which reflect the level of public interaction with organizational content (Reuters Institute for the Study of Journalism, 2025). These interactions demonstrate that communication is no longer limited to passive information consumption but instead involves active participation from audiences who contribute to the diffusion of messages through their social networks.

High levels of engagement may amplify the reach and influence of press release content because social interactions enable messages to circulate beyond the initial audience. Through these network effects, organizational messages can gain additional visibility and credibility when users voluntarily interact with or redistribute the content. In this way, engagement does not only represent audience reaction but also functions as a mechanism that expands the dissemination of corporate information in digital communication ecosystems.

Case Context Analysis of SSIA Public Expose Communication

The case context analysis focuses on the corporate communication practices of PT Surya Semesta Internusa Tbk (SSIA) which operates as a publicly listed company in Indonesia. Since its establishment in 1971, the company has developed into a diversified business group operating in industrial estate development, construction, property, and hospitality sectors. The listing of the company on the Indonesia Stock Exchange in 1997 has positioned it within a regulatory environment that requires transparent disclosure of corporate performance and strategic information to investors and other stakeholders (Indonesia-Investments, 2024). As a publicly listed firm, the company regularly conducts public expose activities which function as formal communication forums for presenting financial performance, business strategy, and operational developments to the investment community.

In the public expose communication process, press releases are commonly used to summarize key corporate information and distribute it to broader audiences. The content typically highlights corporate performance, strategic initiatives, and future targets which serve as signals to investors regarding the company's business direction. In the case of the SSIA public expose communication, the emphasis on industrial estate development and business expansion strategies illustrates how corporate narratives are constructed to communicate growth prospects to stakeholders (SSPACE News, 2024). This approach reflects the broader function of corporate press releases as instruments that connect formal

corporate disclosure with broader stakeholder communication.

Digital Dissemination Through Social Media Platforms

Corporate communication in the digital era increasingly involves the adaptation of press release content for social media distribution. Platforms such as Facebook and Instagram provide organizations with opportunities to share corporate announcements directly with public audiences without relying exclusively on traditional news media intermediaries. In this context, the original press release text is often simplified into shorter summaries or visual content that can be easily consumed by social media users. This adaptation reflects differences in audience behavior because users typically interact with digital content through rapid scrolling and brief attention spans.

Visual communication elements such as infographics, photographs, and slide-based content are frequently used to present key corporate information in a more engaging format. By transforming lengthy press release narratives into visual representations, organizations can communicate complex corporate information more efficiently while maintaining audience attention. These adaptations also allow companies to combine textual explanations with visual cues which increases the richness of the communication medium.

The dissemination of corporate messages through social media platforms also creates opportunities for real-time engagement with stakeholders. Audience interactions such as comments and content sharing allow organizations to observe public responses and evaluate the effectiveness of their communication strategies. This interactive environment illustrates how digital platforms have transformed press releases from static information documents into dynamic communication tools that support dialogue between organizations and stakeholders in contemporary corporate communication practices.

CONCLUSION

This study concludes that the function of the press release has evolved significantly from a conventional mass communication tool into a strategic instrument that is integrated within corporate digital communication practices. The transformation has been driven by the expansion of digital media environments that influence how organizational messages are distributed, interpreted, and circulated among diverse audiences (AgilityPR, 2025; Putri & Yuliana, 2025). As communication channels increasingly shift toward online platforms, the press release is no longer positioned solely as a formal corporate announcement but also as a narrative communication device that contributes to shaping audience perception and organizational visibility in the digital information ecosystem. In this context, press releases operate as an important component of an integrated digital communication strategy that

connects corporate disclosure, public communication, and stakeholder engagement (Balmer, 2013; Smith & Taylor, 2020).

Furthermore, the analysis indicates that social media platforms have expanded the impact of corporate communication activities such as public expose events. The integration of press releases with digital platforms allows organizations to disseminate information rapidly while also enabling interactive engagement with broader audiences. In this environment, public expose functions not only as a formal disclosure mechanism for publicly listed companies but also as a reputational signaling arena where organizations communicate corporate performance, strategic direction, and future prospects to stakeholders (Spence, 1973; SSPACE News, 2024). The findings therefore highlight that the integration of digital public relations strategies, including message framing, transparency, and platform-specific communication design, plays an important role in strengthening corporate reputation and sustaining stakeholder trust in contemporary digital communication environments (Coombs & Holladay, 2012; Tuten & Solomon, 2023).

Future studies are encouraged to expand this conceptual analysis through empirical investigation of digital corporate communication practices (Creswell & Creswell, 2018). Subsequent research may explore how different industries implement digital press release strategies across various social media platforms and how these practices influence stakeholder perception, investor confidence, and public engagement. In addition, comparative studies involving multiple companies or cross-national communication environments may provide deeper insights into how digital public relations strategies evolve within different regulatory, cultural, and technological contexts (van Ruler & Verčič, 2004; OECD, 2023). Such research would contribute to a more comprehensive understanding of the strategic role of digital communication in shaping corporate reputation and stakeholder relationships in the modern information landscape

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