ISLAMIC COMMUNIATION STRATEGY OF PUBLIC RELATIONS OF SOLOK DISTRICT IN DISSEMINATING REGIONAL DEVELOPMENT IFORMATION

Supri Ardi, Ernita Arif, Azwar

Universitas Andalas
Jl. Dr. Mohammad Hatta Limau Manis, Padang, Sumatera Barat
e-mail: supriardi2a@gmail.com, ernitaarif@soc.unand.ac.id, azwar.fisip@gmail.com

Abstrak: Penelitian ini bertujuan untuk menganalisis strategi komunikasi Islami yang diterapkan oleh departemen humas Kabupaten Solok. Menekankan konstruksi sosial realitas melalui paradigma konstruktivisme sosial, penelitian ini berfokus pada pemahaman bagaimana strategi ini dirumuskan. Penelitian ini menggunakan metode penelitian kualitatif dengan metode deskriptif, mengkaji manajemen komunikasi publik dan penyebaran informasi pembangunan. Analisis menggunakan metode kualitatif deskriptif, meliputi tahapan reduksi data, presentasi, dan penarikan kesimpulan. Hasil penelitian mengungkapkan bahwa pentingnya memahami dinamika sosial dan budaya lokal dalam menyusun strategi komunikasi yang efektif. Penelitian ini mengungkapkan pentingnya pendekatan keterlibatan pemangku kepentingan yang lebih luas untuk mengelola komunikasi publik dan pembangunan di Kabupaten Solok, yang mungkin termasuk melibatkan masyarakat umum, organisasi non-pemerintah, dan sektor swasta. Dengan mendorong kolaborasi tersebut, penelitian ini berpendapat bahwa efektivitas komunikasi publik dan partisipasi masyarakat dalam upaya pembangunan dapat ditingkatkan secara signifikan. Kontribusi ini menyoroti perlunya strategi komunikasi inklusif untuk inisiatif pembangunan yang sukses.

Kata Kunci: Komunikasi Islami, Pembangunan Daerah, Pemerintahan

Abstract: This research aims to analyze the Islamic communication strategy implemented by the public relations department of Solok Regency. Emphasizing the social construction of reality through the social constructivism paradigm, this research focuses on understanding how these strategies are formulated. This research uses qualitative research methods with descriptive methods, examining public communication management and the dissemination of development information. The analysis uses descriptive qualitative methods, including the stages of data reduction, presentation, and conclusion drawing. The results revealed that it is important to understand local social and cultural dynamics in formulating effective communication strategies. The research reveals the importance of a broader stakeholder engagement approach to managing public and development communication in Solok District, which may include involving the general public, non-governmental organizations and the private sector. By encouraging such collaboration, this research argues that the effectiveness of public communication and community participation in development efforts can be significantly enhanced. This contribution highlights the need for inclusive communication strategies for successful development initiatives.

Keyword: Islamic Communication, Regional Development, Government

INTRUDUCTION

Within the framework of Indonesia's democratic governance system, the existence of Law No. 14/2008 on Public Information Disclosure guarantees access to public information. This openness is considered an important instrument in strengthening public oversight of state administration activities and Public Bodies (Erzikova et al., 2018).. Every Public Agency has the responsibility to provide open and efficient access to information, in an effort to promote transparency, accountability and good governance in Indonesia (Lo et al., 2019). The main purpose of public information disclosure is to guarantee the rights of citizens to know the planning of public policy making, encourage public participation in the policy making process, and enrich knowledge and advance the nation's life.

In this regard, the Solok District government information management and documentation officer plays a key role. The main task is to coordinate and consolidate the collection of information materials from various regional apparatus organizations, store, document, and provide information services to the public. government information management and documentation officials are also responsible for verifying and updating information, as well as producing reports on the information services provided (Carter et al., 2019).

The organizational structure of the Solok Regency Communication and Information Office often faces challenges. Such as the sub-optimal division of fields, especially related to the position of government information management and documentation officers in the public information services, statistics, and Government Chief Information Officer sections, can lead to miscommunication and imperfections in the management of public information. This also affects the quality of development information dissemination in the regions.

To overcome these problems, an integrated and effective public relations communication strategy is needed. The utilization of various communication channels, both internal and external, such as social media, mass media, and cooperation with print and online media, can improve the accessibility and quality of information delivered to the public (Yudarwati & Gregory, 2022). Not only that, the application of Islamic values in communication strategies is also a step taken by the public relations of Solok district. The application of Islamic values in communication is at the same time a characteristic of the district which is known to be strong in applying Islamic values.

Islamic communication is a communication process based on Islamic principles and values. It involves the use of meaningful, polite, and respectful language, and reflects Islamic teachings in every communication interaction. The principles of Islamic communication include honesty, justice, compassion, empathy, and respect for others' opinions. The aim is to promote understanding, peace and harmony between individuals and society, and to create a good relationship between man and God.

Through these efforts, it is hoped that public participation in the oversight of regional development can be enhanced, creating a more

transparent and accountable environment for all parties involved. In the context of Islamic values, increasing public participation can also be seen as a form of charity ordered in religion. The concept of amar ma'ruf nahi munkar, or encouraging good and preventing evil, is a fundamental principle in Islam. By actively engaging in local development oversight, Muslims can exercise their moral responsibility to ensure that development is carried out with principles that are in accordance with religious teachings and the public interest. Thus, in addition to supporting transparency and accountability, public participation is also a form of contribution from the Ummah in realizing sustainable and equitable development, in accordance with Islamic values.

Public communication generally uses more conventional media such as print media, television, or radio in disseminating information, however, along with the development of technology and society or society, public communication has also experienced a shift that previously only used conventional media as a mouthpiece, now it needs and must touch new media with an internet network-based system known as IoT (internet of things). The use of internet-based media does not mean that conventional media is no longer needed or lost, but both are symbiotic in turn complementing each other.

In that context, the public relations of the Solok Regency Government has formed a team to carry out community satisfaction survey activities. The Solok Regency Development Information Survey Implementation Team of the Solok Regency Communication and Informatics Office is a team according to the DPA in the 2023 Community Satisfaction Index (IKM) Achievement Activity (as attached). The survey used an online questionnaire distributed to service users from January 2023 to December 2023 with 500 respondents, it was found that 79% of the community obtained information on the development of Solok Regency. With the quality of Solok Regency development news reaching 32% very good, 19% good, and 32% sufficient, and 17% less. The questionnaire consists of 5 questions and 1 suggestion in accordance with the number of elements of measuring public satisfaction with information disclosure about the development of Solok Regency and the services received based on the Minister of PAN and RB Regulation Number 14 of 2017 concerning Guidelines for Community Satisfaction Surveys for Public Service Delivery Units.

Diskominfo Solok Regency also utilizes its website with survey techniques in the form of polls. This poll aims to analyze and find out the media for disseminating development information that is most widely used by the community. Based on the results of data processing of the Solok Regency government development information dissemination survey report in 2023 conducted by the Solok Regency Communication and Informatics Office, it can be seen that: (1) The people of Solok Regency receive more information disclosure about the development of Solok Regency through Facebook social media, the second is Instagram, the third is through online media. (2) While the lowest is that the people of Solok Regency receive information disclosure about the development of Solok Regency through newspapers and

videotrons. This shows that the communication strategy of Solok Regency public relations in the field of managing public communication through the website is still very strategic for disseminating development information. Polls on the website are expected to be used as a reference in improving the quality of public relations communication planning and strategies in the field of public communication management in the future (VanDyke &; Lee, 2020). So that it can be known objectively the Community Satisfaction Index (IKM) which is directly proportional to the performance assessment of public service providers.

Based on the survey report, it can also be seen the results of the recapitulation of suggestions / criticisms related to the disclosure of Solok Regency development information. Responses received through various complaint channels through the Solok Regency government website are as follows: (a) It is necessary to form a Public Relations Coordinating Committee and a Social Media Task Force for the Solok Regency Government so that all levels of Solok Regency society are touched by information disclosure about the development of Solok Regency. (b) The need for innovation in content packaging. (c) The need to increase human resources (HR) in content management. (d) Improved services, serving smiles and smiles. Service improvement, serving with a smile and friendly. The survey report shows the ease, speed and efficiency of getting public feedback through the website. It also shows the development of public intelligence in conveying their aspirations. This means that

public participation through communication channels with online media is instrumental in encouraging efforts to optimize public information services through the dissemination of development information. However, in order to optimize the dissemination of regional development information, problems/weaknesses were found, namely: limited equipment in social media content managementdam Content management officers have never been given capacity building/competence both managerially and technically digital intensively and holistically.

In order to overcome these weaknesses, the role of Solok Regency public relations is to discuss a follow-up plan to the survey results through a Public Consultation Forum (FKP) with representatives of service users on November 03, 2022 (according to the attachment to the minutes). Then the plan was categorized into short-term plans (less than 12 months) and medium-term plans (more than 12 months) and long-term (more than 24 months). Of course, these plans are inherently strategic. In other words, strategies are an integral part of plans, while plans come from planning.

PR communication strategies should also include various aspects such as empowering human resources (HR) through training and capacity building (Tao & Kim, 2017), improving content quality, and increasing information accessibility through various media. In this case, the formation of the Public Relations Coordinating Board (Badko Humas) and the Solok Regency Government Social Media Task Force can be a strategic step to improve the coordination and effectiveness of public communication.

Previous research focused on analyzing public relations communication strategies. First, the findings of our investigation revealed a lack of interaction between investor relations (IR) and public relations (PR) scholarship, as well as limited integration with other disciplines, from 1994 to 2016. (Doan & McKie, 2017) Second, the findings of this paper shed light on how public relations and communications firms conceptualize crisis, crisis management, and crisis communication. Moreover, they illuminate these firms' approaches to practicing crisis consulting and their views on the future of this specialized field in management consulting and communications. (Johansen, 2017). Third, the findings highlight that public communication initiatives are instrumental in contextualizing complex scientific claims for everyday citizen-consumer understanding. However, these initiatives are largely aimed at laypeople as consumers rather than citizens, posing particular challenges for public engagement with science and scientific citizenship. This article compares five understandings of the relationship between citizen-consumer and public issue communication involving science, suggesting that integrating theoretical perspectives of practice can enrich discussions in the Public Understanding of Science literature (Halkier, 2017)

This research aims to comprehensively examine the pattern of development information dissemination in Solok Regency, a region that is increasingly prominent in regional development in Indonesia. By combining media analysis and community satisfaction surveys, the research will gain a deeper understanding of how development information is delivered, received and responded to by local communities. The initial analysis will examine the various communication channels used by local governments, from traditional media to internet-based media, focusing on people's information consumption preferences and patterns. Next, a community satisfaction survey will evaluate the extent of community satisfaction and understanding of the development information received, covering aspects of information quality, accessibility, message clarity, and community participation in the development process. Through the integration of media analysis and survey results, this research aims to provide a holistic understanding of the dynamics of public communication in regional development, as well as provide concrete recommendations to improve the effectiveness of communication between the local government and the people of Solok Regency. Thus, this research not only has academic relevance in understanding the process of public communication, but also has significant practical implications in efforts to increase community participation and involvement in regional development.

METHOD

This research uses a qualitative approach with descriptive methods to understand the conventional and Islamic communication strategies of public relations in Solok Regency in managing public communication and disseminating development information. The research paradigm used is social constructivism, which emphasizes that social reality cannot be

generalized to all people, but is formed through social interaction. The research subjects consisted of the head of public communication management, public relations, coverage/admin team, and administration, selected based on the criteria of direct involvement in the social interactions studied.

Primary data was obtained from informants, while secondary data came from official documents and archives of related agencies. Data collection techniques include observation, interviews, and documentation studies. The collected data were then analyzed using the qualitative descriptive analysis method, with the stages of data reduction, data presentation, and conclusion drawing. The active involvement of stakeholders is also important. The conclusion of this study is that an understanding of local social and cultural dynamics is essential in designing an effective communication strategy. Therefore, it is recommended to involve more stakeholders in the management of public and development communication in Solok District, including the general public, non-governmental organizations, and the private sector that plays a role in regional development.

RESULT AND DISCUSSION
The Important Role of the Public Relations Department

Public relations departments play a central role in supporting local government functions by communicating government policies and programs to the public. (Cuenca-Fontbona et al., 2020a). Through various communication channels, such as press conferences, social media, and public events, the PR Department is responsible for delivering accurate and clear information about the policies and programs being implemented by the local government. Thus, the public can understand and respond appropriately to these policies. The PR Department has an important function in building a positive image of the local government in the eyes of the public. By using effective communication techniques, such as persuasive messages and creative promotional activities, the PR Department plays a role in creating a favorable perception of the local government's performance and integrity. (Cronin & Edwards, 2022). This not only helps increase public trust in the government, but also strengthens the legitimacy of government agencies.

Communicating between the government and the people, the Public Relations Department serves as a forum for people's aspirations, complaints and expectations. By actively listening and being responsive to public input, the Public Relations Department can communicate the government's attention to the needs and interests of citizens. This creates a more harmonious relationship between the local government and the community, and strengthens the sense of community involvement and ownership of the development process. As a guardian of local government transparency and accountability, the PR Department has an important role in providing open and accessible information to the public. By providing broad access to information about government activities, including budgets and the use of public funds, the PR Department helps to increase local government accountability to the public. (Roberson, 2020).

The PR Department is also tasked with facilitating public dialogue and consultation in the decision-making process. By organizing various public participation forums, such as public meetings, group discussions, and surveys, the PR Department opens up space for the community to actively participate in the development process. As a result, policies and programs are more responsive to the needs and aspirations of the community. In the era of digitalization and globalization, Public Relations Departments have the responsibility to manage the reputation and image of local governments in cyberspace. By effectively utilizing information and communication technologies, such as official websites, social media, and online-based applications, the PR Department can reach a wider and more diverse audience, and manage public responses and feedback quickly and efficiently (Tam et al., 2022).

Dissemination of development information to the public plays an important role in the context of regional development. Through clear and accurate information, the public can understand the development projects being undertaken by the local government. This creates awareness and a better understanding of the objectives, benefits and impacts of such development initiatives.

Disseminating development information also plays an important role in increasing public participation and engagement in the development process (Palenchar et al., 2017). By being informed about ongoing development projects, the public can provide constructive feedback, suggestions and support to local governments. This encourages a more collaborative relationship between the government and the community, strengthening the sense of community ownership over local development.

The dissemination of development information has the potential to improve the transparency and accountability of local governments. By providing broad access to information on development projects, including budget allocations and the use of public funds, the public can more effectively monitor and oversee local government performance. This helps prevent corrupt practices and abuse of power that can harm the community.

In addition to direct benefits to the public, the dissemination of development information also has the potential to improve the image and reputation of local governments. By openly communicating information about successful and impactful development projects to the public, the government can build a reputation as a transparent, responsive and accountable institution. This fosters trust and pride among the public in local government, increasing the legitimacy of government institutions.

The dissemination of development information also contributes to improving the efficiency and effectiveness of development project implementation. By providing clear and accurate information to the public on project timelines, objectives and stages of implementation, local governments can reduce potential obstacles and challenges faced during the development process. This helps to speed up and streamline project implementation, so that the benefits of development can be felt by the community more quickly and evenly.

Effective public communication has several positive impacts in encouraging community participation in various initiatives. First, it fosters a sense of transparency and trust between the government and the community. When the government communicates openly and honestly about its plans, policies and decisions, it builds credibility among citizens, leading to a greater willingness to participate in public affairs. Second, effective public communication helps in raising awareness and understanding among the public regarding community issues and development projects. By disseminating information through various channels such as town hall meetings, social media platforms, and community forums, individuals become more informed about local issues and the opportunities available for engagement. Third, it creates opportunities for dialog and collaboration between various stakeholders. When governments actively engage with citizens through two-way communication channels, it enables the exchange of ideas, feedback, and perspectives. This dialog not only improves the quality of decision-making but also makes citizens feel valued and empowered to contribute to the development process.

Effective public communication can inspire and mobilize citizens to take action. When individuals feel informed, empowered, and motivated, they are more likely to participate in community initiatives, volunteer programs, and advocacy efforts that aim to address local challenges and promote positive change.

Strengthening social cohesion and community resilience. Through effective communication, communities can come together, build solidarity and collaborate on projects that benefit the common good. This sense of unity and collective action contributes to a stronger sense of belonging and cohesion among community members.

The relevance of public relations communication in the context of Solok District lies in its crucial role in facilitating understanding, engagement and collaboration between the local government and the community. First, effective public relations communication ensures transparency and accountability in governance by disseminating accurate information about development policies, initiatives and projects to the public. This transparency builds trust and credibility, which are essential for a harmonious relationship between government and citizens.

In a diverse and dynamic community like Solok District, public relations communication plays a vital role in bridging cultural, linguistic and social differences. By tailoring messages to fit local culture and values, public relations efforts can effectively reach and engage a wider audience, ensuring inclusivity and representation. Public relations communications serve as a platform for dialog and feedback, allowing the government to listen to the needs, concerns, and aspirations of the community. Through channels such as town hall meetings, social media platforms, and community forums, people's voices can be heard, empowering them to actively participate in decision-making processes and contribute to local governance. In a rapidly evolving digital landscape, public relations communications utilize various media channels and technologies to amplify their reach and impact.

By utilizing social media, websites and other online platforms, governments can disseminate information more efficiently and interact with citizens in real-time, building a more connected and informed community. The relevance of public relations communication in Solok Regency lies in its ability to facilitate transparent governance, enhance cultural understanding, empower community participation, and utilize digital tools for effective communication. By recognizing and embracing the importance of public relations communication in local governance, Solok District can improve its communication efforts and strengthen its relationship with the community, ultimately leading to more inclusive and sustainable development.

Communication strategies carried out by public relations

Public Relations departments in any setting, including government agencies such as Solok District, use various communication channels to disseminate information effectively. Traditional channels such as press releases, official statements and newsletters play an important role in delivering formal messages to the public. These channels ensure that important announcements, policy updates and development initiatives reach a wide audience in a structured and official manner. In addition, face-to-face communication remains significant, where department representatives engage with stakeholders through meetings, community gatherings, and public forums. These direct interactions allow for immediate feedback, clarification of concerns, and foster a sense of community involvement in the decision-making process. (Arief & Gustomo, 2020).

In the digital age, online platforms have become indispensable communication tools. Social media platforms such as Facebook, Twitter, and Instagram are used to reach diverse demographics and engage with the public in real-time conversations. Through these channels, the Public Relations Department can share timely updates, multimedia content, and engage in two-way communication by responding to comments and messages. Additionally, the department can maintain an official website where comprehensive information on policies, services, and upcoming events are easily accessible to the public. This online presence increases transparency and ensures that constituents have easy access to relevant information at their convenience. (Savič, 2016).

Collaboration with local media and journalists plays an important role in strengthening the reach of communication efforts. Press releases, interviews and press conferences provide opportunities to disseminate information through trusted news sources. By building positive relationships with journalists, the Public Relations Department can ensure accurate and comprehensive coverage of government initiatives and community events. In addition, partnerships with community radio stations, television channels and newspapers cater to diverse audiences with various preferences for consuming news and information.

Innovative approaches such as community outreach programs, workshops, and educational campaigns serve to enhance

communication beyond traditional methods. These initiatives allow the Public Relations Department to engage directly with specific target groups, address their unique needs, and raise awareness about key issues. By using a combination of traditional, digital, media, and community-based channels, the department was able to create a comprehensive communication strategy that effectively reached and engaged the diverse population of Solok District.

Collaboration with mass media and community organizations plays a key role in increasing the reach and impact of communications, particularly in the context of disseminating development information. Collaboration with local mass media such as newspapers, radio and television can expand the reach of development messages to different segments of the community. Through media coverage, information on development projects and local government initiatives can reach as many people as possible, increasing public awareness and participation. (Soehner et al., 2017).

Collaboration with mass media also provides access to platforms that specialize in delivering information in a way that is engaging and relevant to their audience. (Yufriadi &; Syahriani, 2023). This can increase the effectiveness of communication, making information easier for the public to understand and respond to. Thus, collaboration with mass media allows local governments to optimize the use of existing communication channels to achieve their development goals.

Collaboration with community organizations, including NGOs, interest groups, and civil society organizations, is also important in strengthening the impact of communications. Community organizations often have direct access to local communities and understand their needs and concerns well. By working with community organizations, local governments can gain valuable insights on how best to deliver development information and mobilize community support. (Servaes, 2016).

Collaboration with community organizations can also increase legitimacy and trust in development messages delivered by local governments. When information is disseminated through channels trusted by local communities, messages are more likely to be accepted and trusted. Thus, collaboration with community organizations helps strengthen the bond between the government and the community, increases community participation in development, and improves overall communication effectiveness.

Challenges in implementing effective communication strategies in Solok District include limited infrastructure and access to technology, linguistic and cultural diversity, difficulty reaching marginalized communities, resource and capacity constraints, and political and bureaucratic dynamics. To overcome these challenges, a holistic approach is needed, including infrastructure development, cultural sensitization, community engagement, capacity building, and strong leadership support. By addressing these barriers, Solok District can improve its communication strategies and encourage community participation, ultimately contributing to sustainable and inclusive development.

Communication Strategy based on social constructivism

Social constructivism is a theory that emphasizes that social reality is shaped through social interaction, where individuals actively construct their understanding of the world through experiences and interactions with others. In the context of public relations communication, social constructivism implies that the messages and narratives delivered should take into account the diversity of experiences and understandings in society. The importance of understanding the social, cultural, and experiential context of the audience in crafting messages and communication strategies is strongly emphasized. By adopting this approach, public relations communication can be more effective in building strong relationships between the government or organization and the public. (Arcos, 2016).

In designing a social constructivism-based communication strategy, it is important to consider the dynamics of social interaction among members of society. This involves using various communication channels that allow for two-way interaction and active participation from the public. For example, through community forums, public meetings, or social media platforms, governments or organizations can encourage dialogue and feedback from the public, allowing them to contribute to the decision-making process and feel a stake in development. Thus, the application of social constructivism in communication strategies will help strengthen the bond between the government or organization and the public, as well as increase the relevance and effectiveness of the messages delivered.

The social constructivism paradigm significantly influences how communication strategies are understood and implemented in Solok District. This paradigm emphasizes that reality is socially constructed through interaction and shared meanings among individuals. In the context of communication strategy, this suggests that understanding the diverse perspectives, experiences and cultural backgrounds of audiences is essential. Therefore, communication initiatives in Solok District are designed to be inclusive, taking into account the various social dynamics and cultural nuances that exist in the community. In addition, the implementation of the communication strategy is in line with the principles of social constructivism by encouraging dialog, collaboration and active engagement with stakeholders (Moss et al., 2017). This approach ensures that communication efforts resonate with the local context and effectively meet the needs and aspirations of the community.

The implications of social constructivism for the effectiveness of public communication in promoting regional development are significant. By adopting a social constructivist perspective, public communication initiatives in Solok District focus on developing mutual understanding, trust and collaboration between the government and the community. (Lee & Kim, 2020). This leads to more participatory decision-making processes and greater community involvement in development initiatives. In addition, communication efforts are tailored to address the specific socio-

cultural context of the region, ensuring that messages are relevant and resonate with the local population. Consequently, social constructivism enhances the effectiveness of public communication in promoting regional development by fostering inclusive dialog, empowering local communities, and building sustainable partnerships between various stakeholders. (Cuenca-Fontbona et al., 2020b).

The application of social constructivism in communication strategies in Solok District highlights the importance of considering social interaction, cultural diversity and shared meanings in the development and implementation of effective communication initiatives. By embracing this paradigm, the district can encourage meaningful dialog, promote community engagement, and ultimately foster sustainable development that meets the needs of its diverse population. As such, integrating social constructivist principles into communication practices can contribute significantly to the advancement of local development goals in Solok District.

Islamic Communication Strategy carried out by Public Relations

Islamic communication strategy involves using various modern media and technologies such as the internet, social media and television to convey Islamic messages to a wider audience. It also involves an in-depth understanding of the local culture and values in which the message is delivered, as well as paying attention to the rules of effective communication in that context. In addition, Islamic communication strategies can also include an inclusive and empathetic approach to interacting with individuals or groups of different faiths or backgrounds. This can include interfaith dialog, social activities based on universal values, and efforts to build interfaith understanding and cooperation. In essence, Islamic communication strategies aim to convey Islamic religious messages in a clear, relevant, and persuasive manner, taking into account the evolving social, cultural, and technological contexts.

Islamic communication strategies employed by public relations in the Solok local government can vary depending on the context, objectives and audience. Here are some of the strategies implemented:

1. Education and Outreach, public relations can conduct education and outreach programs on Islamic values, principles of Islamic teachings, and concepts relevant to local government. This can be done through seminars, workshops, classes, and public discussions.

2. Use of Social Media, Using social media platforms to disseminate messages related to Islam, such as quotations from the Quran and Hadith, religious advice, and information related to religious activities held by the local government.

3. Cooperation with Religious Leaders and Community Leaders, Involving religious leaders and Islamic community leaders in communication activities to strengthen the messages delivered by local government public relations.

4. Community Empowerment, Encouraging the participation and involvement of the Muslim community in various activities organized by the local government, so that

they feel ownership and are directly involved in the governance process.

5. Communicating messages in a language that is easily understood by the general public, without sacrificing the authenticity and depth of the content of the message.

6. Developing Communication Materials Based on Islamic Values, integrating Islamic values in every communication material distributed by public relations, whether in the form of posters, brochures, or audiovisual materials.

7. Responsive to Contemporary Issues, Conveying the views and attitudes of local governments on contemporary issues related to Islam, such as sharia economy, religious education, and people's economic empowerment.

Effectiveness of Evaluation and Improvement of Communication Strategy

To evaluate the effectiveness of public relations communication strategies (Toledano, 2018), It is important to use comprehensive methods that consider various aspects of communication effectiveness. One method is to conduct surveys or focus groups to gather feedback from the target audience regarding their perception of the communication effort. This feedback can provide valuable insights into the clarity, relevance and impact of the messages delivered. In addition, analyzing metrics such as reach, engagement and response rates across different communication channels can help assess the overall effectiveness of the strategies employed. (Ao & Huang, 2020).

Another important aspect of evaluating a communication strategy is to adjust it based on feedback and evolving community needs. This involves regularly monitoring the effectiveness of communication initiatves and being responsive to changing circumstances or feedback from stakeholders. By actively soliciting feedback from the community and stakeholders, public relations teams can identify areas for improvement and adjust their strategies accordingly. This iterative process ensures that communication efforts remain relevant, engaging and aligned with the needs and preferences of target audiences. Overall, a continuous cycle of evaluation and adjustment is essential to maintaining the effectiveness of a public relations communication strategy over time. (Yeo &; Pang, 2017).

Innovation plays a vital role in improving the effectiveness of public relations communications by introducing new ideas, technologies and approaches that can better engage and resonate with target audiences. By embracing innovative communication tools and strategies, PR practitioners can stay ahead of evolving trends and preferences, ensuring that their messages are delivered in an engaging and impactful way. Innovation also fosters creativity and experimentation, allowing PR professionals to explore new ways of storytelling, content creation and audience interaction. Ultimately, by incorporating innovative practices into their communications efforts, organizations can achieve greater reach, relevance and resonance with their stakeholders, driving increased engagement and results.

Implementing continuous improvement measures is essential to improving public relations communication strategies over time (Manley &; Valin, 2017).

It involves systematically evaluating the effectiveness of current strategies, identifying areas for improvement, and implementing targeted measures to address them. One approach is to gather feedback from stakeholders and analyze performance metrics to gain insight into the strengths and weaknesses of existing communication efforts (Ngai &; Jin, 2016). Based on this assessment, PR practitioners can develop action plans to refine messaging, adjust communication channels, or improve engagement tactics. Additionally, building a culture of learning and adaptation within the PR team enables continuous experimentation and innovation, ensuring that strategies evolve to meet changing needs and expectations. By embracing a continuous improvement mindset, organizations can optimize their public relations communication strategies to achieve greater impact, relevance, and success in achieving their goals (Pressgrove et al., 2018).

In the context of Solok District, where local social and cultural dynamics play a key role, the use of innovation and continuous improvement measures in public relations communication strategies becomes even more important. By understanding the local context and continuously adapting strategies, the PR Department can ensure that development messages are effectively delivered and relevant to the Solok community (Dhanesh & Rahman, 2021). Along with this, the implementation of strategy evaluation and adjustment based on feedback is also important to ensure the success of public communication at the local level. Thus, the role of innovation and continuous improvement measures not only support communication effectiveness but also strengthen community participation and overall local development.

CONCLUSIONS

Based on the above explanation, it can be concluded that the public relations communication strategy implemented in Solok Regency plays an important role in effectively disseminating development information to the community. Effective public relations communication ensures not only that government messages are well distributed but also strengthens community engagement, builds trust, and ensures transparency in the development process. Close collaboration with local mass media and community organizations is critical in enhancing the reach and impact of communications, as it enables development messages to reach different segments of society and be more easily understood and responded to. In addition, by adopting innovations in communication technology, such as digital platforms and social media, local governments can strengthen the effectiveness of their public communications. Regular evaluation of the public relations communication strategy, along with ongoing training for public relations staff, is also essential to ensure that it remains relevant and responsive to community needs and feedback. In addition, the Islamic communication strategy is implemented with the aim of effectively disseminating Islamic messages to audiences by taking into account the values, principles and ethics in Islamic religious teachings. Thus, it is hoped that Solok District can strengthen its relationship with its community, achieve more inclusive development, and improve the quality of life of

its citizens through continuous and sustainable communication efforts.

REFERENCES

Ao, SH, & Huang, QS (2020). Kajian Sistematis Penerapan Dialog dalam Kehumasan Terhadap Platform Berbasis Teknologi Informasi Komunikasi: Membandingkan konteks Bahasa Inggris dan Bahasa Mandarin. *Tinjauan Hubungan Masyarakat*, *46*(1), 101814. https://doi.org/10.1016/j.pubrev.2019.1 01814

Arcos, R. (2016). Intelijen Strategis Hubungan Masyarakat: Analisis Intelijen, Komunikasi, dan Pengaruh. *Ulasan Hubungan Masyarakat*, *42*(2), 264–270. https://doi.org/10.1016/j.pubrev.2015.08. 003

Arief, N. N., & Gustomo, A. (2020). Menganalisis Dampak Big Data dan Kecerdasan Buatan pada Profesi Komunikasi: Studi Kasus pada Praktisi Hubungan Masyarakat (PR) di Indonesia. *Jurnal Internasional tentang Ilmu Pengetahuan Lanjutan, Teknik dan Teknologi Informasi*, *10*(3), 1066–1071. https://doi.org/10.18517/ijaseit.10.3.118 21

Carter, P., Penyok, M., & Martin, G. (2019). Logika Hubungan Masyarakat yang Bertentangan dalam NHS Bahasa Inggris: Studi Kualitatif Komunikasi dan Keterlibatan. *Penelitian Sosiologis Online*, *24*(3), 376–393. https://doi.org/10.1177/136078041982 6112

Cronin, A. M., & Edwards, L. (2022). Resituating Politik Pekerjaan Perantara Budaya: Charity sektor Hubungan Masyarakat Komunikasi. *Jurnal Studi Budaya Eropa*, *25*(1), 148–165. https://doi.org/10.1177/13675494219942 39

Cuenca-Fontbona, J., Matilla, K., & Compte-Pujol, M. (2020a). Transformasi digital agensi Hubungan Masyarakat dan Komunikasi Spanyol. *Profesional Informasi*, *29*(3). https://doi.org/10.3145/epi.2020.may.1 0

Cuenca-Fontbona, J., Matilla, K., & Compte-Pujol, M. (2020b). Transformasi Digital Departemen Hubungan Masyarakat dan Komunikasi Dari Sampel Perusahaan Spanyol. *Jurnal Komunikasi*, *19*(1), 75–92. https://doi.org/10.26441/RC19.1-2020-A5

Dhanesh, GS, & Rahman, N. (2021). Komunikasi Visual dan Hubungan Masyarakat: Strategi Membangun Bingkai Visual dalam Cerita Perang dan Konflik. *Tinjauan Hubungan Masyarakat*, *47*(1), 102003. https://doi.org/10.1016/j.pubrev.2020.1 02003

Doan, MA, & McKie, D. (2017). Investigasi Keuangan: Audit akun Penelitian Komunikasi dalam Bisnis, Hubungan Investor, dan Hubungan Masyarakat (1994–2016). *Ulasan Hubungan Masyarakat*, *43*(2), 306–313. https://doi.org/10.1016/j.pubrev.2017.0 2.010

Erzikova, E., Perairan, R., & Bocharsky, K. (2018). Media Catching: Kerangka Konseptual untuk Memahami Mediatisasi Strategis dalam Hubungan Masyarakat? *Jurnal Internasional Komunikasi Strategis*, *12*(2), 145–159. https://doi.org/10.1080/1553118X.201 8.1424713

Halkier, B. (2017). Penggunaan Sains Duniawi Dalam Perspektif Teoritis Praktik: Pemahaman yang Berbeda Tentang Hubungan Antara Warga-Konsumen dan Inisiatif Komunikasi Publik Dibangun di Atas Klaim Ilmiah. *Pemahaman Publik tentang Sains*, *26*(1), 40–54. https://doi.org/10.1177/096366251559

6314

Johansen, W. (2017). Memahami dan Mempraktikkan Konsultasi Krisis: Sebuah Studi Tentang Hubungan Masyarakat dan Perusahaan Komunikasi. *Jurnal Manajemen Komunikasi*, *21*(2), 106–123. https://doi.org/10.1108/JCOM-12-2016-0104

Lee, Y., & Kim, KH (2020). De-Motivasi Perilaku Komunikasi Negatif Karyawan di Media Sosial Anonim: Peran Hubungan Masyarakat. *Ulasan Hubungan Masyarakat*, *46*(4), 101955. https://doi.org/10.1016/j.pubrev.2020.101955

Lo, Y.-Y., Huang, CJ, & Peters, H. P. (2019). Apakah Kepentingan Organisasi Mengganggu Komunikasi Publik Ilmu Pengetahuan? Studi Eksploratif Hubungan Masyarakat Organisasi Ilmiah di Taiwan. *Sains, Teknologi, dan Masyarakat Asia Timur: Jurnal Internasional*, *13*(4), 557–574. https://doi.org/10.1215/18752160-8005617

Manley, D., & Valin, J. (2017). Meletakkan Dasar Untuk Tubuh Global Pengetahuan dalam Hubungan Masyarakat dan Manajemen Komunikasi. *Ulasan Hubungan Masyarakat*, *43*(1), 56–70. https://doi.org/10.1016/j.pubrev.2016.10.018

Lumut, D., Kemungkinan, F., Sriramesh, K., & Ferrari, MA (2017). Struktur Departemen Hubungan masyarakat / Komunikasi: Temuan utama dari studi global. *Ulasan Hubungan Masyarakat*, *43*(1), 80–90. https://doi.org/10.1016/j.pubrev.2016.10.019

Ngai, CSB, & Jin, Y. (2016). Efektivitas Strategi Komunikasi Krisis di Sina Weibo Sehubungan dengan Penerimaan Publik Tiongkok Terhadap Strategi Ini. *Jurnal Komunikasi Bisnis dan Teknis*, *30*(4), 451–494. https://doi.org/10.1177/1050651916651907

Palenchar, MJ, Heath, R. L., Levenshus, A., & Lemon, L. (2017). Komodifikasi Pasar Komunikasi Risiko: Konsekuensi bagi Pembawa Risiko dan Implikasi untuk Hubungan Masyarakat. *Ulasan Hubungan Masyarakat*, *43*(4), 709–717. https://doi.org/10.1016/j.pubrev.2017.05.005

Pressgrove, G., Janoske, M., & Haught, MJ (2018). Surat editor: Penelitian Baru dan Peluang dalam Hubungan Masyarakat dan Komunikasi Visual. *Ulasan Hubungan Masyarakat*, *44*(3), 317–320. https://doi.org/10.1016/j.pubrev.2018.04.006

Roberson, T. (2020). Tentang perubahan sosial, agensi, dan kepentingan publik: Apa yang bisa dipelajari komunikasi sains dari hubungan masyarakat? *Jurnal Komunikasi Sains*, *19*(02), Y01. https://doi.org/10.22323/2.19020401

Savič, I. (2016). Mediatisasi Perusahaan Sebagai Faktor Kekuatan Komunikasi Mereka dan Peran Baru Hubungan Masyarakat. *Ulasan Hubungan Masyarakat*, *42*(4), 607–615. https://doi.org/10.1016/j.pubrev.2016.03.017

Servaes, J. (2016). Guanxi dalam Komunikasi Antarbudaya dan Hubungan Masyarakat. *Ulasan Hubungan Masyarakat*, *42*(3), 459–464. https://doi.org/10.1016/j.pubrev.2014.10.001

Soehner, C., Godfrey, I., & Bigler, GS (2017). Komunikasi Krisis di Perpustakaan: Kesempatan untuk Peran Baru dalam Hubungan Masyarakat. *Jurnal Kepustakawanan Akademik*, *43*(3), 268–273. https://doi.org/10.1016/j.acalib.2017.03.003

Tam, L., Kim, J.-N., Grunig, J. E., Hall, J. A., & Swerling, J. (2022). Mencari Keunggulan Komunikasi: Nilai Hubungan Masyarakat, Pemberdayaan, dan Struktur dalam Manajemen Strategis. *Jurnal Komunikasi Pemasaran*, *28*(2), 183–206. https://doi.org/10.1080/13527266.2020.1851286

Tao, W., & Kim, S. (2017). Penerapan Dua Tipologi Yang Kurang Diteliti dalam Komunikasi Krisis: Etika Keadilan Vs Perawatan dan Hubungan Masyarakat Vs Strategi Hukum. *Ulasan Hubungan Masyarakat*, *43*(4), 690–699. https://doi.org/10.1016/j.pubrev.2017.06.003

Toledano, M. (2018). Dialog, Komunikasi Strategis, dan Hubungan Masyarakat Etis: Pelajaran dari Aktivisme Politik Martin Buber. *Ulasan Hubungan Masyarakat*, *44*(1), 131–141. https://doi.org/10.1016/j.pubrev.2017.09.009

VanDyke, MS, & Lee, NM (2020). Ilmu Hubungan Masyarakat: Lintasan Hubungan Masyarakat yang Paralel, Terjalin, Dan Kontras Serta Teori dan Praktik Komunikasi Sains. *Tinjauan Hubungan Masyarakat*, *46*(4), 101953. https://doi.org/10.1016/j.pubrev.2020.101953

Yeo, SL, & Pang, A. (2017). Multikulturalisme Asia dalam komunikasi: Dampak budaya dalam Praktik Hubungan Masyarakat di Singapura. *Ulasan Hubungan Masyarakat*, *43*(1), 112–122. https://doi.org/10.1016/j.pubrev.2016.10.014

Yudarwati, G. A., & Gregorius, A. (2022). Meningkatkan Komunikasi Pemerintah dan Memberdayakan Masyarakat Pedesaan: Menggabungkan Hubungan Masyarakat dan Pendekatan Komunikasi Pembangunan. *Ulasan Hubungan Masyarakat*, *48*(3), 102200. https://doi.org/10.1016/j.pubrev.2022.102200

Yufriadi, F., & Syahriani, F. (2023). Fiqh Siyasah Meneliti Dinamika Pelaksanaan Peraturan Presiden tentang Vaksinasi Covid-19 di Kabupaten Pelalawan, Riau. *Al-Qisthu: Jurnal Kajian Ilmu-Ilmu Hukum*, *21*(2), 153–167.