

INTEGRATION OF CITIZENSHIP VALUES IN PUBLIC RELATIONS STRATEGY IN THE DIGITAL ERA*INTEGRASI NILAI-NILAI KEWARGANEGARAAN DALAM STRATEGI KEHUMASAN DI ERA DIGITAL***M. Dwi Cahyono*, Sutiah, Moh. Padil**Universitas Islam Negeri Maulana Malik Ibrahim
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Abstract: the purpose of this study is to describe civic values that can be integrated into public relations strategies, efforts to integrate civic values into public relations practices, and obstacles encountered in the process of integrating civic values. This study used a qualitative method with a case study approach. This study was conducted in several madrasas that actively utilize digital media, with research subjects including public relations managers, teachers, and related parties. Data were collected through in-depth interviews, observation, and documentation, then analyzed using content analysis techniques through the stages of data reduction, data presentation, and conclusions. The results of the study indicate that civic values integrated into public relations strategies include nationalism, tolerance, responsibility, active participation, and digital ethics. Integration efforts are carried out through the used of digital media as a means of educational communication, digital ethics campaigns, and collaboration with various parties. The integration process still faces obstacles such as limited human digital resource competency, a focus on public relations that tends to be promotional, and suboptimal strategic planning based on civic values.

Abstrak: tujuan kajian ini yaitu untuk mendeskripsikan nilai-nilai kewarganegaraan yang dapat diintegrasikan dalam strategi kehumasan, upaya integrasi nilai-nilai kewarganegaraan dalam praktik kehumasan, serta kendala yang dihadapi dalam proses integrasi nilai-nilai kewarganegaraan. Kajian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Kajian ini dilakukan di beberapa madrasah yang aktif memanfaatkan media digital, dengan subjek penelitian meliputi pengelola humas, guru, dan pihak terkait. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi, selanjutnya dianalisis menggunakan teknik analisis isi melalui tahapan reduksi data, penyajian data, serta penarikan kesimpulan. Hasil kajian menunjukkan bahwa nilai-nilai kewarganegaraan yang terintegrasikan dalam strategi kehumasan meliputi nasionalisme, toleransi, tanggung jawab, partisipasi aktif, dan etika digital. Upaya integrasi dilakukan melalui pemanfaatan media digital sebagai sarana komunikasi edukatif, kampanye etika digital, serta kolaborasi dengan berbagai pihak. Proses integrasi masih menghadapi kendala berupa keterbatasan kompetensi digital sumber daya manusia, fokus kehumasan yang cenderung promosi, serta belum optimalnya perencanaan strategis berbasis nilai kewarganegaraan.

INTRODUCTION

The development of digital technology has significantly changed the way individuals,

institutions, and countries communicate. In this digital era, public relations strategies no longer rely solely on conventional media but

have expanded into the digital realm through social media, websites, and various other online communication platforms. These changes require adjustments in approaches, both in conveying information and in building a credible, transparent, and integrated public image (Anwar & Sari, 2021). However, along with the ease of information flow, various new challenges have emerged, such as the spread of hoaxes, polarization of public opinion, misuse of social media, and a decline in ethics in digital communication. These challenges have the potential to have negative impacts on social and national life if not managed properly. In this context, civic values become highly relevant to be integrated into public relations strategies, particularly in the realms of government, education, and public institutions.

Civic values such as nationalism, tolerance, responsibility, active participation, and respect for diversity are essential foundations for maintaining a healthy and constructive digital space. These civic values serve as moral guidelines for filtering and conveying information to the public (Anwar & Sari, 2021). The integration of civic values into digital communication also aims to foster ethical awareness and a sense of social responsibility in media use (Arief, 2020). Based on civic values, public relations practices are expected to be not only informative but also educational and transformative. This is crucial given the significant influence digital media has on shaping public opinion and behavior. Public relations strategies need to be carefully designed, oriented toward strengthening civic values.

The development of digital technology has also transformed the way educational institutions communicate and interact with the wider community. Madrasahs, as religious and culturally based educational institutions, face both challenges and opportunities in conveying educational values to the public. Amidst the rapid flow of digital information, madrasahs are required to project a positive and meaningful institutional identity. Madrasah public relations plays a strategic role in designing and implementing effective communication to build the institution's image while instilling national values in students and the community (Gulo et al., 2024). This role positions public relations as the primary liaison between the madrasah and its social environment. Madrasah public

relations is oriented not only toward image building but also toward values education.

Civic values such as patriotism, tolerance, active participation, and legal awareness need to be integrated into every madrasah's public relations strategy. Integrating these values is crucial for developing a generation that is not only academically intelligent but also responsible as good citizens in the dynamic and challenging digital era (Hasanah, 2023). Madrasahs play a crucial role in instilling national values because students are in the character-building phase. Public relations is a strategic tool for conveying these values sustainably. Through appropriate public communication, madrasahs can contribute to strengthening students' national character. The public relations function becomes an integral part of the character education process.

The development of information and communication technology in the digital era has had a significant impact on various aspects of life, including education. Madrasahs, as religious-based educational institutions, are not only required to convey Islamic knowledge and values but also have a responsibility to shape the national character of students. One strategic instrument that madrasahs can use to carry out this function is through public relations (Ministry of Religious Affairs, 2022). Public relations no longer functions solely as a promotional tool or to build the institution's image. Furthermore, public relations has become a strategic public communication medium for conveying messages of values, including civic values. Strengthening the role of public relations is a crucial need in the madrasah education system.

In the context of 21st-century education, values such as patriotism, tolerance, democracy, social responsibility, and legal awareness must be actively integrated into educational institutions' communication strategies. This integration is primarily achieved through digital media, which has now become the primary channel for community interaction (Sari & Kurniawan, 2022). Digital media allows messages of values to be conveyed widely and quickly to various levels of society. Madrasahs have great potential to educate the younger generation not only academically and spiritually, but also in shaping character-based and active citizens. However, this potential needs to be supported by a targeted and systematic communication

strategy. Therefore, managing a public relations strategy that integrates civic values is crucial amidst the global flow of information. Without proper management, digital communication has the potential to weaken the national identity of the younger generation.

Digital media such as social media, official madrasah websites, and other communication platforms can be utilized to deliver educational content that reinforces national values. The use of digital media allows information to be disseminated more quickly, widely, and interactively to various segments of society. However, utilizing these media requires a planned and strategic approach to ensure the message is not distorted and remains aligned with institutional values. Furthermore, human resources in the public relations field need to possess adequate digital competencies to manage information responsibly. Public relations training and capacity building are crucial steps to ensure effective, ethical, and sustainable public communication. An understanding of national values must also be an integral part of this competency so that public relations activities not only focus on promotion but also contribute to character building (Nurhayati, 2019). This ensures that public relations practices can be carried out professionally, responsibly, and in accordance with the principles of civic values.

The integration of civic values into madrasah public relations strategies in the digital era is a response to the challenges of the times and a contribution of Islamic education to maintaining national unity. This integration not only strengthens national identity in public communications but also encourages inclusive, ethical, and responsible communication (Setiawan, 2020). Public relations based on civic values can be a strategic instrument in building public trust in madrasahs. Furthermore, public relations practices also play a role in improving the community's digital literacy. With values-based communication, madrasahs can strengthen social cohesion in an increasingly complex society (Jatmiko, 2021). Therefore, the role of madrasah public relations needs to be continuously developed.

However, the implementation of civic values in digital public relations practices has not been fully optimized. Many institutions still tend to focus solely on promotional aspects without

considering the social and cultural impacts of the messages conveyed (Nasoha et al., 2025). As a result, the educational function and the role of public relations in character building have not been implemented optimally. This condition indicates a gap between the ideal role of public relations and the practices that occur in the field. Based on the problems that have been described, this study discusses: (1) civic values that can be integrated into public relations strategies, (2) efforts to integrate civic values into public relations strategies, and (3) obstacles faced in the process of integrating civic values into public relations strategies.

METHODS

This study employed a qualitative method with a case study approach. This approach was chosen to gain a deeper understanding of how civic values are integrated into madrasah public relations strategies in the context of the digital era, which involves complex processes, meanings, and experiences (Creswell, 2014). This study was conducted in several madrasahs that have implemented active public relations strategies in digital media. The subjects of this study included public relations managers, teachers, and relevant parties involved in the development and implementation of these strategies. Data were collected through in-depth interviews, participant observation, and documentation. The collected data were analyzed using content analysis to identify key themes regarding the integration of civic values into public relations strategies. The analysis was conducted systematically through data reduction, data presentation, and conclusion drawing (Miles, Huberman, & Saldaña, 2014). To ensure data validity, the study employed source and method triangulation techniques (Denzin, 1978). This strengthened the credibility of the research results by comparing data from various sources and data collection techniques.

RESULTS AND DISCUSSION

Citizenship Values that can be Integrated into Public Relations Strategy

Civic values are a set of principles, norms, and attitudes that shape the personality of citizens, enabling them to play an active role in social, national, and state life. These values guide citizens to behave democratically and responsibly, and uphold their rights and obligations

as citizens. Civic values serve as the primary foundation for character formation that aligns with the nation's identity. Civic values are fundamental values derived from Pancasila, the 1945 Constitution, and democratic principles developed within the context of national life (Winataputra, 2001). Thus, civic values serve as guidelines for national and social life.

Civic values are not only understood as theoretical concepts, but must be realized in real behavior in everyday life. Civic values are the basic principles, norms, and attitudes that serve as guidelines for acting and behaving as good, responsible, and active citizens in the life of the nation and state (Sapriya, 2006). The form of civic values refers to the manifestation or concrete display of good and important principles as citizens, such as nationalism, tolerance, democracy, mutual cooperation, justice, and legal awareness (Wahab & Sapriya, 2011). The goal of instilling civic values is to form moral, intelligent, and caring citizens, build a democratic, just, and harmonious society, and instill a spirit of nationalism and patriotism amidst the currents of globalization and digitalization (Nurfadilah, 2019). These values reflect an awareness of the rights and obligations of citizens, as well as a commitment to participate in maintaining the integrity, peace, and progress of the country based on the constitution and the noble values of the nation.

Civic values in education, particularly in madrasas, have unique characteristics because they integrate general education, character education, and religious values. The instillation of civic values in madrasas is not only carried out through formal subjects such as Pancasila and Civics Education, but also through religious activities, teacher role models, and the instillation of habits within madrasa culture. The forms of civic values developed include religiosity and nationalism through an understanding that love of one's country is part of faith and the linking of religious teachings to state obligations, such as obeying the law and maintaining peace. Character is strengthened by instilling the values of honesty, trustworthiness, and justice as the basis of civic responsibility, while tolerance is fostered through learning and activities that emphasize peaceful coexistence within the diversity of religions, cultures, and ideas (Hasanah, 2023). The religious and nationalistic

character of madrasas makes it highly potential for developing citizens with noble character, love of one's country, and active contributions through the instillation and exemplification of civic values.

Civic values are norms and principles that govern the behavior of citizens so that they can live together harmoniously, respect the rights of others, and carry out their obligations and responsibilities in building a democratic and just national life. These values serve as guidelines in social interactions and serve as the foundation for the formation of a healthy social and political system (Santoso, 2015). One of the main values is the value of nationality and love of the homeland, which is demonstrated through pride, loyalty, and a commitment to maintaining the integrity of the Unitary State of the Republic of Indonesia (Wibowo, 2017). Citizens who have national values will uphold the symbols of the state and have a spirit of patriotism and a readiness to sacrifice for the benefit of the nation. The value of love of the homeland is an important foundation in maintaining unity and oneness amidst the diversity of Indonesian society.

Democracy and active participation values are also important elements of civic values. These values emphasize the importance of freedom of expression, respect for human rights, and citizen involvement in public decision-making processes through elections, deliberations, and social activities (Santoso, 2015). Tolerance and harmony also need to be developed in response to the diversity of ethnicities, religions, cultures, and languages in Indonesia, so that differences can be accepted without discrimination and social conflict can be avoided (Nurhadi, 2018). The values of justice and equality demand fair treatment and equal opportunities for all citizens regardless of social, economic, or cultural background. The values of responsibility and discipline complement the overall values of citizenship by emphasizing compliance with laws and social norms to create order and regularity in communal life (Wibowo, 2017). Thus, internalizing the values of democracy, tolerance, justice, responsibility, and discipline is an important foundation in shaping citizens who are aware of their rights and obligations.

Civic education plays a crucial role in instilling these values from an early age.

Through education, the younger generation is equipped with an understanding of the rights and obligations of citizens and is fostered with positive character traits capable of facing global challenges without losing their national identity (Santoso, 2015). Furthermore, in today's digital era, the dissemination of civic values must be adapted to relevant media and methods, such as the use of social media and digital platforms. This aims to ensure these values are effectively conveyed and accepted by the younger generation living in a digital environment (Nurhadi, 2018). Civic values include nationality, democracy, tolerance, justice, and responsibility, which are essential foundations for building a harmonious and civilized society. Education integrated with these values is vital in producing citizens who are aware of their rights and obligations and able to contribute to national development.

Efforts to Integrate Citizenship Values into Public Relations Strategy

The digital era has brought significant changes to various aspects of life, including education and public relations practices in madrasahs. Public relations, as a strategic function within madrasah educational institutions, plays a key role in managing communications, building the institution's image, and educating the public about various madrasah activities and programs. In this context, the integration of civic values is crucial for shaping the character of students and madrasah members who are legally aware, ethical, and responsible citizens (Hasanah & Ramadhani, 2021). Madrasah public relations is no longer solely oriented towards disseminating information, but also plays a role in building national awareness amidst the rapid development of digital technology.

The integration of civic values into madrasah public relations practices in the digital era can be realized through various public communication activities utilizing information technology. The use of digital media is not only to build a positive image of the institution, but also to instill the values of nationalism, tolerance, democracy, digital ethics, and social awareness among madrasah residents and the wider community. Some forms of integration implementation in madrasahs include publicizing national and social activities such as flag-raising ceremonies, commemorating national holidays, community service activities, and collaboration with

government agencies through social media, websites, and other digital platforms (Jatmiko, 2021). These activities reflect the application of nationalism, social solidarity, and the spirit of mutual cooperation in public relations practices.

Furthermore, madrasah public relations practices are also realized through democratic and transparent public interactions. Through the use of digital media, madrasah public relations can create opportunities for public participation, such as online question-and-answer sessions, polls, and responses to criticism and input from the community. This practice reflects the application of democratic values, accountability, and openness in public communication (Ministry of Religious Affairs of Central Java, 2022). Collaboration with social and government institutions also serves as a form of integration of civic values, for example, through collaboration with the Education Office, community organizations, and digital literacy institutions in organizing webinars or national campaigns. This collaboration strengthens the values of collective responsibility and cross-sector synergy (Hasanah, 2023). Madrasah public relations contribute to strengthening civic awareness and collective responsibility in society.

Another form of integration of citizenship values into madrasah public relations practices is through digital ethics and media literacy campaigns. Madrasah public relations plays an active role in educating madrasah members and the public about the importance of social media ethics, efforts to combat hoaxes, and the dissemination of positive and responsible digital content. This effort is a concrete manifestation of the integration of digital citizenship values into public relations practices, particularly in addressing information challenges in cyberspace (Setiawan, 2020). Through these campaigns, madrasahs contribute to building a healthy digital culture grounded in national values. In this way, madrasah public relations helps prepare students to become responsible digital citizens in the digital era.

The integration of civic values into madrasah public relations practices in the digital era is urgent and a strategic necessity. Integrating civic values helps madrasahs face the challenges of globalization and disinformation, while enhancing the reputation and public trust in educational

institutions. Madrasah public relations serves not only as a means of communication but also as an instrument for shaping national character. Integrating civic values into public relations practices can be achieved through the dissemination of educational and ethical information (Ministry of Education and Culture of the Republic of Indonesia, 2017). Madrasah public relations utilizes social media, websites, and other digital platforms as primary communication channels that embody the values of tolerance, national awareness, and respect for diversity. Well-planned digital content is expected to support the strengthening of students' character in understanding their rights and obligations as citizens. Digital media is also used to increase participation and national awareness through activities commemorating national holidays, discussions on social issues, and anti-hoax and anti-bullying campaigns.

Madrasahs also utilize digital technology to conduct online training and promote civic values. Activities such as webinars, educational videos, and online discussion forums are used as a means to promote the values of Pancasila, the 1945 Constitution of the Republic of Indonesia, and democratic culture to the madrasah community. This form of communication is considered more relevant to the characteristics of the digital generation and can reach a wider audience. Furthermore, madrasah public relations is required to manage crises and communications responsibly to continue reflecting the values of justice, equality, and public ethics when addressing negative issues or information circulating in the digital space (Wibowo & Putri, 2023). Thus, digital-based public relations practices strengthen the role of madrasahs in fostering active and critical civic awareness in the digital era.

The integration of civic values into madrasah public relations practices is the process of incorporating civic principles, such as nationalism, tolerance, social responsibility, and democracy, into the strategies, activities, and communications carried out by the madrasah public relations department (Hidayat, 2020). Public relations practices are not only oriented towards the institution's image but also play an active role in instilling and reflecting civic values to all madrasah members and the wider community. The goal of integrating civic values

is to shape the image of madrasahs as religious, nationalistic, and tolerant educational institutions. Integrating civic values aims to enhance the role of madrasahs in building national awareness in society and strengthen their public relations function as a moral and educational bridge.

In the digital era, the role of public relations in madrasahs has become increasingly important and strategic. Public relations no longer merely serves as a conventional information provider, but also as a manager of the madrasah's image, communication, and promotion through various digital media. The development of information technology has changed the patterns of communication and interaction in society, requiring madrasah public relations to adapt to these changes. Through social media, madrasah websites, and instant messaging applications, public relations can convey information quickly, widely, and effectively to students, parents, alumni, and the general public (Sapriya, 2006). Therefore, strengthening the digital competence of madrasah public relations is essential to ensure effective, responsive, and sustainable communication.

The role of public relations also includes efforts to build a positive image of the madrasah through publicizing activities, student and educator achievements, and the madrasah's flagship programs. Public relations serves as a communication bridge between the madrasah and various stakeholders, including providing clarification on criticism or negative issues quickly and professionally (Sari & Kurniawan, 2022). In the context of competitive educational institutions, public relations plays a crucial role in promoting madrasahs, particularly during the new student admissions period, through creative and informative digital campaigns. Therefore, madrasah public relations in the digital era is a strategic effort to build effective communication, increase public trust, and strengthen the role of madrasahs as educational institutions with character and national insight.

Obstacles in Integrating Civic Values into Public Relations Strategy

Public relations strategies in today's digital and information-transparency era serve not only as promotional tools for institutions but also as educational media and the dissemination of noble values. Civic values, such as democracy, the rights and obligations of citizens, tolerance,

active participation, and love of country, should be an integral part of public relations messages, particularly in public institutions such as government, educational institutions, and community organizations (Anwar & Sari, 2021). Through strategically designed communication messages, public relations can shape public understanding and attitudes toward the importance of civic values in national and state life. However, efforts to integrate civic values into public relations strategies still face various challenges and obstacles. These obstacles arise both from internal aspects of the institution and from the external conditions of the community being the target of the communication.

Civic values are the norms and principles that underlie good citizen behavior in national and state life. These values include social responsibility, respect for the law, equality, participation in the democratic process, and national solidarity. Meanwhile, a public relations strategy is a series of communication efforts designed to shape public opinion, build a positive image, and foster harmonious relationships between institutions and the community (Nuriyatman, Ruswandi, & Fatimah, 2025). An effective public relations strategy emphasizes not only image-building but also educational and ethical dimensions. Therefore, public relations plays a strategic role in instilling moral and ethical values in society, including civic values, among others.

Civic values, as the basic principles of national and state life, include democracy, the rights and obligations of citizens, nationalism, tolerance, social justice, and active participation in public life. These values are reflected in Pancasila, the 1945 Constitution of the Republic of Indonesia, and the norms of social life. Integrating civic values into public relations strategies means making these values part of messages, activities, communications, public relations campaigns, and institutional interactions with the public. Integrating civic values into public relations strategies includes conveying the values of public participation, social concern, national identity, the rights and obligations of citizens, tolerance, justice, national integrity, and democratic values in every communication activity of an organization or institution (Nurfadilah, 2019). Thus, public relations strategies function not only as a means

of institutional communication but also as a medium for fostering civic awareness.

The integration of civic values into public relations strategies often faces various obstacles in practice. Obstacles to integrating civic values into public relations strategies arise at the structural, cultural, technical, resource, and public perception levels (Widiatmaka, 2016). One major obstacle is low public literacy or understanding of civic values, such as the rights and obligations of citizens, tolerance, democracy, public participation, and the values of Pancasila. This condition makes public relations messages containing civic values difficult to understand deeply and tends to be easily misinterpreted or ignored. The inclusiveness of messages is a challenge in itself amidst the diversity of public understanding. Other obstacles relate to differences in demographic, social, cultural, educational, economic, and geographic backgrounds, which influence how the public receives and interprets public relations messages. In addition, organizational cultures that have not yet made civic values a central part of their vision, mission, or public relations performance indicators also hinder the integration process, as demonstrated in various studies on nationalist value communication strategies.

Obstacles to the integration of citizenship values are also influenced by the low level of civic literacy in the community. Obstacles related to low civic literacy primarily relate to understanding the rights and obligations of citizens, democracy, and active roles in national life (Nuriyatman, Ruswandi, & Fatimah, 2023). Furthermore, the limited capacity of public relations human resources is a significant obstacle in designing and delivering contextually and strategically civic-related communication messages, primarily due to a lack of understanding of socio-political dynamics and minimal professional training (Gulo et al., 2024). Rapid social, political, and technological developments also require public relations strategies to continuously adapt to ensure the messages delivered remain relevant and do not appear outdated, as revealed in research on national value communication strategies in the social media era. These conditions indicate that the integration of citizenship values in public relations requires comprehensive institutional readiness.

Based on these various obstacles, the integration of civic values into public relations strategies requires continuous and planned improvement efforts. Institutions need to build credibility through consistency between messages delivered and concrete actions and policies implemented in a transparent and accountable manner (Putri & Sari, 2022). Civic values education and socialization must be carried out continuously through various media and forms of communication, both formal and informal. Segmentation and message adaptation are crucial for communications to effectively reach a heterogeneous audience. The use of digital media needs to be carried out creatively and critically, balanced by strengthening public media literacy. The integration of civic values into public relations strategies is ultimately a strategic effort to strengthen citizen identity, maintain national integrity, and build a democratic and participatory society.

CONCLUSION

The integration of civic values into madrasah public relations strategies in the digital era is a strategic effort to shape students' character, including responsibility, discipline, love of their homeland, and awareness of their nation and state. These civic values are integrated through various public relations activities, particularly by utilizing digital media such as social media, websites, and other online communication platforms as a means of disseminating educational information with a national nuance. These efforts not only aim to build a positive image of the madrasah but also strengthen the relationship between the madrasah, students, parents, and the community. Although there are obstacles in its implementation, such as the challenges of digital globalization, limited resources, and sustainable content management, the madrasah's public relations strategy still plays a vital role in instilling civic values creatively and contextually. Thus, the integration of civic values into madrasah public relations strategies in the digital era is key to realizing adaptive, inclusive, and nationally-minded education and contributing to the formation of digital citizens with character.

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