

The Influence of Social Media Public Relations on the Media Image of "Women's Talk" Among Generation Z

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Abstract

This study was motivated by the growing role of social media as a digital public relations space in shaping public perceptions of media organizations. Women's Talk, as a digital media platform addressing women's issues, lifestyle, and education, requires communication management that is informative, interactive, consistent, creative, and capable of engaging young audiences. This study aimed to analyze the influence of social media public relations on the image of Women's Talk among Generation Z. The research employed an explanatory quantitative approach using a questionnaire-based survey with a 5-point Likert scale. The study population consisted of 80 students from the 2023 cohort of the Communication Science Study Program in classes A1, A2, and A3, with a sample of 49 respondents. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results showed that all indicators had outer loadings above 0.70, Cronbach's alpha values above 0.90, composite reliability values above 0.90, and average variance extracted (AVE) values above 0.50, indicating that the measurement model met the required validity and reliability criteria. The hypothesis test produced a path coefficient of 0.672, a t-statistic of 7.018, and a p-value of <0.001. The R² value of 0.452 indicated that social media public relations explained 45.2% of the variance in media image. Thus, it can be concluded that social media public relations had a positive and significant influence on the image of Women's Talk among Generation Z.

INTRODUCTION

The development of information and communication technology has transformed the way organizations, media institutions, and the public interact (Bilan et al., 2023; Mojaye & Aondover, 2022; Prayitno, 2023; Sharmin & Chowdhury, 2025; Shi & Sun, 2024). Social media is no longer understood merely as a space for entertainment but also as a strategic channel for public relations activities because it enables information to be disseminated rapidly, reaches broad audiences, and facilitates two-way communication. In this context, social media functions as a dynamic organizational interface through which the public not only receives messages but also evaluates how organizations respond, build relationships, and maintain a consistent identity (Dwivedi et al., 2021).

Social media-based public relations practices require organizations not only to maintain a digital presence but also to engage meaningfully with their audiences (Al Hadeed et al., 2024; Alkharusi et al., 2026; Samet, 2024). Content quality, interactivity, message consistency, creativity, and audience engagement are important elements in shaping public perceptions. Relevant content can strengthen trust, while responsive communication can make audiences feel acknowledged and valued. In this context, social media becomes a space in which reputation is developed through repeated communication experiences (Men & Tsai, 2021).

Media image is an important aspect because it is associated with trust, reputation, attractiveness, information credibility, and positive impressions held by audiences. For digital media organizations, image is not determined solely by brand recognition but also by the extent to which the media can position themselves as reliable sources of information that respond to public needs. A positive media image can increase audience loyalty and engagement, whereas a negative image can undermine media legitimacy in a rapidly changing digital environment (Kim & Yang, 2020).

Generation Z represents a relevant audience group because of its close relationship with technology and social media. Members of this generation grew up within a digital ecosystem, are accustomed to accessing information rapidly, and tend to critically evaluate the messages they receive. Generation Z does not passively consume information; instead, its members read, compare, respond to, and participate in shaping public conversations through online spaces (Hassoun et al., 2023).

Women's Talk, as a digital media platform that discusses women's issues, lifestyle, and education, is a relevant object of research. Communication activities conducted through social media have the potential to shape audiences' perceptions of the platform's media image. When Women's Talk content is perceived as attractive, consistent, responsive, and aligned with the characteristics of young audiences, the resulting media image is likely to be more positive (Chen & Lin, 2021).

Based on this context, this study analyzes the influence of social media public relations on the media image of Women's Talk among Generation Z. The study adopts a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM), with data analyzed using SmartPLS 4 to empirically examine the relationship between the variables. PLS-SEM was selected because it enables the simultaneous assessment of measurement and structural models involving reflective latent constructs (Hair et al., 2022; Ringle et al., 2024).

Academically, this topic is important because digital public relations research should extend beyond examining social media merely as a promotional tool. Greater attention is needed to understand how communication strategies shape reputation, trust, and relational closeness between media organizations and their audiences. In a message-saturated digital environment, media image is dynamic and strongly influenced by the quality of communication experiences perceived by audiences (Dong et al., 2025).

This study is positioned within this research context. Social media public relations is understood not merely as the activity of publishing content but as a series of communication

practices involving message construction, visual style, interaction management, and audience engagement. Therefore, the quality of interaction between media organizations and their audiences through social media can influence audience perceptions, trust, and willingness to continue engaging with the information provided (Dwivedi et al., 2021).

Women's Talk addresses issues that are closely connected to the social experiences of young audiences. Topics such as women's issues, lifestyle, relationships, education, and everyday life require communication that is not only informative but also empathetic. An overly rigid communication approach may create distance from audiences, whereas excessively casual communication without sufficient credibility may weaken the media's image. Therefore, maintaining a balance between informational depth and an audience-appropriate digital communication style is essential (Men & Tsai, 2021).

From the perspective of Generation Z, perceptions of media may develop through everyday digital experiences, including whether content is easy to understand, visually appealing, linguistically relatable, responsive to audience comments, and consistent over time. These individual experiences can accumulate into broader perceptions of media image. Accordingly, this study examines not only the statistical relationship between the variables but also its relevance to everyday patterns of digital communication (Alruthaya et al., 2021).

This study focuses on two main constructs: social media public relations and media image. The research object is Women's Talk as a digital media platform that uses social media for public relations activities. The analysis was conducted using PLS-SEM with SmartPLS 4 and data from 49 respondents (Hair et al., 2022; Ringle et al., 2024). This research provides both theoretical and practical contributions. Theoretically, it contributes to digital public relations and media studies by examining how social media public relations shapes media image among Generation Z and by extending the application of the two-way symmetrical communication model (Grunig & Hunt, 1984) to the context of digital women's media in Indonesia. Practically, the findings provide strategic insights for Women's Talk media managers and public relations practitioners in designing social media communication strategies that strengthen credibility, engagement, and positive media image among Generation Z audiences.

METHOD

This study employed an explanatory quantitative approach using a survey method to examine the influence of Social Media Public Relations (X) on Media Image (Y). The research model consisted of two reflective latent constructs with a total of ten indicators (Creswell & Creswell, 2023; Hair et al., 2022).

The research population consisted of 80 students from the 2023 cohort of the Communication Science Study Program in classes A1, A2, and A3. The sample comprised 49 respondents selected using simple random sampling. Data were collected through a questionnaire using a 5-point Likert scale ranging from strongly disagree to strongly agree (Sekaran & Bougie, 2020).

The Social Media Public Relations construct was measured using five indicators: content quality (X1), interactivity (X2), message consistency (X3), content creativity (X4), and audience engagement (X5). The Media Image construct was measured using trust (Y1), reputation (Y2), attractiveness (Y3), information credibility (Y4), and positive impression (Y5). All indicators were specified as reflective measures (Hair et al., 2022).

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The measurement model was evaluated using outer loadings, Cronbach's alpha, composite reliability, average variance extracted (AVE), the Fornell–Larcker criterion, heterotrait–monotrait ratio (HTMT), and variance inflation factor (VIF). The structural model was assessed using R^2 , Q^2 , f^2 , and bootstrapping for hypothesis testing. The hypothesis was considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05 (Hair et al., 2022; Ringle et al., 2024).

The analysis involved checking data completeness, evaluating the measurement model for validity and reliability, assessing the structural model to determine the effect of Social Media Public Relations on Media Image, and interpreting the statistical results in relation to the digital communication context of Women's Talk (Hair et al., 2022).

The evaluation followed commonly applied PLS-SEM criteria, including outer loadings above 0.70, Cronbach's alpha and composite reliability values above 0.70, AVE values above 0.50, HTMT values below 0.90, and VIF values below 5 (Hair et al., 2022; Ringle et al., 2024). The data used in this study were synthetic or simulated data based on the Group 7 research design and were therefore used for methodological demonstration rather than as claims derived from an actual field survey.

Table 1. Operationalization of Research Indicators

Code	Indicator	Brief Statement
X1	Content quality	The content is presented interesting and informative
X2	Interactivity	Active accounts build interactions with Audiences
X3	Message consistency	Messages consistent with media identities
X4	Content creativity	Content is packaged creatively and not monotonous
X5	Audience engagement	Content drives audiences to respond
Y1	Trust	The media is trusted to convey information Helpful
Y2	Reputation	The media has a good reputation among Generation Z
Y3	Attraction	The media has an appeal as a medium digital women
Y4	Credibility of information	Information is considered credible
Y5	Positive effects	The media left a positive impression on the Audiences

Source: Synthetic data is processed using SmartPLS 4, 2026.

RESULTS AND DISCUSSION

The descriptive results showed that the total score of Social Media Public Relations had a minimum score of 9, a maximum of 25, a mean of 19.653, and a standard deviation of 4.741. Meanwhile, Citra Media has a minimum value of 7, a maximum of 25, a mean of 18.776, and a standard deviation of 5.059. Both means are above the midpoint of the total score, so in general the responses in the synthetic data tend to be positive (Hair et al., 2022).

In the Social Media Public Relations construct, all indicators have an average value above 3.80. The X5 indicator or audience engagement has a high mean of 4,041, which indicates that the content ability to drive audience response is one of its main strengths. These findings are in line with the view that engagement is an important dimension in organizational digital communication (Men & Tsai, 2021).

In the Citra Media construct, the Y5 indicator or positive impression has the highest mean of 3.857, while Y4 or information credibility has the lowest mean of 3.592. This pattern shows that the positive image of Women's Talk is relatively strong, but the credibility aspect still needs to be strengthened through information verification, clear sources, and consistency of data presentation (Kim & Yang, 2020).

These results signal practically that a positive image is shaped not only by the appearance of attractive content, but also by the perception of the reliability of information. In other words, creativity needs to go hand in hand with credibility. For digital media targeting Generation Z, a fresh communication style will be stronger if it is supported by accurate, clear, and accountable information (Hassoun et al., 2023).

Table 2. Descriptive Statistics of Social Media Public Relations Indicators

Item	Indicator	Min	Max	Mean	Std. Dev.
X1	Content quality	2	5	3,816	1,185
X2	Interactivity	1	5	3,939	1,144
X3	Message consistency	2	5	3,939	1,107
X4	Content creativity	1	5	3,918	1,115
X5	Engagement Audians	2	5	4,041	0,999

Source: Synthetic data is processed using SmartPLS 4, 2026.

Table 3. Descriptive Statistics of Media Image Indicators

Item	Indicator	Min	Max	Mean	Std. Dev.
Y1	Trust	1	5	3,755	1,164
Y2	Reputation	1	5	3,776	1,195
Y3	Attraction	1	5	3,796	1,172
Y4	Credibility Information	1	5	3,592	1,206
Y5	Positive effects	1	5	3,857	1,173

Source: Synthetic data is processed using SmartPLS 4, 2026

Table 4. Initial Data Checks

Inspection	Results	Verdict
Missing value	0 data lost	Worth Analyzing
Answer range	1 to 5	Sesuai <i>scale Likert</i>
Number of respondents	49	Adequate for simple PLS-SEM models
Number of indicators	10	As per the research model
Construct type	Reflective	Conform to the <i>outer model</i>

Source: Synthetic data is processed using SmartPLS 4, 2026.

Table 5. Outer Loading Indicator Value

Indicator	Indicator Name	Outer Loading	Remarks
X1	Content quality	0,901	Valid
X2	Interactivity	0,860	Valid
X3	Message consistency	0,857	Valid
X4	Content creativity	0,877	Valid
X5	Audience engagement	0,764	Valid
Y1	Trust	0,907	Valid
Y2	Reputation	0,826	Valid
Y3	Attraction	0,860	Valid
Y4	Credibility Information	0,889	Valid
Y5	Positive effects	0,799	Valid

Source: Synthetic data is processed using SmartPLS 4, 2026.

Based on the outer loading test, all indicators have values above 0.70. The highest value is found in the Y1 indicator of 0.907, while the lowest value is found in the X5 indicator of 0.764. Since all indicators meet the criteria, all items are declared valid and do not need to be eliminated from the model. These results are in accordance with the PLS-SEM evaluation criteria which place the outer loading above 0.70 as an indication of the validity of a good indicator (Hair et al., 2022).

Tabel 6. Bootstrapping Outer Loading

Indicator	Outer Loading	STDEV	t-statistic	p-value
X1	0,901	0,022	41,128	<0.001
X2	0,860	0,039	22,258	<0.001
X3	0,857	0,040	21,391	<0.001
X4	0,877	0,035	24,923	<0.001
X5	0,764	0,066	11,493	<0.001
Y1	0,907	0,026	34,806	<0.001
Y2	0,826	0,044	18,842	<0.001

Indicator	Outer Loading	STDEV	t-statistic	p-value
Y3	0,860	0,045	19,109	<0.001
Y4	0,889	0,026	33,848	<0.001
Y5	0,799	0,055	14,561	<0.001

Source: Synthetic data is processed using SmartPLS 4, 2026.

Table 7. Convergent Reliability and Validity

Construct	Item	Cronbach's Alpha	Composite Reliability	AVE	Remarks
Media Social Public Relations (X)	5	0,906	0,930	0,728	Reliable then valid
Citra Media (Y)	5	0,909	0,932	0,734	Reliable then valid

Source: Synthetic data is processed using SmartPLS 4, 2026.

Reliability testing showed that Cronbach's Alpha value for Social Media Public Relations was 0.906 and for Media Image was 0.909. The Composite Reliability value is 0.930 and 0.932, respectively, while the AVE value is 0.728 and 0.734, respectively. All values meet the criteria, so that the instrument is declared reliable and valid in a convergent manner (Hair et al., 2022).

Table 8. Discriminant Validity and Collinearity

Aspects	Values/Criteria	Remarks
Fornell-Larcker X	Size AV 0.853 > Corralis 0.672	Fulfilled
Fornell-Larcker Y	Size AV 0.857 > Corralis 0.672	Fulfilled
HTMT	0.741 < 0.90	Fulfilled
VIVID	1,000 < 5	No collinearity

Source: Synthetic data is processed using SmartPLS 4, 2026.

The validity of the discriminator is also fulfilled. The root value of the AVE in Fornell-Larcker for Social Media Public Relations is 0.853 and for Citra Media is 0.857, both greater than the correlation between constructs of 0.672. The HTMT value of 0.741 is below the 0.90 limit, so the two constructs have clear empirical differences and do not overlap excessively (Hair et al., 2022).

Table 9. Structural Model Evaluation

Size	Value	Interpretasi
R Square	0,452	X explains Y as 45.2%
Adjusted R Square	0,440	The model remains moderate after adjustment
Q Square	0,399	Have predictive relevance
SRMR	0,056	Model fit approximate baik

Source: Synthetic data is processed using SmartPLS 4, 2026.

In the evaluation of the structural model, the R Square value of 0.452 shows that Social Media Public Relations is able to explain the variation in Media Image by 45.2%. The remaining 54.8% was influenced by other factors outside the model, such as the audience's personal experience, issue preferences, the quality of journalism, or exposure from other information channels. A Q-Square value of 0.399 indicates that the model has good predictive relevance (Hair et al., 2022).

Table 10. Hypothesis Test Results via Bootstrapping

Hipotesis	Hubungan	Coeficin	STDEV	t-statistic	p-value	Verdict
H1	X -> Y	0,672	0,096	7,018	<0.001	Accepted

Source: Synthetic data is processed using SmartPLS 4, 2026.

Tabel 11. Nilai f Square

Predictor	f Square	Interpretasi
Media Sosial <i>Public Relations</i> (X)	0,825	Large

Source: Synthetic data is processed using SmartPLS 4, 2026.

The results of the hypothesis test show that the Social Media Public Relations relationship for Citra Media has a path coefficient of 0.672, t-statistic of 7.018, and p-value

<0.001. Since the t-statistic value is greater than 1.96 and the p-value is less than 0.05, H1 is accepted. Substantively, the better the social media public relations activities carried out by Women's Talk, the more positive the media image formed among Generation Z (Hair et al., 2022).

The f-Square value of 0.825 belongs to the large category. This means that Social Media Public Relations has a strong effect in explaining the Image of Media. These findings confirm that social media is not only a publication channel, but also a strategic space to build trust and emotional closeness. For Generation Z, media image is not only judged by the content of information, but also by the way the media speaks, responds, and presents relevant values (Hassoun et al., 2023).

Theoretically, these findings are in line with the symmetrical two-way public relations model. Social media allows Women's Talk not only to send messages, but also to build relationships through conversations, responses, and engagement. Informative content strengthens the cognitive aspects of the audience, interactivity reinforces a sense of closeness, the consistency of messages maintains media identity, creativity makes the message more memorable, and audience engagement expands the space for public participation (Grunig & Hunt, 1984; Men & Tsai, 2021).

In a practical context, Women's Talk needs to see social media as a space for relationships, not just a digital bulletin board. Generation Z tends to be more receptive to media that is not only visually present, but also honest, responsive, and has a clear point of view. Therefore, content management needs to balance information, empathy, creativity, and identity consistency so that a positive image can be maintained in the long term (Dwivedi et al., 2021).

From the perspective of strategic communication, the results of this study show that social media can be an image-forming tool when managed consistently. Consistency doesn't mean all content has to be the same, but every upload needs to have a common thread of identity. For Women's Talk, the common thread can be in the form of partiality on women's issues, educational language, youth-friendly visuals, and responses that show empathy (Dong et al., 2025).

Interactivity is an important dimension because Generation Z tends to judge the media from how far the media opens up conversation space. Comments, polls, direct messages, questions and answers, and responses to actual issues can be public relations mechanisms that build a sense of presence. When audiences feel engaged, the relationship between the media and the public becomes warmer and contributes to reputation and positive impressions (Men & Tsai, 2021).

Content creativity is the link between the message and the audience's attention. In the flood of digital information, a good message is not necessarily read if it is packaged flat. Therefore, creativity is needed for the message to pause in the eyes of the audience. On the issue of women and education, creativity needs to help audiences understand complex information in a lighter way without oversimplifying the substance (Chen & Lin, 2021).

The high audience engagement in this data indicates that Women's Talk content has the potential to build a digital community. This kind of community can grow out of the audience's habit of reading, saving, sharing, and responding to uploads. When the audience feels that the content represents their experience, the media image will be more easily strengthened because the audience feels that they have a personal closeness (Hassoun et al., 2023).

Although the results of the study showed a positive and significant influence, the R Square value of 45.2% also shows that media image is not only influenced by Social Media Public Relations. Other factors such as the quality of journalism, previous audience experience, the popularity of characters in the content, issues that are currently viral, and perceptions of the value brought by the media can help shape the image. As such, social media is important, but not the only arena for image formation (Kim & Yang, 2020).

The methodological implication of this study is that PLS-SEM through SmartPLS 4 can be used to read the relationships between latent variables in a concise and systematic manner, especially in models that use reflective indicators. However, because the data in this article is synthetic/simulated, the results need to be understood as an example of article processing and writing, not as an empirical generalization of the entire audience of Women's Talk (Hair et al., 2022; Ringle et al., 2024).

Implications and Recommendations

The theoretical implications of this study lie in strengthening the relationship between digital public relations and media image formation. In the theory of symmetrical two-way public relations, the ideal organization should not only convey a message to the public, but also listen, understand, and adjust its communications based on the public's response. Social media makes this principle more real because every post can immediately receive a response, criticism, question, or support from the audience (Grunig & Hunt, 1984; Men & Tsai, 2021).

The finding that Social Media Public Relations has a positive effect on Media Image shows that image is not something that is only built through large campaigns. Image is also born from the consistency of daily communication actions, such as informative uploads, clear captions, comfortable visuals, polite responses, and the courage to raise relevant issues responsibly (Dong et al., 2025).

The practical implication for the organizers of Women's Talk is the need to develop a content strategy that not only pursues reach, but also builds trust. Viral content can increase attention, but media imagery requires a longer foundation, namely information credibility and consistency of value (Kim & Yang, 2020).

Women's Talk can strengthen interactivity through content formats that invite healthy conversations. For example, question and answer sessions, women's issue polls, audience storyrooms, short discussions with resource persons, or educational content that answers the daily anxieties of Generation Z. This kind of interactivity makes the audience feel part of the community, not just passive readers (Hassoun et al., 2023).

In terms of message consistency, Women's Talk needs to have clear communication guidelines. The guidelines can include language style, key values, visual choices, issue limitations, and how to respond to comments. Consistency does not mean limiting creativity, but keeping each content the same taste and easy to recognize (Dwivedi et al., 2021).

Content creativity needs to be directed to make it easier to understand, not just to beautify the appearance. On the issue of women and education, creativity can be present through simple infographics, short storytelling, case illustrations, explanatory carousels, or short videos that provide context. Content like this can bridge the needs of Generation Z who want quick but still meaningful information (Chen & Lin, 2021).

The aspect of information credibility needs special attention because credibility indicators have a relatively lower average than other image indicators. This provides input that Women's Talk needs to strengthen the verification mechanism, source selection, and narrative accuracy. The trust of young audiences can grow when the media is transparent about the source of information and is able to distinguish opinion from fact (Hassoun et al., 2023).

High audience engagement also needs to be managed ethically. Media can encourage audiences to comment and share experiences, but it is still necessary to keep the conversation space from turning into a space that attacks each other. Commentary moderation, diction selection, and contextualization of sensitive issues are part of digital public relations responsibilities (Men & Tsai, 2021).

The limitations of this study lie in the use of synthetic/simulation data and the number of constructs that are still simple. Therefore, the results of the research should not be directly generalized as a representation of the entire audience of Women's Talk. However, this article is still useful as an example of a SmartPLS 4-based quantitative journal article structure, especially in compiling the outer model and inner model results (Hair et al., 2022; Ringle et al., 2024).

For further research, the model can be developed by adding mediation or moderation variables. For example, engagement can be tested as a mediator between Social Media Public

Relations and Citra Media. Audience trust can also be tested as a mediator, while the intensity of social media use can be a moderator's variable. The development of such a model will provide a richer picture of the process of shaping media images (Dong et al., 2025).

In addition, subsequent research may use a mixed approach. Quantitative data can show the strength of influence between variables, while interviews or commentary analysis can explain the reasons behind the numbers. With a mixed approach, researchers can understand not only whether social media affects image, but also how audiences interpret content and which parts they believe (Creswell & Creswell, 2023).

A strategic recommendation for Women's Talk is to build a content calendar that combines education, audience stories, clarification of issues, and light interactions. Educational content strengthens credibility, audience stories strengthen emotional closeness, clarification of issues strengthens trust, while light interactions maintain engagement. This composition making social media not feel like a publication machine, but rather a living communication space (Dwivedi et al., 2021).

In the end, the strength of digital public relations is not only in the ability to speak, but also in the ability to read the audience's atmosphere. Media that are able to understand the needs, language, concerns, and expectations of Generation Z have a greater chance of building a positive image. Women's Talk can use these findings as a foothold to improve digital communication in a more humane, consistent, and credible way (Hassoun et al., 2023).

CONCLUSION

Based on the results of the SmartPLS 4 analysis, it can be concluded that the research instrument demonstrated satisfactory measurement quality, with all indicators showing outer loadings above 0.70, Cronbach's alpha and composite reliability values above 0.70, AVE values above 0.50, adequate discriminant validity based on the Fornell–Larcker criterion and HTMT, and no indication of problematic collinearity. Social Media Public Relations had a positive and significant effect on the media image of Women's Talk among Generation Z, as indicated by a path coefficient of 0.672, a t-statistic of 7.018, and a p-value below 0.001. The R^2 value of 0.452 indicated that Social Media Public Relations explained 45.2% of the variance in Media Image. These findings confirm that content quality, interactivity, message consistency, content creativity, and audience engagement are important factors in building a positive media image. For Women's Talk managers, social media strategies should emphasize informative, responsive, and consistent communication that resonates with Generation Z audiences. Public relations practitioners are encouraged to manage social media as a space for dialogue rather than merely as a publication channel. Future research should involve larger samples, use original field data, and develop more comprehensive models by incorporating additional variables such as audience engagement, loyalty, or trust. Overall, this study demonstrates that Social Media Public Relations plays an important role in shaping media image. Among Generation Z, media image is influenced not only by the content conveyed but also by how the media communicates, responds, engages, and creates meaningful spaces for interaction.

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