



## ABSTRAK

### STRATEGI HUMAS DISKOMINFO DIY DALAM MENINGKATKAN KESADARAN LITERASI DIGITAL MELALUI PROGRAM “JOGJA BIJAK BERMEDIA SOSIAL”

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Penelitian ini dilakukan untuk mengetahui strategi yang digunakan oleh Humas Dinas Komunikasi dan Informatika (Diskominfo) Daerah Istimewa Yogyakarta (DIY) dalam meningkatkan kesadaran literasi digital melalui program “Jogja Bijak Bermedia Sosial”. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Model analisis yang digunakan adalah model Miles dan Huberman serta teori strategi *Public Relations* dari Cutlip, Center & Broom dengan pendekatan *7C Communication*, yang terdiri dari *Credibility*, *Context*, *Content*, *Clarity*, *Continuity and Consistency*, *Channel*, dan *Capability of the Audience*. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi humas Diskominfo DIY mencakup penyusunan konten edukatif sesuai isu terkini, pemanfaatan berbagai media komunikasi, serta pendekatan tematik sesuai segmentasi audiens. Program ini dinilai berhasil meningkatkan kesadaran literasi digital masyarakat, namun perlu perluasan jangkauan hingga wilayah pedesaan.

**Kata Kunci:** Humas, Literasi Digital, Strategi Komunikasi, *7C Communication*, Diskominfo DIY

## **ABSTRACT**

### ***PUBLIC RELATIONS STRATEGY OF DISKOMINFO DIY IN IMPROVING DIGITAL LITERACY AWARENESS THROUGH THE “JOGJA BIJAK BERMEDIA SOSIAL” PROGRAM***

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*This study aims to identify the strategy used by the Public Relations Division of the Communication and Informatics Office (Diskominfo) of the Special Region of Yogyakarta (DIY) in improving digital literacy awareness through the “Jogja Bijak Bermedia Sosial” program. This study uses a qualitative research method with a descriptive approach. The data analysis model used is Miles and Huberman’s model combined with Cutlip, Center & Broom’s Public Relations strategy theory using the 7C Communication approach, which includes Credibility, Context, Content, Clarity, Continuity and Consistency, Channel, and Capability of the Audience. Data collection techniques were conducted through interviews, observation, and documentation. The results show that Diskominfo DIY’s strategy involves delivering educational content based on current issues, utilizing various communication media, and applying a thematic approach based on audience segmentation. The program has been effective in enhancing digital literacy awareness but needs to be expanded to reach rural areas.*

**Keywords:** *Public Relations, Digital Literacy, Communication Strategy, 7C Communication, Diskominfo DIY*