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The Role of Social Media and Press Releases in Enhancing Organizational Reputation in Indonesian Startup Companies

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Abstract: The purpose of this study is to develop hypotheses related to factors that influence organizational reputation in startup companies in Indonesia. The approach used in this literature review is descriptive qualitative. The data collection technique is to use literature studies or review relevant previous articles. The technique used in this literature review is Comparative Analysis. The data used in this descriptive qualitative approach were obtained from previous studies relevant to this study and sourced from academic online media such as Thomson Reuters Journal, Springer, Taylor & Francis, Scopus Q2-Q4 Emerald, Elsevier, Sage, Web of Science, Sinta 2-5 Journal, DOAJ, EBSCO, Google Scholar, Copernicus, and digital reference books. The results of this literature review are: 1) Social media plays a role in enhancing organizational reputation in startup companies in Indonesia; 2) Press releases play a role in enhancing organizational reputation in startup companies in Indonesia.

Keywords: Organizational Reputation, Social Media, Press Release

INTRODUCTION

In the digital age, organizational reputation has emerged as a critical strategic asset for competitiveness and sustainability on a global scale. Reputation, as an intangible asset, significantly influences economic stability and competitive advantage, acting as a key indicator of economic security and a magnet for investors, partners, and consumers (Gangi et al., 2020). Digital transformation has expanded the scope of corporate reputation to e-reputation, requiring a proactive approach to managing this asset in a digitally transformed environment. This involves understanding the impersonal nature of electronic reputation and the role of digital systems in shaping it (Grebe, 2024). The increasing internationalization and transparency of information have heightened the importance of business reputation, making it a focal point for

competitiveness and investment, as it enhances a company's attractiveness to investors and its market position (Korzhevskyi, 2023).

Startups often struggle with fragile reputations due to limited experience, scarce resources, and high public scrutiny, especially in the digital age. Reputation is an important asset for startups, especially in the pre-revenue phase, where it depends heavily on the behavior of the founders and team rather than the company's track record. The digital economy amplifies these challenges, as startups must navigate a complex technological landscape and intense competition while managing their social image and symbolic capital. The global nature of business today further complicates reputation management, with startups facing diverse stakeholder expectations and technological threats such as deepfakes, which can erode trust (Zhang, 2023).

Social media serves as an important tool for organizations to encourage interactive communication, increase public engagement, and foster a positive image of the organization. It enables public institutions to build visibility and trust, facilitate direct dialogue with stakeholders, which is important in today's complex communication landscape (Tasente, 2023). Additionally, social media enhances government transparency and citizen engagement, enabling the swift dissemination of information and public feedback mechanisms, which are vital for inclusive governance. . Ultimately, organizations that adopt a proactive and responsive approach on social media can significantly improve their relationships with the public, leading to increased trust and engagement (Capriotti et al., 2021).

The integration of social media and press releases plays a crucial role in shaping the reputation of startup companies in Indonesia, as evidenced by various studies. Social media, in particular, has emerged as a powerful tool for public relations, significantly influencing the image of startups. For example, a study conducted on startups in Surabaya revealed that social media PR strategies have a significant impact on shaping a positive startup image, indicating that startups should leverage social media to enhance their public perception (ul Qulub & Rachmawati, 2024). The strategic use of social media is further supported by findings highlighting its role in managing corporate reputation, where it serves as a dynamic platform for creating and maintaining online reputation. Additionally, the implementation of social media marketing strategies, such as those used by PT S, which include proactive engagement and content planning, has proven effective in managing e-reputation (Elmada et al., 2022).

Research on effective communication strategies for startups is crucial because it addresses the challenges of reputation management in a competitive digital landscape. Mashiah's study introduces the 6I model, which emphasizes strategic messaging around growth and innovation, important for startups preparing for an IPO (Mashiah, 2024). Collectively, these insights provide a comprehensive framework for startups to develop strong communication strategies that enhance their market presence and reputation.

The objectives of this article are: 1) To analyze the role of social media in enhancing organizational reputation in Indonesian startups; 2) To analyze the role of press releases in enhancing organizational reputation in Indonesian startups.

METHOD

This study uses a descriptive qualitative approach with a literature review design. The purpose of this approach is to explore and synthesize previous findings related to factors that influence organizational reputation, particularly social media and press releases. Research data were obtained from secondary sources in the form of international and national academic publications, such as Scopus, Web of Science, Springer, Taylor & Francis, Elsevier, Emerald (Q2–Q4), Sage, Thomson Reuters, DOAJ, EBSCO, Copernicus, Google Scholar, and Sinta 2–5 journals. In addition to articles, additional sources in the form of digital books and policy documents were also used to enrich the analysis.

Data collection procedures were carried out through literature searches using keywords such as organizational reputation, social media, and press releases. Articles published within the last ten years were prioritized to ensure that the findings studied remained relevant. Selection was carried out by reading the title, abstract, and full text to ensure compliance with the inclusion criteria, while duplicate and irrelevant articles were excluded. Data analysis was conducted using comparative analysis, which involves comparing and synthesizing findings across studies to identify consistent patterns, differences, and research gaps. The credibility of the results was maintained through data triangulation, by comparing findings from various databases and types of publications and verifying the consistency of the results with frequently cited literature.

RESULTS AND DISCUSSION

Result

Based on the background and problem statement above, the results of this study are as follows:

Organizational Reputation

Organizational reputation is the collective public perception of an organization's credibility, performance, and values, formed through long-term experience, interaction, and exposure to information. Reputation does not only reflect how an organization wants to be seen, but more importantly, how it is actually perceived by stakeholders, both internal and external. Factors influencing reputation include product or service quality, consistency in communication, social responsibility, as well as the organization's ethics and integrity. In communication and management literature, reputation is often viewed as a valuable intangible asset because it can influence public trust, consumer loyalty, and organizational legitimacy in the eyes of society. Organizations with a good reputation tend to attract investors, customers, business partners, and potential employees more easily. Conversely, a poor reputation can lead to skepticism, reduce trust, and even potentially trigger a crisis that is difficult to recover from (Syahwi & Pantawis, 2021).

The indicators or dimensions found in the organizational reputation variable include: 1) Integrity: Describes the honesty, ethics, and moral responsibility of an organization in all its activities. The public assesses whether the organization consistently keeps its promises and adheres to ethical standards; 2) Competence: Demonstrates the organization's ability to perform its primary functions, including product/service quality, innovation, and human resource capacity. High competence strengthens public trust; 3) Performance Consistency: The public trusts organizations that are able to maintain long-term performance stability. This consistency includes service continuity, quality of communication, and policy certainty; 4) Social Responsibility: An organization's commitment to social, environmental, and broader community issues contributes significantly to the formation of a positive reputation (Arta et al., 2023).

The organization's reputation has been studied by several researchers, including: (Febiana & Nugraha, 2025), (T. S. Putri & Wijaya, 2024), (Maulita, 2022).

Social Media

Social media is an internet-based digital platform that allows individuals and organizations to create, share, and exchange information in the form of text, images, audio, and video interactively. The main characteristics of social media are its participatory, interactive, and real-time nature, creating a two-way communication space between users and audiences. In the context of organizations and public communication, social media has become a strategic tool for building relationships with stakeholders, expanding the reach of messages, and influencing public opinion. The advantages of social media over conventional media are its

speed in disseminating information, ease of access, and its potential to create a viral effect (Cahyo et al., 2024).

The indicators or dimensions found in social media variables include: 1) Content: The quality of information conveyed, including relevance, accuracy, and usefulness to the audience. Good content increases engagement and credibility; 2) Interactivity: The level of two-way engagement between the organization and the audience, for example through comments, direct messages, polls, or public discussions. Interactivity strengthens emotional closeness; 3) Consistency in Message Delivery: Continuity and regularity in delivering messages across various social media platforms. This consistency is important for maintaining the organization's identity and image; 4) Reach and Accessibility: The ability of an organization's social media to reach a wider and more diverse audience, as well as ease of access by the public through various digital devices (Widjanarko et al., 2023).

Social media has been studied by several researchers, including: (Azahra & Hadita, 2023), (Fatmayati, 2022), (Cahyo et al., 2024).

Press Release

A press release is an official document prepared by an organization or company to be distributed to the media with the aim of providing accurate, clear, and publishable information. Press releases are typically used to announce important events, such as new product launches, strategic partnerships, performance reports, responses to public issues, and clarifications during crises. In public relations practice, press releases are one of the primary tools for managing the flow of information to ensure that an organization's messages are communicated consistently and in line with communication objectives (Suciati et al., 2021).

The indicators or dimensions contained in press release variables include: 1) Clarity and Completeness of Information: Information must be organized clearly, concisely, factually, and in accordance with journalistic principles (5W+1H) so that it is easily understood by the media and the public; 2) Relevance and News Value: Press releases must contain information that is important, current, and interesting to the public and relevant to the interests of society; 3) Objectivity and Credibility: The content of press releases must be free from excessive bias, based on valid data, and reflect the reliability of the organization as a source of information; 4) Media Distribution and Reach: The effectiveness of a press release is also measured by the breadth of its distribution, both through traditional media (print/TV) and digital media and the organization's official channels (Meyer, 2020).

The press release has been reviewed by several researchers, including: (Çataldaş, 2024), (Pratiwi et al., 2025), (Amahoru et al., 2024).

Discussion

Based on the research problem, research findings, and relevant previous studies, the discussion in this study includes:

1. Analysis of the role of social media in enhancing organizational reputation in Indonesian startup companies

Based on the literature review and relevant previous research, it was found that social media plays a role in enhancing the reputation of startup companies in Indonesia.

To enhance an organization's reputation through social media, every startup company in Indonesia should do the following: 1) Content: The content posted must be informative, relevant, and engaging. Quality content can include product education, behind-the-scenes stories, or customer success stories. Original and valuable content will attract audiences and demonstrate that the startup is innovative and competent; 2) Interactivity: Social media is a two-way platform. *Startups* must actively interact with their followers, such as responding to comments, answering questions, or holding live Q&A sessions. This responsive and personal interaction builds deeper relationships and shows that *the startup* cares about its audience; 3)

Consistency in messaging: Messages delivered across all social media platforms should be consistent and aligned with the company's values. Whether it's *branding*, tone of voice, or visuals, everything should be consistent so that the audience has a clear perception of *the startup's* identity. This consistency builds trust and predictability; 4) Reach and accessibility: Social media should be used to expand reach and make information easily accessible. Using various platforms (such as Instagram, Twitter, LinkedIn, and TikTok) will help *startups* reach a wider audience. This ease of access ensures that the public can find and interact with the company whenever they need to.

If every startup company in Indonesia can consistently implement the four aspects of social media, it will enhance the organization's reputation, including: 1) Integrity: Honest interactions and transparency in content will shape the perception that the *startup* has integrity. By responding to criticism openly and acknowledging mistakes, the company demonstrates that it is responsible and trustworthy; 2) Competence: Informative and solution-focused content highlights *the startup's* expertise and competence in its industry. This makes the public see *the startup* as a reliable expert; 3) Performance consistency: Consistent messaging over time, both in terms of *branding* and responses to the audience, will build the perception that *the startup* is consistent in its performance and does not change; 4) Social responsibility: Social media is an ideal platform to showcase the social initiatives undertaken by *startups*. By sharing stories about CSR programs or positive impacts on society, *startups* build an image as entities that care and are socially responsible, not just profit-driven.

The results of this study are consistent with previous research conducted by (Annisa et al., 2022), (Wijaya & Firdaus, 2024), which states that social media plays a role in enhancing organizational reputation in startup companies in Indonesia.

2. Analysis of the role of press releases in enhancing organizational reputation in Indonesian startup companies

Based on a literature review and relevant previous research, it was found that press releases play a role in enhancing the reputation of startup companies in Indonesia.

To improve an organization's reputation through press releases, every startup company in Indonesia must do the following: 1) Clarity and completeness of information: *Press releases* must present information that is easy to understand, straightforward, and detailed. Information about new products, funding, or achievements must be written clearly so that the media and the public do not misinterpret it. This helps build a reputation as an open and transparent company; 2) Relevance and newsworthiness: The content of a *press release* must have strong news value. The information presented must be relevant to the audience and interesting to the media. For example, a *press release* about an innovation that solves a common problem in society will be more interesting than a routine announcement. This shows that the *startup* is dynamic and relevant; 3) Objectivity and credibility: Although the goal is to promote, *press releases* must remain objective and factual. The use of data, testimonials, or quotes from authoritative sources will add credibility. This helps build a reputation as a trustworthy and ethical company; 4) Media distribution and reach: It is not enough to just write a good *press release*. *Startups* must ensure that the *press release* is distributed to the right media, including print, online, and social media. A wide reach ensures that information reaches a larger target audience, strengthening *brand* visibility and recognition.

If every startup company in Indonesia can consistently implement the four aspects of press releases, it will improve the reputation of the organization, including: 1) Integrity: Objective and factual information shows that the company has high integrity and ethics. This makes the public and media believe that *the startup* does not spread false information; 2) Competence: Clarity and relevance of *press releases* about successful products or innovations show that the *startup* is capable and effective in its field. This builds an image as a leading player in the industry; 3) Consistency in performance: Regular publication of high-quality *press*

releases about the company's achievements will build the perception that the startup performs consistently over time; 4) Social responsibility: *Press releases* that highlight social initiatives or positive impacts on society can build a reputation as a company that cares about the environment and society, not just profit. This demonstrates that *the startup* has more value than just being a business.

The results of this study are in line with previous studies conducted by (Suciati et al., 2021), (Meyer, 2020), which state that press releases play a role in improving the reputation of organizations in startup companies in Indonesia.

Conceptual Framework

Based on the problem statement, relevant previous research, and the results and discussion of the above research, the following are the conceptual framework:

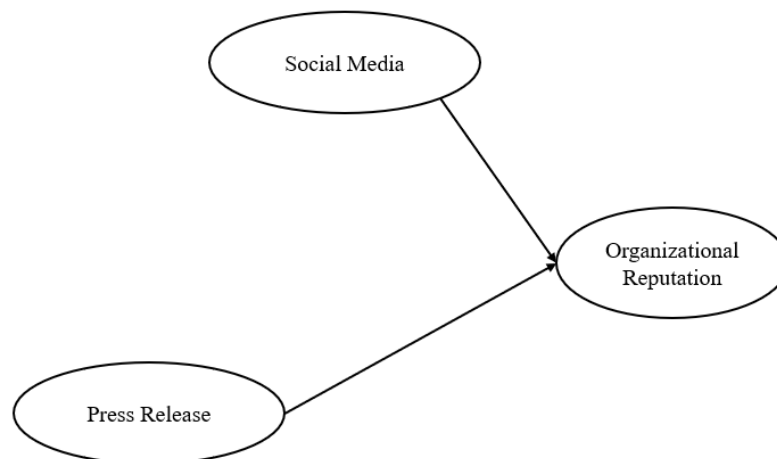


Figure 1. Conceptual Framework

Based on Figure 1 above, social media and press releases play a role in enhancing organizational reputation in Indonesian startups. In addition to the independent variables mentioned above that influence the dependent variable (organizational reputation), there are other variables that influence organizational reputation, including:

- 1) Company Performance: (Widyastuti et al., 2024), (Rachman et al., 2024), (Onoyi & Windayati, 2021).
- 2) Work Culture: (Saputra et al., 2024), (G. A. M. Putri et al., 2023), (Ali et al., 2022).
- 3) Innovation: (Nofrialdi et al., 2023), (Jumawan et al., 2023), (Soesanto et al., 2023).

CONCLUSION

Based on the results and discussion, the conclusion of this scientific article is:

1. The role of social media in improving organizational reputation. Through social media, companies can convey information quickly, openly, and personally, thereby increasing audience engagement and involvement. Consistent, transparent, and responsive communication activities on social media create a positive image that ultimately strengthens the organization's reputation.
2. The role of press releases in improving organizational reputation. Press releases serve as a formal communication tool that ensures organizational messages are conveyed clearly, structured, and credibly through the mass media. For startup companies, press releases play an important role in controlling public narratives, announcing company developments or innovations, and responding to strategic issues that could potentially affect their image.

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