

## PUBLIC RELATIONS STRATEGY OF THE ASSET RECOVERY AGENCY OF THE ATTORNEY GENERAL'S OFFICE OF THE REPUBLIC OF INDONESIA IN SOCIALIZING STATE CONFISCATED GOODS AUCTIONS ON DIGITAL MEDIA

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### ABSTRACT

*This study analyzes the public relations strategy of the Attorney General's Office of the Republic of Indonesia's Asset Recovery Agency in promoting the auction of state-confiscated assets through digital media. This study is important because promoting the auction of state-confiscated assets requires not only rapid information dissemination but also a transparent, educational communication strategy that encourages public participation. This study uses a qualitative approach with a case study method. Data were collected through in-depth interviews, non-participatory observation of official digital media, and documentation of the agency's publications. Research informants included the Asset Recovery Agency's digital media managers, internal parties, and the public as the audience for the auction information. The results show that the digital public relations strategy was implemented through the stages of planning, implementation, and evaluation of communications. The digital media used included Instagram, the website, and Facebook, with Instagram as the primary channel due to its visual character, broad audience reach, and segmentation features through insights and digital advertising. The messages conveyed were informative and educational, particularly regarding the type of goods, prices, locations, procedures, and auction conditions. The findings also indicate the practice of two-way communication through comments, direct messages, and WhatsApp contacts, although the reach of information and the quality of public interaction still need to be strengthened. This study confirms that digital public relations strategies play an important role in increasing transparency, public understanding, and public trust in the management of state confiscated assets.*

**Keywords:** digital public relations, digital media, auction socialization, state confiscated goods, Asset Recovery Agency.

## 1. INTRODUCTION

The development of information and communication technology has fundamentally changed communication patterns between government institutions and the public. Public communication, which was previously largely one-way, is now shifting toward a more open, rapid, interactive, and digitally participatory model. In the context of modern governance, digital media no longer functions solely as a channel for delivering information but also as a strategic space for building trust, transparency, and public engagement. This change requires state institutions to manage public communications more adaptively so that institutional information can be widely and accurately understood by the public. The use of social media in public policy dissemination has proven to accelerate information distribution and open up opportunities for public feedback on government policies and programs (Ismiati Essing et al., 2025). Therefore, a digital communication strategy is a crucial requirement for public institutions to respond to the demands of an increasingly critical and digitally connected public.

This transformation in public communication also aligns with the increasing role of information and communication technology as a critical infrastructure in supporting governance, public services, education, and social development. Data from the 2024 Indonesian Telecommunication Statistics shows that information and communication technology has become a crucial foundation for strengthening service efficiency, access to information, and the integration of digital-based government systems (Directorate of Financial Statistics, 2024). From a public relations perspective, this situation expands the function of government public relations from merely conveying information to managing relations between the institution and its public. Public relations is not only tasked with building an image, but also ensuring that the messages conveyed are clear, credible, responsive, and aligned with public needs. Broom and Sha (2013) emphasize that public relations is a managerial function aimed at building and maintaining mutually beneficial relationships between an organization and the public through planned communication. Therefore, the success of government communication depends heavily on the institution's ability to design public relations strategies that align with the characteristics of digital media and audience behavior.

In the context of state institutions, the Attorney General's Office of the Republic of Indonesia has a crucial responsibility not only in law enforcement but also in communicating the institution's performance to the public. One aspect requiring effective public communication is the management and dissemination of auctions of confiscated state assets conducted by the Asset Recovery Agency. Auctions of confiscated state assets are part of the recovery effort for strategic assets, as they relate to transparency, accountability, and optimization of state revenues. The Indonesian Attorney General's Office (AGO) recorded the sale of confiscated assets and execution-seized assets in the PT Asuransi Jiwasraya case, valued at Rp5.56 trillion, which was deposited into the state treasury (AGO, 2025). This fact demonstrates that the management of confiscated state assets is not merely an administrative and legal matter, but also requires public communication that can openly explain the procedures, benefits, and mechanisms of auctions to the public. Without an effective communication strategy, information

regarding the auction of confiscated state assets has the potential to fail to reach the public optimally.

Although digital media has opened up significant opportunities for disseminating information, government communication practices still face various obstacles. Some public institutions tend to use digital media as a one-way publication medium, thus hindering optimal interaction with the public. In fact, in modern government communication, public engagement is a crucial indicator of successful information delivery. Aji et al. (2023) explain that government social media has not yet been fully utilized to foster two-way interaction and is still dominated by one-way communication patterns. This situation is relevant in the context of publicizing the auction of confiscated state assets, as the information conveyed must not only be informative but also educational, easy to understand, and encourage public participation. Furthermore, digital media has significant potential to expand the reach of government communications if managed with the principles of openness, interactivity, and message consistency (Riyadi & Salam, 2022). Therefore, the primary challenge lies not in the availability of digital media, but in the quality of the public relations strategy used in managing messages, selecting channels, and building relationships with the public.

Many studies on digital public relations within government institutions have discussed the use of social media to build image, disseminate policy information, and improve public services. However, studies specifically examining the public relations strategy of the Attorney General's Office's Asset Recovery Agency in promoting the auction of state-seized assets through digital media are still relatively limited. This research gap is important because the public relations campaign for the auction of state-seized assets has a different communication character than public policy campaigns in general. The information conveyed relates not only to institutional publications but also to technical procedures, asset values, auction requirements, public trust, and community participation in the state asset recovery mechanism. In this context, the theory of two-way symmetrical communication is relevant because it emphasizes the importance of balanced, reciprocal communication between the organization and the public through dialogue, feedback, and message adjustments based on audience needs (Grunig & Hunt, 1984). Therefore, this study offers a novel approach by positioning the public relations campaign for the auction of state-seized assets as the object of a digital public relations study that combines aspects of communication strategy, digital media utilization, message formats, and public interaction.

Based on the above description, this study aims to analyze the public relations strategy of the Attorney General's Office of the Republic of Indonesia's Asset Recovery Agency in promoting the auction of state confiscated assets through digital media. The focus of this study is directed at how the agency designs communication strategies, selects and utilizes digital media, develops informative and educational messages, and builds interactions with the public. This research is important because the effectiveness of promoting the auction of state confiscated assets is determined not only by the availability of information, but also by the agency's ability to package messages clearly, attractively, easily accessible, and responsive to public needs. Theoretically, this study is expected to enrich the study of digital public relations in the context of government communication and state asset recovery. Practically, the results of this study are expected to provide input for the Asset Recovery Agency in strengthening its digital communication strategy that is more

transparent, participatory, and oriented towards increasing public trust in the management of state confiscated assets.

## 2. RESEARCH METHOD

This research uses a qualitative approach with a case study method to analyze in-depth the public relations strategy of the Attorney General's Office of the Republic of Indonesia's Asset Recovery Agency in promoting the auction of confiscated state assets through digital media. A qualitative approach was chosen because this research focuses on understanding communication processes, institutional practices, media selection, message development, and the forms of interaction between the institution and the public in a digital context. The case study was chosen because the research object has a specific character: digital public relations practices within a government agency handling state asset recovery through an auction mechanism. Through this method, researchers can explore the phenomenon contextually, in-depth, and naturally, based on the experiences of informants and communication activities that occur on the agency's official digital media (Creswell & Poth, 2018; Sugiyono, 2023; Yin, 2018).

The research subjects consisted of internal parties of the Asset Recovery Agency involved in managing digital communications and the public as the audience for auction information. Informants were selected purposively, considering their involvement, knowledge, and relevance to the research focus. Internal stakeholders included digital media managers and institutional elements familiar with the communication strategy for auctioning state confiscated goods, while community informants included followers of official social media accounts and the general public with experience or interest in auction information. Research data was collected through in-depth interviews, non-participatory observation, and documentation. Interviews were used to obtain information on the planning, implementation, evaluation, and barriers to digital communication. Observations were conducted on official digital media outlets such as Instagram, websites, and Facebook to examine content formats, publication frequency, visual use, audience response, and interaction patterns. Documentation was conducted by reviewing official publications, press releases, digital archives, and social media posts related to the publicity of the auction of state confiscated goods.

Data analysis utilized the interactive model of Miles, Huberman, and Saldaña, which encompasses data condensation, data presentation, and drawing and verifying conclusions. Data condensation was performed by sorting, simplifying, and grouping data based on the research focus: communication strategy, digital media utilization, message formats, and public interaction. Furthermore, the data was presented in a descriptive-analytical narrative format to systematically explain the relationship between field findings and digital public relations concepts. Conclusions were drawn in stages by comparing the results of interviews, observations, and documentation to identify patterns in the communication strategies used by the Asset Recovery Agency. To maintain data validity, this study employed source and technical triangulation, comparing information from internal informants, digital media audiences, official channel observations, and supporting documents. Thus, the research findings are expected to have strong credibility,

consistency, and relevance in explaining digital public relations strategies in the socialization of state-seized asset auctions (Lincoln & Guba, 1985; Miles et al., 2014).

### 3. RESULT AND ANALYSIS

In its publicity campaign for the auction of confiscated state assets, the Attorney General's Office (AGO) Asset Recovery Agency demonstrated the implementation of a structured digital communication strategy in conveying information to the public. Utilizing digital media has become a primary approach to reaching the wider public, in line with changing information consumption patterns, which are now predominantly digital-based. In this context, digital media serves not only as a means of conveying information but also as a tool for building relationships between the institution and the public. This aligns with the concept of public relations management processes, which emphasize the importance of systematic communication planning and appropriate media selection to achieve communication objectives.

The Asset Recovery Agency's use of digital media in its auction outreach campaign was conducted through various platforms, such as Instagram, its website, and Facebook. Of these three platforms, Instagram was the most actively used for information dissemination due to its strong visual character and broad audience reach. Furthermore, available features, such as insights and ad targeting, allow managers to tailor information delivery based on specific segmentation. This was reinforced by an interview with Deny Setyawan Bayu Aji, S.Kom. as the digital media manager for the Asset Recovery Agency, stated that "utilization of digital media is crucial because it can reach a wider audience quickly, efficiently, and interactively." This statement demonstrates that media selection is strategic, considering communication effectiveness.

The use of advertising features on Instagram is one strategy for increasing the reach of information to the public. Through this feature, managers can determine target audiences based on age, location, and user interests, thus reflecting the application of segmentation in public relations communications (Smith, 2008). This aligns with the statement of Marshel Julia Simbiak, S.H., M.H., Head of the Asset Recovery Cooperation Sub-Division of the BPA, who stated that "information is delivered through various digital channels with attractive and informative visual presentation." Thus, the use of digital advertising features not only expands the reach of information but also supports more effective and easily understood message delivery by the public.

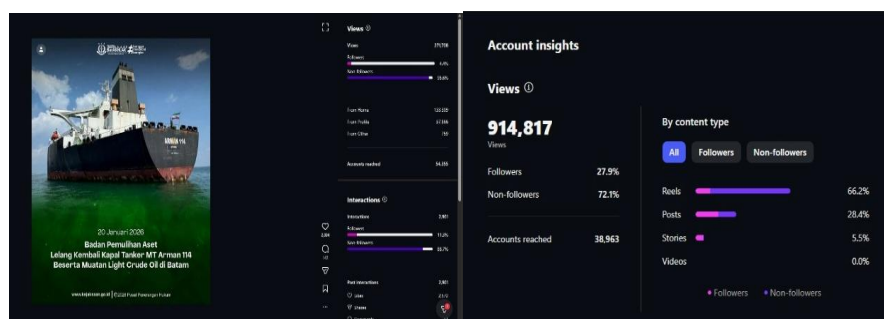


Figure 4.1 Insight of the Instagram account @info\_lelang\_bpa accessed on April 8, 2026 and Insight of the Instagram post @info\_lelang\_bpa accessed on April 8, 2026

On the other hand, websites are used as supporting media, providing more comprehensive and structured information regarding schedules, procedures, and details of the items to be auctioned. Through websites, the public can obtain detailed, systematic, and easily accessible information without time or location constraints. Websites also allow for more comprehensive data presentation than social media, such as asset specifications, supporting documents, and detailed auction stages. Furthermore, websites serve as official sources of information, enhancing credibility and strengthening public transparency. The use of websites integrated with social media demonstrates a digital communication strategy that focuses not only on expanding reach but also on providing in-depth information. This allows the public to not only receive initial information but also explore information more thoroughly.

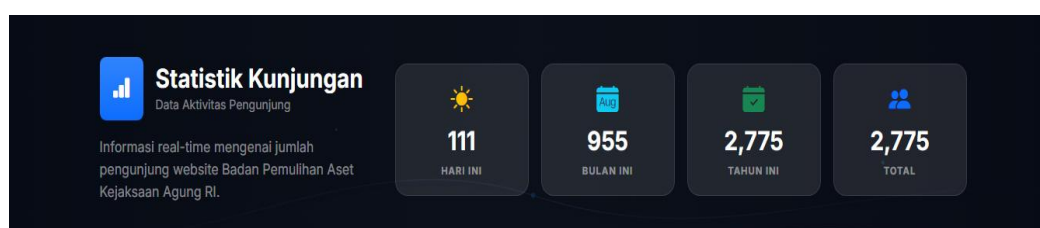


Figure 4.3 Insight into the Attorney General's Asset Recovery Agency website, accessed on April 8, 2026

In terms of messaging, the Asset Recovery Agency emphasizes clarity, simplicity, and completeness of information. The content includes the type of item, price, location, and auction procedures. The information is presented in visual formats, such as posters, designed with an attractive appearance to attract audience attention. This aligns with the view that visual elements in digital communication play a crucial role in enhancing audience understanding and engagement (Sulastri et al., 2023). Furthermore, consistent design contributes to building the institution's communication identity and strengthening its image in the digital space.

The content delivered is not only informative but also contains educational elements aimed at improving the public's digital literacy regarding auction mechanisms. The Asset Recovery Agency actively communicates auction procedures to enhance the public's limited understanding. This is reflected in the statement by Silvia Hasibuan, a member of the Instagram account @info\_lelang\_bpa, who stated that *"the information provided is quite clear and helps understand the auction procedures, especially regarding the stages and requirements that must be met. You can directly ask the listed contact."* This finding indicates that the implemented communication strategy serves not only as a means of publicity but also as an effective means of public education. Thus, this increased understanding contributes to the development of public trust in the institution.

In line with these findings, Yeni Pramita, who also follows the Instagram account @info\_lelang\_bpa, demonstrated a similar tendency, primarily because she actively searches for auction items that meet her needs. She stated, *"I follow this account because I'm looking for auction items, and the information provided is sufficient to understand the auction schedule, starting price, and terms and conditions such as deposit and bidding limits."* Although the information presented focuses more on technical aspects and does

not include comprehensive procedural explanations, it still helps informants prepare for the auction. Thus, the content presented still has practical educational value that is relevant to the needs of users, especially those with an interest in... In the context of two-way communication, the use of digital media enables interaction between institutions and the public. This aligns with the concept of two-way symmetrical communication, which emphasizes the importance of reciprocal communication between organizations and the public (James' E. Grunig & Todd Hunt, 1984). The interactions that occur through comments, direct messages, and WhatsApp contacts demonstrate an active public response to the information provided. However, Reza Munandar, a member of the public who does not directly follow the account, still faces limited access to information, as he stated, "*Auction information is actually interesting, but not everyone knows or understands how to access it.*" This indicates a gap in digital information exposure that impacts the level of public participation.

These findings indicate that exposure to digital media significantly influences public understanding and engagement. Those who follow official accounts tend to have a better understanding than the general public. This situation confirms that the implemented digital communication strategy has not yet reached all levels of society equally. Therefore, a more inclusive communication strategy is needed to broaden the reach of information.

In terms of evaluation, the Asset Recovery Agency has monitored communication effectiveness through indicators such as the number of interactions, public response, and participation in auctions. The increase in the number of questions and public engagement indicates a positive response to the use of digital media. However, this evaluation still focuses on quantitative aspects and does not fully reflect the quality of audience understanding. Evaluation in public relations is a crucial part of an organization's communication process, used to assess the effectiveness of program implementation and to determine the extent to which predetermined objectives are being achieved, particularly in building and maintaining good relationships with the public.

Overall, the public relations strategy implemented by the Asset Recovery Agency in promoting the auction of state-confiscated assets through digital media demonstrates an adaptive, structured, and digital-based communication approach. The use of various platforms, the development of informative and educational messages, and interaction with the public indicate that the communication has moved towards a modern communication model. Nevertheless, there is still room for development in expanding reach and improving the quality of public interaction and engagement. Therefore, strengthening digital communication strategies is a crucial step in increasing the effectiveness of outreach and building public trust sustainably.

#### 4. CONCLUSION

This study shows that the public relations strategy of the Attorney General's Office of the Republic of Indonesia's Asset Recovery Agency in promoting the auction of confiscated state assets through digital media has been implemented in a structured manner through the stages of planning, implementation, and evaluation of communication. The use of Instagram, the website, and Facebook has been crucial in expanding the reach of information, with Instagram as the primary medium due to its visual power, audience segmentation features, and potential for higher interaction with the public. The messages

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conveyed tend to be informative and educational, particularly in explaining the types of goods, prices, locations, procedures, and auction conditions, thus helping the public understand the auction mechanism of confiscated state assets more easily. Furthermore, interactions through comments, direct messages, and WhatsApp contacts indicate that the communication strategy implemented has led to a two-way communication pattern, although the quality of interaction and equitable distribution of information still need to be strengthened. Thus, the digital public relations strategy implemented by the Asset Recovery Agency serves not only as a means of institutional publicity but also as an instrument of transparency, public education, and strengthening public trust in the management of state assets..

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