

## **Public Relations Strategies for Building Community Brand Awareness at Erionspace Kuningan**

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**ABSTRACT**

This study explores the identification and utilization of local resources and organizational assets to enhance the productivity and sustainability of KWT Gemas Implanan. The background highlights the challenges faced by community-based agricultural groups in optimizing land, institutional capacity, and market engagement to generate sustainable income and improve members' well-being. The study aims to assess the community's existing assets, institutional structures, and operational practices to formulate strategies for effective program planning and capacity building. A qualitative approach was employed, combining interviews, direct observation, and group discussions to systematically map social, economic, and environmental assets. Validation was conducted through cross-checking among members and participatory meetings. The results indicate that KWT Gemas Implanan possesses significant potential, including 2 hectares of cultivable land, an officially structured organization, extensive marketing networks, educational partnerships, and prior experience from training and coaching activities. These assets have contributed to consistent productivity, enhanced member skills, and relative organizational independence, though administrative systems remain largely manual. The discussion emphasizes the importance of participatory assessment, systematic data management, and external collaboration to strengthen community-based initiatives. In conclusion, strategic utilization of identified assets can sustainably improve income generation, organizational effectiveness, and long-term development for KWT members.

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### **INTRODUCTION**

Digital technology has advanced significantly over the past decade, bringing about many changes. One such change is evident in the way people go about their daily lives, particularly in terms of communication and the dissemination of information. Strategic communication practices are carried out by organizations through their Public Relations (PR) functions. The digital transformation has shifted the role of PR from merely serving as a one-way conduit for information to acting as an interactive, participatory, and technology-driven manager of public relations (Putri & Yuliana, 2025). In this context, brand awareness is one of the key elements of modern marketing strategy because it plays a crucial role in building

an emotional connection between consumers and a brand, which ultimately influences purchasing decisions.

To understand the importance of brand awareness, it is essential to first understand the process by which brand awareness is formed. Brand awareness is not something that is formed instantly or all at once, but rather through a series of stages involving ongoing communication between the organization and its audience (Kotler & Keller, 2019). In brand management literature, the formation of brand awareness is based on two main components: brand recall (the consumer's ability to recall the brand) and brand recognition (the consumer's ability to recognize the brand among other alternatives) (Pike, 2009). The process of increasing brand awareness consists of several interconnected phases.

The first stage is to increase awareness, with companies using advertising and public relations activities to make their target audience aware of the brand's existence (Grunig & Hunt, 1984). In this phase, the focus is on increasing attention and awareness through a variety of communication channels, from traditional media to digital media. The second stage is clarification and understanding, where companies provide accurate, consistent, and easy-to-understand information about their brand identity and value proposition, enabling their target audience not only to recognize the brand's existence but also to understand how it differs from competitors (Kotler & Keller, 2019). The third stage involves engagement and participation, where the audience begins to interact with the brand, whether through the consumption of products/services or active participation in activities organized by the organization (Grunig & Hunt, 1984).

In this phase, two-way communication is crucial for building deeper and more personal relationships with the audience. The final phase is consolidation and building loyalty. Here, established brand awareness is strengthened through consistent messaging, high-quality experiences, and the development of long-term relationships, so that the audience not only recognizes the brand but also becomes loyal advocates who recommend it to others (Wardhana, 2024). In the context of organizational communications and public relations, the brand-building process is heavily influenced by the communication strategy adopted. The "Public Relations Excellence" model developed by Grunig & Hunt (1984) emphasizes that effective communication to increase brand awareness requires an approach that goes beyond one-way advertising. Symmetrical, two-way communication—where companies not only send messages but also gather, understand, and respond to public feedback—is key to a positive impression and long-term trust (Kriyantono, 2014).

Brand awareness is a crucial indicator for companies to create a positive impression and gain a competitive edge in increasingly competitive markets. Therefore, for many companies, increasing brand awareness has become a strategic priority to ensure the long-term survival of their business (Sumarni et al., 2024). In this context, public relations plays an extremely important role as a management function responsible for establishing and maintaining smooth communication between the organization and the public.

A systematically designed and meticulously planned PR strategy is a crucial means of shaping a company's reputation and increasing public brand awareness (Lubis et al., 2025). Thus, implementing an effective PR strategy has become one of the crucial elements for building and maintaining brand awareness in the constantly changing competitive environment of the digital age. With the evolving role of public relations in building brand

image and awareness in the digital age, there has also emerged the phenomenon of community-based creative spaces that leverage communication and collaboration strategies as a means of building identity and reputation at the local level.

Indonesia's creative scene has experienced remarkable growth, paralleled by the rapid expansion of the creative economy and shifts in attitudes towards labor systems in the digital age. This transformation is characterized by the emergence of various collaborative spaces such as coworking spaces and creative hubs, which serve as social platforms for creative professionals to interact, exchange ideas, and jointly develop innovations (Husna Yati et al., 2023).

These creative spaces are not merely places for design and activities; they also play a vital role as public spaces that promote social interaction, the exchange of ideas, and an understanding of local culture (Latip et al., 2024). Furthermore, these creative public spaces have succeeded in preserving local knowledge through various creative activities, which ultimately forms the basis for a community spirit rooted in local identity (Nugroho & Nurcahyo, 2023). Therefore, the existence of public spaces that enable collaborative creative activities is crucial for building inclusive and sustainable creative ecosystems at both the national and regional levels (Sanjaya & Juliarthana, 2011). Against the backdrop of the rapid growth of creative spaces in Indonesia, ErionSpace serves as a concrete example of how public spaces can be transformed and developed into creative and collaborative hubs that meet the needs of the local community.

ErionSpace is a community café located on Jalan Baru Awilarangan in Kuningan Regency, West Java. Unlike most cafés, which simply offer food and drinks, ErionSpace has evolved into a multifunctional creative space. Since its inception, ErionSpace has positioned itself as a platform for the local community, particularly the creative scene, to exchange ideas and collaborate across disciplines. As a community-oriented creative space, ErionSpace regularly offers a variety of activities such as live music, DJ nights, creative workshops, and fitness classes for the community, as well as exclusive gatherings for K-POP fan communities and other community events. ErionSpace offers complete facilities, including professional DJ equipment, sound systems, lighting technology, and a flexible space concept for various creative events. Thanks to this commitment, ErionSpace serves as a platform for local groups from Kuningan to showcase their work, further develop their creativity, and connect with other members of the community. Through its continued promotion and support of creative activities within the community, ErionSpace has grown rapidly over the past year and gained recognition among locals and visitors alike. While ErionSpace has established itself as a venue, its recognition as a strategic "creative community space" is still not sufficiently high. Many potential users view ErionSpace as merely an ordinary café, rather than a comprehensive creative ecosystem. This situation indicates a gap between ErionSpace's actual nature and public perception, and a more systematic communication and PR strategy is needed to increase brand awareness among the general public. In addressing these challenges, the PR team plays a crucial role in developing a communication strategy aimed at improving ErionSpace's image and increasing brand awareness.

ErionSpace's PR department plays a strategic role in building meaningful communication with the public (Armayanti & Pramana, 2021). Social media plays a crucial role in public relations. It contributes to the dissemination of information, fosters dialogue,

and strengthens the emotional bond between ErionSpace and its community. Traditionally, the PR department handles media relations across various channels, including issuing press releases, organizing interviews and press conferences, and responding to media inquiries on behalf of the company (Setyanto & Anggarina, 2016).

The emergence of creative spaces such as ErionSpace in Kuningan Regency shows great potential to strengthen the unique identity of the region and support the growth of the creative economy. However, academic studies specifically addressing public relations strategies for building brand awareness of community-based creative spaces remain relatively limited. Most previous research has focused more on the role of PR in the corporate sector or commercial brand promotion, rather than in the context of creative spaces that combine social, cultural, and local creative economy elements.

This situation creates a gap between theory and practice, particularly in the application of the "Excellence in Public Relations" theory to the management of relationships between creative spaces and their communities. Therefore, this research is important in providing a scientific understanding that focuses on the strategic role of PR in building the image and brand awareness of ErionSpace as an inclusive creative space dedicated to strengthening the local community.

Based on the background described above, this study aims to conduct an in-depth analysis of how ErionSpace implements public relations strategies to build and strengthen brand awareness as a community-based creative space in Kuningan Regency. This study has the following specific objectives: (1) to analyze the public relations strategies implemented by ErionSpace in building community brand awareness; (2) to analyze the success of PR strategies in communicating and reinforcing ErionSpace's identity as an inclusive, community-based creative space; and (3) to analyze the challenges and solutions implemented by the ErionSpace PR team in maintaining brand image amidst the dynamics of competition in the creative and culinary industries. The object of this research is ErionSpace's public relations (PR) strategies in building and strengthening brand awareness as a community-based creative space. The analysis focuses on how the implemented PR strategies were successfully communicated to the public and the community, as well as how audience responses and perceptions reflect the success of strategy implementation through a descriptive qualitative approach.

## **METHOD**

This study employs a qualitative approach using a case study method. The qualitative approach was chosen because it aims to gain a deeper understanding of the phenomenon through the experiences, meanings, interactions, and natural conditions of the research subjects, without manipulating variables (Cresswell, 2014). The case study method helps to examine cases intensively, in detail, and within the context of a coherent and integrated system (Yin, 2018).

The aim of this study is to clarify ErionSpace's PR strategy for increasing brand awareness as a community-oriented creative space. The participants in this study are the Public Relations Manager and members of the Public Relations (PR) team at ErionSpace, who are involved in developing communication strategies and implementing public relations

activities. Participants were selected through targeted sampling based on the relevance of their respective roles to the research theme.

This study was conducted at ErionSpace in Kuningan Regency, West Java. Modern cafés are evolving from mere places to enjoy food and drinks into social and creative hubs for diverse local communities. For these reasons, ErionSpace, a café with unique characteristics that combine creativity and a community-oriented approach, was selected as the subject of this study. It has become a venue that fosters an atmosphere where music performances, exercise classes, artistic activities, and cross-community collaborations are regularly and routinely held. Given these conditions, it is highly relevant to conduct a study on public relations strategies for building community-based brand awareness.

Data was collected through in-depth interviews, observation, and documentation. In-depth interviews were used to gather exploratory information regarding communication strategies, workflows, and decision-making considerations in digital communication activities (Sugiyono, 2019). Interviews were conducted with four informants, categorized as follows: one primary informant who serves as the PR manager at ErionSpace, one key informant who is part of the ErionSpace PR team, and two supporting informants who are ErionSpace customers and members of the ErionSpace DJ community. Observations were conducted to obtain factual data through direct observation of social media posting activities; this aligns with Cresswell's view that it allows for direct observation of the behaviors, activities, and processes occurring within an organization (Cresswell, 2014). Documentation serves as supplementary material, including publication archives, social media posts, and communication materials produced by ErionSpace. Data validity is increased by triangulating sources and methods, thereby improving the reliability, consistency, and reproducibility of the data obtained.

The data analysis in this study employs Miles and Huberman's interactive analysis model, which consists of three stages: data reduction, data presentation, and drawing conclusions (Miles et al., 2014). Data reduction is the process of selecting, classifying, and organizing data to align with research objectives. Data is presented in a systematic descriptive format that allows for easy identification of patterns and relationships between results. Logical conclusions and checks are derived from the research results, with data validation being repeated until data saturation is reached.

In this study, the following parameters will be used to demonstrate the effectiveness of PR strategies using a qualitative approach: (1) Brand recall—using interviews and observations of conversations on social media, we will investigate the awareness of the ErionSpace brand, focusing on whether the general public recognizes ErionSpace in connection with its identity as a "creative community space." (2) Brand Recognition—the public's ability to distinguish and recognize ErionSpace as unique compared to other alternatives (coffee shops) in Kuningan Regency. (3) Brand Perception—consistency in conveying ErionSpace's identity and how that identity is perceived positively by the audience and the community. (4) Level of Community Engagement—the intensity of community participation in organized activities and events, as well as the responses and feedback provided regarding communication strategies.

The success of the PR strategy is indicated when the concept, message, and identity of ErionSpace as a community creative space are understood and accepted by the public and the

community, as reflected in high brand awareness, positive perceptions, and active participation in various events organized.

## **RESULTS AND DISCUSSION**

To obtain the desired research results, the researcher conducted observations via ErionSpace's social media and interviews with informants. The focus of the observations in this study concerns ErionSpace's public relations, using the following parameters: press agency, public information, two-way symmetric communication, and two-way asymmetric communication, which can be described as follows:

Analysis obtained through interviews with ErionSpace's PR manager indicates that the press relations strategy is carried out through collaborative activities with various other creative industries, namely music, photography, videography, and illustration. Generally, such collaborations are necessary to support advertising and public relations activities, but all of these activities are conducted within the framework of ErionSpace brand guidelines, ensuring that all initiatives align with ErionSpace's vision and direction. The message conveyed through this public relations work is that ErionSpace is not just a restaurant, but a place of creativity, self-expression, and events for the local community, as well as a community-oriented creative space.

ErionSpace utilizes social media, particularly Instagram and TikTok, as its primary marketing channels. Instagram is mainly used for disseminating information, while TikTok is focused on interacting with customers. The selected content must be presented in a way that is easily understandable and acceptable to the general public. Marketing activities are considered successful when their success is reflected in customer response and website traffic. Interaction with content is crucial to the success of a product campaign. The PR team has also set specific goals for the TikTok account. They must post 3–5 posts daily, but content must be carefully selected and curated to avoid creating a negative image of ErionSpace.

Most visitors and local residents learn about ErionSpace through social media, especially Instagram and TikTok, and through recommendations from friends. They are most interested in content about events such as musical performances, DJ events, local sporting events, alumni meetings, and family gatherings. Event content that conveys a collaborative and creative atmosphere encourages customers to visit ErionSpace.

Regarding the parameters of public relations, based on interviews with the PR manager and the PR team, products and community activities are communicated using the AIDA framework (Awareness, Interest, Desire, Action). Each post and campaign is structured according to the order of these pillars, ensuring that the target audience receives information in a step-by-step manner.

Key platforms include ErionSpace's official Instagram and TikTok accounts, as well as local media and community networks. Instagram serves to disseminate visual information and share structured content, while TikTok highlights the human side of the brand through authentic videos showcasing its activities. Additionally, the PR team utilizes user-generated content from clients, including nano-influencers, to ensure precise audience targeting.

While information is conveyed unilaterally, the PR team encourages interaction with viewers through content designed to elicit reactions in the form of comments, Instagram Stories, or questions about events that interest them. At this stage, the effectiveness of the

communication is evaluated by assessing how well the message was delivered and whether the information was easily understood by the target audience, as well as measuring the traffic and responses generated by the campaign.

Customers and local residents praise the easily understandable, clear information about products and events, which aligns with their experiences during visits. ErionSpace's commitment as a community-oriented creative space is evident in the diverse range of events offered, including musical performances, DJ events, sporting events, and family festivals. According to interviews with representatives of the DJ community, ErionSpace is equipped with DJ equipment, sound systems, lighting technology, and a meticulously planned spatial concept, providing visitors with the best possible experience.

Customers recognize that ErionSpace stands out from other cafés because it not only sells food and drinks, but also serves as a meeting place for socializing, collaboration, and the promotion of a creative community. In particular, its identity as a creative space for the DJ music community is considered distinct and unique in Kuningan City, as ErionSpace is the only venue that provides extensive and comprehensive facilities, practice spaces, and networking opportunities for both individuals and communities.

According to the PR representative, the PR team, and ErionSpace's community and customers, the development of relationships will be achieved through active involvement in the creative scene. ErionSpace welcomes diverse communities that support the brand guidelines and provides space for the development and expression of creative activities. These communities actively participate in the planning and execution of activities through discussions, brainstorming, and joint events. Communication is a dialogue, and the opinions and ideas of the community are incorporated into the planning and considered during the implementation of activities.

The local community plays a crucial role in shaping ErionSpace's image, and this importance is even greater now, especially since there are currently few spaces in Kuningan that can accommodate diverse creative communities. Public satisfaction and participation are measured through follow-up surveys after events. These surveys include participation from both collaborating partners and participants. The survey results serve as a basis for improving and developing future programs, campaigns, and activities.

Public feedback is used to evaluate the message and improve public relations. For example, the overwhelming response after the first Koraebang event was incorporated into the planning of subsequent activities. Two-way communication is facilitated by the interactive features of social media, such as question-and-answer sections, calls to action, comment sections, and content designed to encourage audience participation. This type of communication is situation-specific and adapts to the respective needs and circumstances as events unfold.

According to feedback from the general public, most participants in various events have expressed the opinion that they perceive ErionSpace as a creative space and a community center. While much of the feedback related to events and menus, many also noted that the activities themselves were useful and met expectations. As a creative space, ErionSpace offers excellent facilities, collaboration areas, and opportunities for organizing events such as DJ music events, which are distinctive features of this venue in Kuningan.

According to interviews with the PR manager, the PR team, and customers, ErionSpace uses public feedback to improve and adapt its PR activities, especially at initial events like Noraebang. The audience raised various concerns and questions regarding the event's concept, which were taken into consideration in subsequent communication strategies and the event's implementation.

The two-way communication methods employed focus on interactive social media features such as comment sections, question sections, and call-to-action buttons. This communication is context-dependent, not formulaic; in other words, it is conducted as needed and under specific conditions. Public feedback primarily serves to evaluate the advertising message, and advertising strategies are implemented flexibly. For example, A/B tests can be conducted to determine the most effective content formats.

According to feedback from the community, most reviews relate to events and food; direct criticism is rare. This is because the offerings are perceived as beneficial and meet expectations. ErionSpace is generally considered a creative, community-oriented space with a clear identity, while simultaneously serving as a platform for various communities to express and develop their creativity. Overall, context-sensitive, two-way communication helps the PR team tailor activities and information individually, reinforcing ErionSpace's identity as a creative space that responds to the needs of local communities and target groups.

Based on the results presented by the researchers, it can be concluded that the PR strategy used by ErionSpace is very effective. ErionSpace uses various PR strategies to increase brand awareness and strengthen its identity as a community-oriented creative space. Based on Grunig & Hunt (1984) theory of excellence in public relations, PR strategies are categorized into four models: press agency, public information, two-way asymmetric communication, and two-way symmetric communication.

The results of this study show that ErionSpace integrates these four approaches and applies them depending on the activity context and target group. Specifically, these are:

(1) Press Agency: ErionSpace's PR activities are based on collaboration with various creative industries such as music, photography, video, and illustration, with the aim of gaining public attention. These activities serve as a model for public relations, as they involve the dissemination of information and the acquisition of public attention. The use of social media, particularly Instagram and TikTok, has enabled the rapid and widespread dissemination of advertising messages. This strategy not only increases visibility but also establishes contacts with the creative scene; part of the effort is to control brand awareness.

(2) Public Information: ErionSpace uses the AIDA model (Attention, Interest, Desire, Action) to systematically disseminate information about its products and community activities. The Public Information model emphasizes the delivery of accurate and reliable information, a principle reflected in ErionSpace's practice of utilizing official social media channels and user-generated content (UGC) from customers to ensure the credibility of its messages. Differences in communication methods between advertising campaigns and local activities are taken into account through content evaluation and adaptation to ensure that the target audience receives a clear and consistent message.

(3) Two-Way Asymmetric: This model uses two-way communication to gather user feedback and optimize messaging and advertising strategies. ErionSpace enables context-sensitive two-way communication using interactive elements such as comment and question

areas, as well as calls to action. Feedback data was used to personalize messages and campaigns, particularly on the social media platform TikTok, and thereby optimize advertising strategies. The results showed that message effectiveness could be improved by applying the two-way asymmetric model.

(4) Two-Way Symmetric: This model reflects the active participation of local communities in the planning and implementation of activities, including exchanging ideas and organizing community events. The relationships established are reciprocal, with community feedback used to evaluate activities and improve future programs. This approach aligns with Grunig & Hunt's theory that balanced, reciprocal communication strengthens long-term relationships with the public and helps build a positive image for the organization.

Based on this analysis, the researchers concluded that ErionSpace's PR strategy contextually integrates all four Grunig & Hunt models: press coverage to raise awareness, public information to increase message credibility, two-way asymmetric communication to evaluate and improve communication, and two-way symmetric communication to build long-term relationships with the community. This approach is based on the PR team's deep understanding of the various roles within a communications strategy. All of these strategies share a common goal: strengthening ErionSpace's identity as a community-focused organization.

Regarding the implementation of PR strategies to increase brand awareness, the survey results show that the PR strategies used by ErionSpace have succeeded in increasing brand awareness and communicating the company's identity as a community-oriented creative space. From a general public and community perspective, the majority of ErionSpace's audience learned about it through social media platforms like Instagram and TikTok, as well as through recommendations from friends. The content that most attracts viewers daily is information about events that offer a communal, dynamic, and interactive atmosphere, such as music shows, sporting events, and DJ shows. The researchers concluded that their observations support the press agency model: ErionSpace gained greater public awareness through regular publication of content on social media. Collaboration with the creative industry, the promotion of events, and the publication of content on social media generated initial attention and made ErionSpace known to the public. This strategy successfully captures public attention without requiring the audience to actively seek information, perfectly fitting the press agency model.

The public information model supports effective public relations by providing precise, clear, and easily understandable information. Applying the AIDA model ensures step-by-step communication of messages—from raising awareness to promoting participation. This is evidenced by visitor feedback, which indicates that the information about ErionSpace's events and creative space concept resonated with their experiences during their visits. Thus, this strategy continuously strengthens public perception of the brand's identity.

Two-way communication using "asymmetric two-way" and "symmetric two-way" models contributes to increased audience and community engagement. Public feedback—whether in the form of comments, event feedback, or on-screen reviews—is used to evaluate and optimize messages. Community contributions to the planning and implementation of activities, especially DJ music events and other creative activities, show that the audience not

only receives messages but also actively participates in shaping the creative identity of the ErionSpace venue.

Ultimately, ErionSpace's PR strategy was successful and achieved its goal of increasing brand awareness. The community, customers, and other groups recognized ErionSpace not just as a place to eat and drink, but also as a vital factor in the city's creative development. This is the result of implementing various information dissemination strategies, creative collaboration, and communication based on the principles of effective PR communication—in particular, the Grunig & Hunt principles for building strong awareness.

Based on the brand awareness theory put forward by Kotler & Keller (2019), brand awareness consists of two components: brand recall (the consumer's ability to remember a brand) and brand recognition (the ability to identify a brand among other alternatives). The findings of this study indicate that ErionSpace's brand awareness is formed through a series of strategic stages that continuously incorporate all four models of Grunig & Hunt's PR framework.

**Phase 1: Initial Awareness Building (Media Relations and Visibility)**—The first phase begins with ErionSpace implementing a media strategy to gain awareness and attention. This is achieved through collaborations with the creative industry (music, photography, video production) and the regular release of content on Instagram and TikTok (3–5 posts per day). ErionSpace actively encourages the public to become aware of its existence. The survey results show that most first-time visitors learned about ErionSpace through social media or recommendations from friends, suggesting that this strategy for increasing brand awareness on first recall was successful. Content showcasing events and creative activities serves as an initial spark, piquing viewers' interest in ErionSpace and stimulating their desire to learn more.

**Phase 2: Clarification and Understanding (Public Information)**—Once initial awareness has been created, the second phase focuses on clarifying and explaining ErionSpace's identity through two-way and one-way communication. Using the AIDA model (Attention, Interest, Desire, Action), the content is designed to guide people through various psychological stages. The visual content on Instagram functions as a "show window," showcasing the facility, the collaborative atmosphere, and the diversity of events offered. Over time, people came to understand that ErionSpace was not just a café, but a space specifically designed for creative activities and interaction with the local community. The observations suggest that the information conveyed accurately reflects the public's perception of ErionSpace's identity as opposed to that of a typical café.

**Phase 3: Inclusion and Participation (Two-way Asymmetric and Symmetric)**—In Phase 3, two-way interactions take place in which the public not only receives information but also actively participates. Interactive social media features (such as question boxes, calls to action, and comment sections) give the general public the opportunity to engage with the content and express their interest. More importantly, involving the community in planning and running events fosters a strong sense of belonging. Research shows that DJs, K-pop groups, and other creative communities not only participate in events but also see ErionSpace as their own project and actively recommend it to others as brand ambassadors. The high participation rates and positive feedback demonstrate that brand awareness has evolved into brand loyalty and brand endorsement.

Phase 4: Brand Integration (Integration Model)—In the final phase, all elements of the PR strategy are integrated to maintain and strengthen established brand awareness. Through continuous evaluation, content adaptation based on feedback, and optimization of communication strategies, ErionSpace's brand positioning remains appropriate and resonates with its target audience. As a result, it has become clear that ErionSpace's PR team not only responds to feedback but also proactively anticipates the needs of the community and the general public, creating a consistent and positive brand experience.

Based on the analysis of the four phases described above, the success of brand awareness building through ErionSpace's PR strategy can be measured using the following indicators: (1) Brand Recall—The majority of respondents (the general public and the community) can remember ErionSpace and associate it not only as a place to eat and drink, but also as a place for creative activities and events. This suggests that its positioning as a "creative community space" has firmly taken root in consumers' minds. (2) Brand Recognition—ErionSpace is seen as a unique presence that sets it apart from other cafés in Kuningan, particularly due to its DJ music facilities and wide range of creative collaborations. This is also reflected in the statements of informants who named ErionSpace as the only place in the city with such facilities. (3) Brand Perception—The public perceives ErionSpace as an "attractive," "vibrant," and "locally creativity-promoting" place—positive attributes that align with the desired positioning. (4) Brand Support—The community and visitors actively recommend ErionSpace, demonstrating loyalty to the brand and a natural willingness to become brand ambassadors. Therefore, increasing ErionSpace's brand awareness is not a process that happens overnight, but rather involves a series of integrated and sustainable strategic steps, with the active involvement of the community being a crucial element in building brand image and loyalty.

As outlined in the section on PR challenges and solutions in the area of brand image defense, the study revealed several internal and external challenges in implementing ErionSpace strategy. ErionSpace's biggest challenges lie in maintaining its competitive position within Kuningan's coffee industry and preserving its identity as a creative and community-oriented space. Competition from other cafés that host music events and offer entertainment could jeopardize ErionSpace's position. ErionSpace could be driven out of the market if it fails to maintain its image. Another challenge is communication and information management directed towards the target audience. This includes delivering the right message, ensuring brand consistency, and addressing important topics.

As a strategic solution, the PR team at ErionSpace implemented several steps based on the principles of the theory of excellence in public relations (Grunig & Hunt, 1984). These include: (1) Strengthening relationships with the local community (two-way symmetry)—ErionSpace actively involves the local community in planning and executing its activities, particularly DJ music events and creative collaborations. This approach not only strengthens trust and loyalty within the community, but also ensures that the brand identity is directly internalized by the general public. (2) Situational analysis and content adaptation (two-way asymmetric)—The PR team uses feedback from the target group to optimize messages and advertising strategies, especially on social media. Feedback is used to refine campaigns, increase engagement, and keep messages relevant to the target audience. (3) Diversification of media and advertising strategies (press agency and public information)—To stay

competitive, ErionSpace uses a variety of social media platforms, collaborates with the creative industry, and uses content tailored to the specific characteristics of each platform. The distribution of information using the AIDA model and user-generated content contributes to accuracy, increases the appeal of the message, and strengthens brand identity. (4) ErionSpace emphasizes the uniqueness of its brand identity and highlights its excellent facilities, diverse community events, and creative atmosphere, which sets it apart from other cafés. This strategy reinforces the public perception that ErionSpace is not merely a place to eat and drink, but an open space for cooperation and interaction among various communities.

Through these initiatives, ErionSpace was able to meet the challenge of maintaining its brand image while simultaneously increasing brand awareness and community engagement. This flexible, relationship-building PR strategy aligns with the principles of modern PR theory and underscores the importance of brand consistency and building long-term relationships, even in a highly competitive environment.

### CONCLUSION

This study demonstrates that ErionSpace's public relations strategy is comprehensive and, in particular, consistent with Grunig & Hunt's communication model, including media relations, public information, two-way asymmetric communication, and two-way symmetric communication. Through the use of social media, collaboration with the creative scene, and the active participation of citizens in various activities, ErionSpace has established itself as a creative space and vibrant community in Kuningan Regency. Research shows that citizens and the local community not only understand this identity but also experience it directly through participation in organized events and activities. This suggests that the implemented PR strategy successfully increased brand awareness while simultaneously building sustainable relationships with customers.

This study underscores the importance of adaptability, collaboration, and feedback-oriented communication approaches in public relations within the creative sector. However, this study is limited by the number of respondents and the geographical area covered, so it cannot be said to fully reflect trends in public relations activities in other creative fields. Therefore, future research should broaden its scope and pursue a greater variety of methodological approaches in order to enrich the analysis and deepen its contribution to the development of community-based public relations.

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