Applied Communication Strategy through Digital Signage for Social Care Management in Malang

Hapsari Dian Silvatri[1], Citra Dewi Megawati[2*], Bima Romadhon Parada Dian Palevi[3]
[1,2] Brawijaya University, Malang, Indonesia
[3] Institute Technology National, Malang, Indonesia

(*) Corresponden Author: citramegawati@ub.ac.id

Article Info:	Abstract
Keywords: Communication Strategy; Digital Signage; Social Care Institution; Communication Management; Malang; **Article History:** Received : 01-04-2025 Revised : 26-04-2025 Accepted : 04-05-2025 *Article DOI :* *https://doi.org/10.70550/sebi.v2i2.216*	The rapid growth of digital technology has influenced communication strategies within social institutions that need to be more effective, interactive, and transparent. This study aims to apply a digital-based communication strategy through the implementation of digital signage as a medium for delivering information and education in social care institutions in Malang City. The research employed a descriptive qualitative method, with data collected through observation, interviews, and documentation. The findings show that the application of digital signage enhances message delivery effectiveness, increases information accessibility, and strengthens the interaction between social institutions and the public. Furthermore, digital signage contributes to building the image of institutions as adaptive and innovative in facing technological advancements and communication challenges in the digital era. The implication of this research emphasizes that digital-based communication strategies can serve as an innovative solution to improve communication management, promote transparency, and support the operational effectiveness of social institutions.

INTRODUCTION

The rapid advancement of digital technology has changed the paradigm of communication in almost all sectors, including social services and community care institutions. (Salsabila et al., 2025)(Djatmiko et al., 2025; Hawarini et al., 2025; Rousaki et al., 2024) The emergence of new media has altered how information is produced, distributed, and consumed by the public.(Priana et al., 2025; Putra Pratama et al., 2024; Yuniar & Ningrum, 2022) Traditional communication methods, such as posters,

pamphlets, or bulletin boards, are now considered less effective in reaching audiences who are accustomed to digital interaction. In this context, social care institutions, which play an essential role in delivering welfare services and information to the community, need to adapt their communication strategies to be more responsive, efficient, and technology-based. (Balki et al., 2023; Juan Prince Adeliant et al., 2023; Saktiningtiyas et al., 2022; Vinarti et al., 2024) According to (Susanti et al., 2024) ,effective communication in the digital era must integrate visual, interactive, and adaptive elements to strengthen message delivery and ensure audience engagement. (Capriotti et al., 2024; Susanti et al., 2024)(Fujarra et al., 2023)

In Malang City, social care institutions play a crucial role in supporting various vulnerable groups—such as children, the elderly, and underprivileged communities—through assistance, education, and empowerment initiatives. (Juan Prince Adeliant et al., 2023) However, the communication process between these institutions and the public continues to face significant challenges, including limited outreach, inconsistent message delivery, and insufficient public awareness regarding available welfare programs. These challenges often stem from the absence of structured and measurable communication strategies as well as the minimal utilization of digital platforms for information dissemination. According to (Capriotti et al., 2024) effective digital communication requires the integration of interactivity and adaptive engagement to ensure message consistency and audience retention. Similarly, (Machmud et al., 2024) emphasized that traditional communication tools, such as posters or bulletins, are no longer adequate for engaging digitally literate communities. In the context of social care, this shift underscores the need for institutions to adopt a more innovative, technology-based communication strategy that combines visual, interactive, and adaptive elements to strengthen public engagement (Gabriel Roosmargo Lono Lastoro Simatupang & Bayu Muchammad Tejo Sampurno, 2024). Therefore, implementing applied communication strategies through digital signage offers an opportunity to improve message delivery, increase transparency, and enhance community participation in social care management in Malang. As stated by (Balki et al., 2023), communication effectiveness is determined not only by the message itself but also by the choice of medium and the ability to attract audience attention. Therefore, adopting an innovative and engaging communication medium becomes a necessity for social organizations aiming to strengthen public trust and participation.

Digital signage, as a modern form of visual communication technology, offers a promising solution to these problems. This technology presents dynamic multimedia content—such as text, images, videos, and animations—through electronic display systems installed in strategic public areas. It allows organizations to deliver real-time and contextually relevant information that can capture the audience's attention more effectively than static or printed media. (Muhajirin & Daryono, 2018) (Susanti et al., 2024) found that digital signage increases visual attention and message recall due to its combination of motion, color, and interactivity. This capability makes digital signage not only a tool for information dissemination but also a strategic medium for branding, education, and behavioral influence.

Theoretically, this study is grounded in the concept of communication strategy as defined by (Lasquite et al., n.d.)(van Ruler, 2021), who explains that an effective communication strategy must include message formulation, media selection, target

audience identification, and feedback mechanisms. In the context of social care, the success of communication is not only measured by message delivery but also by how it can inspire behavioral change, foster awareness, and encourage community participation. Furthermore, the use of digital media aligns with (Müller & Braun, 2021) diffusion of innovations theory, which emphasizes the role of technology adoption in accelerating the spread of new ideas and practices within a social system. The integration of digital signage within social institutions thus reflects a form of technological innovation aimed at improving communication performance and service transparency.

Several previous studies have shown that the application of digital media in public and social sectors contributes positively to institutional communication. For example, research by (Nugroho et al., 2020) demonstrated that interactive digital displays enhance the level of audience engagement and satisfaction through the combination of visual appeal and informational clarity. Similarly, (Latupeirissa et al., 2024) noted that information and communication technology (ICT) can support public service management by improving accessibility, efficiency, and accountability. Based on these perspectives, digital signage can be considered as part of a broader effort to modernize communication practices in social care organizations. (Lasquite et al., n.d.)

The motivation for conducting this research stems from the need to create a communication model that aligns with the digital behavior of the community while remaining accessible and functional for social institutions with limited resources. (Djatmiko et al., 2025) Many local social organizations still depend on conventional media due to budget constraints or lack of technical expertise. By introducing a digital signage-based communication strategy, institutions in Malang can optimize message dissemination using affordable, sustainable, and easily managed technology.(Lasquite et al., n.d.) This approach supports the government's digital transformation agenda in public services and aligns with the principles of inclusive communication that prioritize accessibility for all community members.

The purpose of this study is to apply and evaluate the use of digital signage as a strategic communication tool for social care management in Malang. Specifically, the research seeks to identify how digital signage can improve message effectiveness, strengthen institutional visibility, and foster active community engagement. The study also aims to assess the implications of this technology for the development of digital-based communication practices in the social sector. Ultimately, this research is expected to contribute to the broader discourse on communication innovation in Indonesia, offering insights for policymakers, practitioners, and researchers interested in the intersection between digital media and social care management.

The introduction of digital signage in social care facilities improves communication efficiency and also contributes strategically to policy frameworks concerning digital inclusion and the reduction of the digital divide, especially for vulnerable populations. The results of this research can aid policymakers and community organizations in creating communication initiatives that are more inclusive, focused on accessibility, and attentive to the requirements of populations like seniors, low-income communities, and those with limited digital literacy. Incorporating these research findings into digitalization policies for public services allows social institutions to improve information equity, boost community involvement, and enhance transparency in social welfare services as part of the overall digital transformation effort.

LITERATURE REVIEW

Communication strategy is a crucial element in ensuring the effectiveness of information delivery by social care institutions. The decisions taken by institutions regarding message design, media selection, and dissemination are highly dependent on the understanding of community behavior and the evaluation of audience needs. Communication effectiveness is not only influenced by technical factors, such as media or message format, but also by non-technical factors, including organizational capacity, staff expertise, and audience characteristics. In this study, the factors considered to affect the effectiveness of communication strategy include digital literacy of the community, accessibility of the media, and interactivity of digital signage.

2.1 Agile Communication Strategy

In the context of communication planning, the concept of agility has become increasingly important to address rapid and unpredictable changes. As noted by (van Ruler, 2021), agility emphasizes adaptation to change and requires flexible communication strategies, rather than relying solely on long-term, detailed planning. The study highlights that most traditional communication planning models focus on long-term detail with limited room for full adaptation. In contrast, the agile approach encourages iterative decision-making that can be continuously tested, not only at the output or tactical level but across every strategic choice. This perspective underscores the importance of both goal-based and goal-free formative evaluation to ensure that strategy is viewed as a process of adaptation rather than a final product.(van Ruler, 2021) An agile communication strategy should be concise, simple, and demonstrate coherence in every choice made. Drawing from business and marketing strategy literature, (van Ruler, 2021)presents a framework with eight building blocks for agile communication strategy, which allows strategy to be constructed as a coherent narrative while remaining flexible to change. This approach is particularly relevant for social institutions aiming to improve communication effectiveness through digital media, including digital signage, as it enables rapid responses to audience needs and dynamic contexts.

2.2 Digital Transformation

The digital transformation of public services represents a fundamental shift in how governments deliver information and engage with citizens. (Szedmák et al., 2025) emphasized that adopting information and communication technologies (ICT) enhances accessibility, efficiency, and transparency in administrative processes. Their findings, based on a longitudinal study in Hungary, revealed that digital platforms streamline service delivery and increase public satisfaction by reducing bureaucracy and improving accountability. This transformation aligns with the goals of social care institutions, where effective digital communication tools such as digital signage can support better service dissemination, strengthen community engagement, and ensure equitable access to welfare information.

2.3 Social Media Comunications

(Capriotti et al., 2024) Investigated interactivity strategies in digital communication across universities worldwide, emphasizing how digital tools enhance engagement and institutional reputation. Their research highlighted that effective communication in the

digital age requires dialogic interaction and continuous audience participation, rather than one-way dissemination. Although universities primarily adopt an informational approach, the trend is shifting toward interactive and participatory communication strategies. These findings provide a theoretical basis for implementing digital signage in social care institutions, as interactive displays can foster two-way engagement, build trust, and promote inclusivity within community communication systems.

2.5 Digital signage as Media Campus

(Muhajirin & Daryono, 2018)Demonstrated that digital signage significantly improves the dissemination of campus information by integrating text, video, and live broadcast content in a single interface. Their research at STMIK AKBA Makassar found that the system achieved a 92% satisfaction rate in speed and visual appeal, confirming its effectiveness in delivering engaging and timely information. The study underscores that digital signage is not merely a display tool but a strategic medium that can centralize communication, enhance visibility, and reduce information delays. This finding supports its potential adaptation in social care management, where timely and inclusive information sharing is crucial.

2.6 Digital Interactions

(Gabriel Roosmargo Lono Lastoro Simatupang & Bayu Muchammad Tejo Sampurno, 2024) Analyzed how digital platforms such as YouTube reshape audience engagement and cultural participation through interactive and immersive experiences. Their study revealed a paradigm shift from passive to active audience roles, enabled by mediatization and digital interactivity. The research illustrates how content creators can utilize digital media to foster participatory relationships with audiences, ultimately enhancing message impact and retention. In the context of social care communication, these findings highlight the importance of creating interactive visual media like digital signage to transform information receivers into active participants in welfare programs.

2.7 The Digitalization of Social Care

(Rousaki et al., 2024) Explored the ongoing digitalization process within England's social care system, emphasizing both its transformative potential and the challenges faced by care providers. Their qualitative analysis highlighted that while digital systems can improve efficiency, record management, and user engagement, many organizations still struggle with digital inequality, staff readiness, and data integration. The study argues that technology must be designed inclusively, prioritizing accessibility for all users, especially vulnerable groups. This aligns with the rationale for adopting digital signage in social care institutions, where the medium can serve as a bridge to improve communication accessibility and inclusivity for diverse community members.

2.8 Digital Transformation and Social Inclusion in Public Service

(Latupeirissa et al., 2024) Investigated how digital transformation initiatives in public services contribute to social inclusion and sustainable governance. Using a qualitative approach, the study revealed that the adoption of e-government services fosters transparency, accessibility, and participation among marginalized communities. However, it also warned that without adequate digital literacy programs, the gap between digital users and non-users could widen. This finding is directly relevant to social care

communication, suggesting that digital signage—when implemented strategically—can serve as a low-barrier, accessible medium that promotes engagement and information equity among community members.

2.9 The digital Technology in Supporting Nursing Service

(Nur et al., 2024) Reviewed the use of digital technology in enhancing nursing services during the COVID-19 pandemic. Their literature review found that digital tools such as telemedicine, mobile health apps, and digital record systems were crucial in maintaining service continuity while ensuring patient safety. The authors highlighted that effective digital communication plays a vital role in bridging the gap between healthcare providers and patients, particularly under crisis conditions. In the context of social care, these insights reinforce the importance of adopting digital signage as an effective medium to communicate health and welfare information dynamically and safely to the public.

2.10 Interactive Content

(Susanti et al., 2024) Examined the impact of interactive digital content on audience engagement in an era of information overload. Their study demonstrated that interactivity, visual appeal, and contextual relevance significantly influence audience attention, satisfaction, and message retention. By integrating multimedia elements—such as video, motion graphics, and responsive interfaces—organizations can transform passive viewers into active participants. This aligns with the communicative goals of digital signage in social care management, which aims to deliver clear, engaging, and interactive content to enhance public awareness and community involvement.

2.11 Digital Communication and social Organizations

(Juan Prince Adeliant et al., 2023) analyzed the digital communication strategies of leading international NGOs, focusing on how online visibility, storytelling, and interactive engagement contribute to public trust and organizational reputation. Their findings indicate that a successful digital communication strategy integrates emotional appeal with transparency and interactivity to build stronger relationships with stakeholders. This perspective supports the idea that social care institutions can leverage digital signage not only as an information tool but as a strategic medium for relationship-building, public accountability, and reinforcing institutional credibility.

METHODS

This study employed a descriptive qualitative approach aimed at gaining an in-depth understanding of the implementation of digital-based communication strategies through the use of digital signage as a medium for information dissemination and education in social care institutions across Malang City. This approach was selected because it allows for a comprehensive and contextual exploration of real-world phenomena, particularly within the dynamic environment of digital communication technology application in the social sector.

The research design focused on identifying the effectiveness, accessibility, and impact of digital signage utilization in improving communication quality between social care institutions and the public. The study was conducted in several social organizations operating within Malang City that have begun adopting digital communication

technologies to support public service activities and the dissemination of social information. The study utilized both primary and secondary data sources. Primary data were collected through direct observation, in-depth interviews, and documentation of institutional communication activities. Observations were conducted to examine the installation layout, content type, visual design, and usage patterns of digital signage in public communication settings. In-depth interviews were carried out with institution managers, communication officers, and beneficiaries to explore their perceptions, experiences, and evaluations regarding the effectiveness and challenges of using digital media. Secondary data were obtained from institutional archives, activity reports, visual documentation, and digital media content used in information dissemination. This methodological approach was designed to provide a detailed and contextual analysis of how digital signage contributes to communication effectiveness, community engagement, and technological adaptation within social care institutions in Malang.

The data collection process was carried out throughout the research period while considering variations in media usage time and community responses to the displayed content. This allowed the researcher to capture the dynamic patterns of digital signage utilization across different times of day (morning, afternoon, evening) and social situations. All collected data were then analyzed using the Miles and Huberman Interactive Model, which consists of three main stages: data reduction, data display, and conclusion drawing or verification.

In the data reduction stage, the researcher selected, coded, and categorized raw data according to the main emerging themes—such as message effectiveness, media interactivity, audience engagement, and institutional image. This process aimed to simplify the data while focusing on the most relevant and meaningful information to answer the research questions. The data display stage involved organizing the reduced data into descriptive narratives, thematic matrices, and comparative tables to illustrate the relationships among observed variables. The final stage, conclusion drawing and verification, included interpreting the findings in light of existing theories and previous studies, as well as validating them through source and methodological triangulation to ensure accuracy, consistency, and reliability.

This analytical approach follows the principles outlined by Miles, Huberman emphasizing continuous interaction among data collection, analysis, and interpretation. Recent studies have also reaffirmed the model's relevance in qualitative communication research. For instance, (Nur et al., 2024) applied the Miles and Huberman Interactive Model to analyze institutional communication practices, demonstrating that the iterative process of reduction, display, and verification strengthens the credibility and depth of qualitative findings

The measurement of variables in this study was not conducted quantitatively but rather through the identification of qualitative indicators such as message clarity, visual appeal, level of community participation, and accessibility of information. To ensure the validity and reliability of the data, the study employed source and methodological triangulation, comparing the results obtained from observations, interviews, and documentation to confirm the consistency and credibility of the findings. Through this methodological design, the research aims to provide a comprehensive understanding of the application of digital signage as an innovative and adaptive communication strategy for social care institutions in the digital era. The results derived from this approach are expected to serve as a foundation for developing a technology-based communication

model that is effective, participatory, and oriented toward enhancing transparency and public trust in social care organizations within Malang City.

This research employed a descriptive qualitative approach aimed at providing an in-depth depiction of the implementation of digital-based communication strategies through the use of digital signage in social care institutions across Malang City. This approach was chosen because it allows for the exploration of meaning and communication processes that occur naturally in social settings, rather than merely measuring outcomes quantitatively. The main focus of this study was directed toward understanding how social institutions manage, implement, and utilize digital signage to support information dissemination and educational activities for the community. The research also examined the extent to which digital media can enhance message effectiveness, broaden communication reach, and strengthen the institutional image as adaptive to modern communication technology developments.

Types and Sources of Data

The observations took place with a structured observation sheet that recorded elements like content type, display duration, update frequency, placement of digital signage, and spontaneous visitor responses. Comprehensive interviews followed a semi-structured protocol aimed at gathering staff insights on content curation methods, message impact, and technical difficulties. Simultaneously, discussions with recipients concentrated on the clarity of the messages, accessibility, and their experiences engaging with the digital platforms. Social care organizations were chosen using purposive sampling according to three criteria: (1) utilization of digital media for service communication, (2) varied beneficiary groups, and (3) readiness to grant field access for observation. This method guaranteed that the data fully reflected both institutional views and community viewpoints.

Data Collection Techniques

Data were collected using three primary techniques:

1. Observation, conducted to directly examine the placement, type of content, and level of audience interaction with the digital signage displays.
2. In-depth interviews, conducted with institution managers, communication staff, and members of the public receiving the information to explore their perceptions of the media's effectiveness.
3. Documentation, involving the collection of visual data, activity records, and digital signage content used as supporting evidence.

Data Analysis Techniques

Data were analyzed using the Miles and Huberman Interactive Model (Nur et al., 2024) which consists of three interconnected stages: data reduction, data display, and conclusion drawing/verification.

- Data Reduction involved selecting and simplifying raw data to focus on key aspects such as message clarity, visual appeal, and audience participation.
- Data Display entailed organizing and presenting the analyzed data in descriptive narratives and flow diagrams to facilitate interpretation.
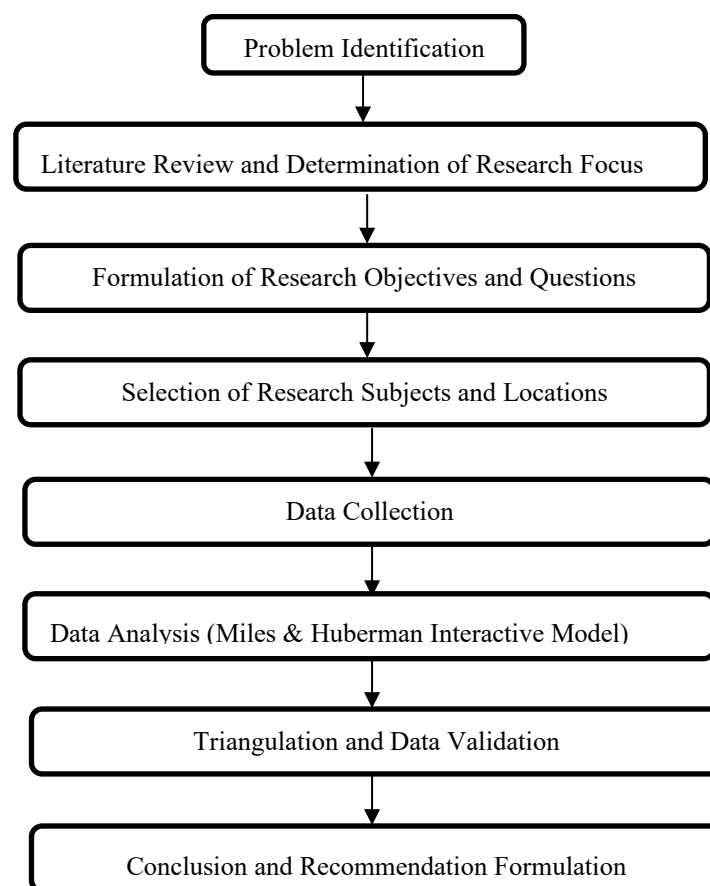
- Conclusion Drawing and Verification were performed through the interpretation of research findings, linking them to theoretical frameworks and previous studies to obtain deeper meaning and ensure analytical rigor.

To ensure the validity and reliability of the results, this study implemented source and methodological triangulation, by comparing data from interviews, observations, and documentation to confirm consistency and strengthen the credibility of the findings.

Research Flow

The research process followed a systematic flow, as illustrated below, representing the sequential steps from problem identification to conclusion:

Figure 1. Diagram Flow

Explanation of the Research Flow

The problem identification stage was based on the phenomenon of ineffective communication strategies in social care institutions to reach the community. The literature review established the theoretical foundation for digital communication strategies and the application of digital signage. The formulation of research objectives focused on applying and evaluating the effectiveness of digital signage in managing institutional communication. The data collection stage employed observation, interviews, and documentation to gather empirical field data. The data analysis process used the interactive model of Miles and Huberman, involving data reduction, data display, and

conclusion drawing. Triangulation was applied to verify the validity of findings using multiple sources and methods. Finally, the conclusion and recommendation stage aimed to propose the development of adaptive, effective, and sustainable digital communication strategies for social care institutions.

RESULT AND DISCUSSION

1. Implementation of Digital-Based Communication Strategy

The research results demonstrate that the implementation of digital signage in social care institutions within Malang City has successfully modernized the way institutions communicate information, promote programs, and engage with the community. Based on direct observations, digital signage units were strategically installed in public areas such as service counters, lobbies, and community gathering points to maximize visibility and information accessibility. The displayed content includes announcements about health programs, training schedules, educational campaigns, and motivational messages related to social welfare and empowerment.

Compared to traditional media such as bulletin boards and printed posters, digital signage proved to be more flexible and efficient in content management. Staff members reported that content can be updated in real time through an integrated software system, allowing institutions to respond quickly to new events or public needs. This adaptive communication pattern aligns with the concept of *agile communication strategy* proposed by (van Ruler, 2021), which emphasizes flexibility, iteration, and continuous adaptation in response to audience behavior and environmental change.

Furthermore, the use of visual and audiovisual elements enhances information retention and increases emotional engagement, as supported by (Muhajirin & Daryono, 2018), who found that motion and color improve visual attention and message recall. The findings suggest that digital signage not only serves as an informative medium but also as a persuasive and educational communication tool, fostering a more interactive relationship between institutions and the public.

2. Communication Effectiveness and Audience Engagement

The second major finding of this study highlights the improvement in communication effectiveness and audience engagement after the introduction of digital signage. Interviews with beneficiaries and communication officers revealed that digital media enables messages to reach wider audiences in a more appealing and accessible format. The combination of animation, text, and images ensures message clarity, while scheduled rotations of content maintain audience interest and prevent information fatigue.

Beneficiaries expressed that they were more likely to read and understand digital messages due to their visual appeal and concise delivery. This finding is consistent with (Gabriel Roosmargo Lono Lastoro Simatupang & Bayu Muchammad Tejo Sampurno, 2024), who stated that interactive and visually enriched content facilitates better cognitive processing and emotional connection. The study also found that digital signage indirectly promotes two-way communication by encouraging citizens to take further action—such as visiting websites, scanning QR codes, or contacting the institution for more information.

In addition, digital signage provides measurable engagement indicators through audience behavior—such as the duration of viewership and responsiveness to calls-to-action.

Although these interactions are primarily observational, they represent an important shift from passive message consumption to active engagement. This aligns with the principle of *engagement-driven communication*, where effectiveness is measured not only by message reach but also by the depth of audience participation.

3. Institutional Impact and Technological Adaptation

From an institutional perspective, the adoption of digital signage contributes to enhanced operational efficiency, organizational image, and technological readiness. The centralized control of content allows for seamless updates, reducing manual workload and minimizing communication delays. Staff members highlighted that this system also ensures message consistency across multiple display units, avoiding redundancy and miscommunication.

The application of digital signage also strengthens the perception of social care institutions as innovative and transparent organizations, capable of adapting to digital transformation trends in public services. This supports the research of (Szedmák et al., 2025), which found that digital transformation in government and social institutions improves accessibility, efficiency, and public accountability. In the context of Malang City, such adaptation aligns with local government initiatives promoting smart and connected communities.

However, challenges remain, particularly regarding infrastructure costs, maintenance, and human resources. Several institutions reported limited budgets for hardware upgrades, as well as insufficient technical training for staff. This echoes the findings of who emphasized that successful digitalization in social care depends on sustainable funding, capacity building, and policy support. Addressing these challenges is essential to ensure the long-term sustainability of digital-based communication systems in social sectors.

4. Discussion: Digital Signage as a Strategic Communication Tool for Social Inclusion

The integration of digital signage in social care management reflects a paradigm shift toward inclusive and technology-driven communication strategies. Unlike conventional top-down communication models, digital signage enables participatory interaction through dynamic content and adaptive delivery. This transformation supports the principle of inclusive communication, ensuring that information is accessible to all community segments—including youth, elderly populations, and marginalized groups.

This finding resonates with (Latupeirissa et al., 2024), who found that digital media can enhance social inclusion by bridging communication gaps between institutions and the public. The research further emphasizes that communication in social services must not only focus on message dissemination but also on building trust, transparency, and long-term relationships with the community. Through consistent and engaging digital messages, institutions can establish a stronger emotional connection and credibility among their audiences.

Theoretically, this study strengthens the notion that communication effectiveness in the digital era depends on three key factors: media interactivity, content relevance, and audience accessibility. Digital signage embodies these dimensions by offering an adaptable platform for multi-sensory communication. Practically, it positions social

institutions as proactive communicators capable of responding to real-time needs while maintaining inclusivity and accountability.

In contrast to conventional communication tools like posters or bulletin boards, digital signage provides immediate information updates and enhanced visual attraction, which directly lead to improved attention and message retention. In contrast to online platforms like social networks, digital signage is more reachable for community members with restricted access to digital devices or reliable internet connections. Consequently, digital signage serves not only as a means of sharing information but also as a communication link that connects communities with different degrees of digital literacy.

Summary of Findings

Aspect	Findings	Supporting Studies
Media Application	Digital signage enables flexible, real-time, and visually appealing communication.	Van Ruler (2021); Lund & Hynes (2024)
Audience Engagement	Increased message comprehension and participation among community members.	Campos (2025); Simatupang & Sampurno (2024)
Institutional Efficiency	Improved operational coordination and adaptive image in digital transformation.	Szedmák et al. (2025)
Inclusivity & Transparency	Strengthened access to information and community trust.	Burch & Jones (2023); Latupeirissa (2024)

CONCLUSION

The results of this study conclude that the implementation of digital signage as a communication strategy in social care institutions within Malang City has proven to be effective in enhancing the quality, accessibility, and interactivity of information dissemination. Through a descriptive qualitative approach, it was found that digital signage not only improves message delivery and institutional visibility but also fosters higher levels of public engagement and participation. The integration of visual and interactive elements increases message retention and builds a more engaging communication experience for diverse audiences.

From an institutional perspective, the adoption of digital signage reflects a significant step toward digital transformation and organizational innovation. It enables real-time communication, reduces operational constraints related to printed media, and supports the development of an adaptive and transparent institutional image. However, the study also highlights the need for sustainable resources, technical training, and policy support to ensure the long-term continuity of digital media utilization.

Theoretically, this research contributes to the understanding of digital-based communication strategies in the social care sector by emphasizing agility, inclusivity, and engagement as core elements of effective communication management. Practically, it provides valuable insights for policymakers and practitioners to design technology-supported communication models that align with the government's agenda for public service digitalization. In essence, digital signage serves not only as a communication medium but also as a strategic instrument for strengthening trust, participation, and social awareness in the digital era.

To achieve lasting sustainability for digital signage use, social care organizations must focus on digital inclusion in their communication approaches. This can be accomplished by offering content in plain language, visuals that are friendly for seniors, larger font sizes, and color contrasts that enhance readability for those with visual impairments. Organizations might also conduct small digital literacy workshops for participants to ensure that the information presented can be understood more uniformly among different audiences. Moreover, partnering with local authorities is crucial to obtain financial backing, sustain technological infrastructure, and guarantee ongoing content updates, allowing digital signage to function sustainably and inclusively.

REFERENCES

Balki, E., Holland, C., & Hayes, N. (2023). Use and Acceptance of Digital Communication Technology by Older Adults for Social Connectedness During the COVID-19 Pandemic: Mixed Methods Study. *Journal of Medical Internet Research*, *25*. https://doi.org/10.2196/41535

Capriotti, P., Carretón, C., & Zeler, I. (2024). Exploring Interactivity Strategies in Social Media Communications of Leading Universities: A Cross-Continental Study. *SAGE Open*, *14*(2), 1–13. https://doi.org/10.1177/21582440241259399

Djatmiko, G. H., Sinaga, O., & Pawirosumarto, S. (2025). Digital Transformation and Social Inclusion in Public Services: A Qualitative Analysis of E-Government Adoption for Marginalized Communities in Sustainable Governance. *Sustainability (Switzerland)*, *17*(7), 1–28. https://doi.org/10.3390/su17072908

Fujarra, A. L. C., Leal, A. P., Carnier, R. M., Gonçalves, R. T., & Suzuki, H. (2023). Validation of a low-cost IMU for flow-induced vibration tracking in offshore systems. *Journal of the Brazilian Society of Mechanical Sciences and Engineering*, *45*(7), 1–17. https://doi.org/10.1007/s40430-023-04275-x

Gabriel Roosmargo Lono Lastoro Simatupang, & Bayu Muchammad Tejo Sampurno. (2024). 06 Interacciones Digitales y Dinámicas del Público: Analizando el Papel de YouTube en las Artes Escénicas Indonesias. In *2024-Journal of Urban Culture Research* | (Vol. 28).

Hawarini, N., Syobah, S. N., Wijaya, I. S., Effendi, R., & Beta, A. R. (2025). The Influence of Digital Technology in the Transformation of Sociocultural Communication. *Social Science Research*, *5*, 939–950.

Juan Prince Adeliant, Tangguh Okta Wibowo, Andiani Fitri Febrina, Chelsea Roxanne, Gabriella Christie Kartadibrata, & Khairul Syafuddin. (2023). The Role of Communication Technology in Building Social Interaction and Increasing Digital Literacy in Ibu Sibuk Community. *Jurnal Multidisiplin Madani*, *3*(8), 1704–1711. https://doi.org/10.55927/mudima.v3i8.4919

Lasquite, J. L. M., Aggarao, R. M. D., Sajorda, M. D. C., Cruz, E. G. Dela, Abante, M. V, & Vigonte, F. G. (n.d.). *(m = 3.20; sd ± 0.92)*. 1–27.

Latupeirissa, J. J. P., Dewi, N. L. Y., Prayana, I. K. R., Srikandi, M. B., Ramadiansyah, S. A., & Pramana, I. B. G. A. Y. (2024). Transforming Public Service Delivery: A Comprehensive Review of Digitization Initiatives. *Sustainability (Switzerland)* , *16*(7). https://doi.org/10.3390/su16072818

Machmud, M., . S., Rijal, N. K., & Anugrah, M. (2024). Traditional and Digital Communication Media Publication Trends: A Systematic Literature Review. *Journal of Ecohumanism*, *3*(8), 8143–8154. https://doi.org/10.62754/joe.v3i8.5430

Muhajirin, N., & Daryono, W. (2018). The use of Digital Signage as Media Campus Information (Penggunaan Digital Signage sebagai Media Informasi Kampus). *Journal Pekommas*, *3*(1), 1. https://doi.org/10.30818/jpkm.2018.2030101

Müller, M., & Braun, C. (2021). Guiding or following the Crowd? Strategic Communication as Reputational and Regulatory Strategy. *Journal of Public Administration Research and Theory*, *31*(4), 670–686. https://doi.org/10.1093/jopart/muab008

Nugroho, A., Gumelar, A. B., Mulyanto Yuniarno, E., & Purnomo, M. H. (2020). Accelerometer calibration method based on polynomial curve fitting. *Proceedings - 2020 International Seminar on Application for Technology of Information and Communication: IT Challenges for Sustainability, Scalability, and Security in the Age of Digital Disruption, ISemantic 2020*, 592–596. https://doi.org/10.1109/iSemantic50169.2020.9234292

Nur, U., Fathurrahman, A. R., Rodriguez, M. J., Putra, M. R. A., & Putrianto, L. I. (2024). Implementasi Kebijakan E-voting pada Pemilihan Kepala Desa di Kabupaten Mempawah Provinsi Kalimantan Barat, Indonesia. *Jurnal Pemerintahan Dan Kebijakan (JPK)*, *6*(1), 1–14. https://doi.org/10.18196/jpk.v6i1.19697

Priana, R. Y. S., Sjuchro, D. W., & Fitriana, R. (2025). Revealing the New Culture of Radio Broadcasting: An Analysis of Changes in the Production, Distribution, and Consumption of Radio Programs. *Society*, *13*(2), 616–627. https://doi.org/10.33019/society.v13i2.827

Putra Pratama, A., Firnanda, A., Al, M., Gunawan, F., & Batubara, S. (2024). Media Technology Innovation in the Transformation of the Entertainment Industry. *Journal of Information Technology, Computer Science and Electrical Engineering (JITCSE)*, *1*(2), 60–62. https://doi.org/10.61306/jitcse.v1i2

Rousaki, A., Zamani, E. D., Sbaffi, L., Hamblin, K., & Black, R. (2024). The Digitalization of Social Care in England and Implications for Older, Unpaid Carers: Constructionist Thematic Analysis. *Journal of Medical Internet Research*, *26*, 1–12. https://doi.org/10.2196/60056

Saktiningtiyas, D. R., Asmaningrum, N., & Nur, K. R. M. (2022). The Digital Technology in Supporting Nursing Services During The Covid-19 Pandemic: A Literature Review. *Jurnal Ilmu Dan Teknologi Kesehatan*, *10*(1), 83–98. https://doi.org/10.32668/jitek.v10i1.1009

Salsabila, D., Jatnika, D. C., Firsanty, F. P., & Sosial, K. (2025). *Focus : Jurnal Pekerjaan Sosial PEMANFAATAN TEKNOLOGI DIGITAL DALAM LAYANAN SOSIAL DI INDONESIA : TINJAUAN SISTEMATIS Focus : Jurnal Pekerjaan Sosial Program sosial dan pelayanan kepada masyarakat memainkan peran krusial dalam peningkatan kesejahteraan da*. *8*(1), 50–59. https://doi.org/10.24198/focus.v8i1.63672

Susanti, E., Apriyanti, N., & Harisriwijayanti, H. (2024). Interactive Content: Engaging Audiences in a Distracted World. *Coopetition : Jurnal Ilmiah Manajemen*, *15*(3), 619–626. https://doi.org/10.32670/coopetition.v15i3.4598

Szedmák, B., Varga, L., & Szabó, R. Z. (2025). Digital Transformation of Public Services: The Case of the Document Management Application. *International Journal of Public Administration*, *00*(00), 1–18. https://doi.org/10.1080/01900692.2025.2520522

van Ruler, B. (2021). Communication Planning: Agility is a Game Changer in Strategy Development. *International Journal of Strategic Communication*, *15*(2), 113–125. https://doi.org/10.1080/1553118x.2021.1898117

Vinarti, R. A., Tjin, A., Troy, C., Goodwin, A., Rutherford, R., Chen, Y. S., Leroi, I., & O'Sullivan, R. (2024). Adaptation in communication technology utilization: caring for individuals with chronic conditions in South Asia during the Covid-19 pandemic. *Journal of Communication in Healthcare*, *18*(2), 122–133. https://doi.org/10.1080/17538068.2024.2438451

Yuniar, R., & Ningrum, D. F. (2022). Dynamics of the Use of Digital Media as a Source of Information During Media Transition. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, *7*(1), 30–42. https://doi.org/10.25008/jkiski.v7i1.648