



THE ROLE OF DIGITAL COMMUNICATION IN REBRANDING THE IMAGE OF PT. ANGKASA PURA INDONESIA IN SOCIAL AND RELIGIOUS PERSPECTIVES

Julianta Pratama Pinem, Muhamad Isnaini, Alfred P. Menayang

Universitas Bunda Mulia

Jl. Lodan Raya No.2, RT.12/RW.2, Ancol, Pademangan, DKI Jakarta 14430
juli.manangin@gmail.com

Keywords:

Communication, digital, image rebranding, PT. Angkasa Pura.

Abstract

This study examines the role of digital communication in the image rebranding process of PT. Angkasa Pura Indonesia, using a social and religious perspective. With the development of information technology and changing public expectations, companies are required to transform their identities through adaptive and valuable communication strategies. Digital communication has become a primary means of rebuilding a company's image by delivering messages that are more inclusive, interactive, and nuanced with social and religious values. In this context, digital media such as official websites, social media, and other digital platforms are used to instill the values of humanistic, transparent public service, reflecting local wisdom and a spirit of interfaith tolerance. This study uses a qualitative approach with descriptive analytical methods, focusing on how digital communication messages are structured and delivered by the company within the framework of its rebranding. The analysis shows that digital communication serves not only as a visual promotional tool but also as a dialogue space that enables the formation of new, positive perceptions of the company, particularly regarding social responsibility, service ethics, and respect for the cultural and religious diversity of airport users. Thus, rebranding through digital communication is a strategy that is not only aesthetic but also ethical and humanistic, in line with the socio-religious values prevailing in Indonesian society.

Vol. 8, No. 2, 2025

 10.20414/sangkep.v2i2.

Submitted: Jul. 3rd, 2025

Accepted: Aug 16th, 2025



A. INTRODUCTION

In the modern world of business and corporations, a company's image or reputation is a very important asset and has strategic value (Ratnasari & Suradika, 2020). A company's image is not only built from the quality of the products or services offered, but also from how the company is perceived by the public, partners, and other stakeholders. In today's digital era, changes in building and shaping an image cannot be separated from the role of digital communication that is so massive and fast in reaching various levels of society (Saputranur, 2025). Digital communication has become the backbone in conveying corporate messages effectively, efficiently, and interactively. There is no exception for large companies in Indonesia, such as PT. Angkasa Pura Indonesia, which faces great challenges and demands in renewing their image through the rebranding process (Hikmawati & Farida, 2021).

PT. Angkasa Pura Indonesia as one of the State-Owned Enterprises (SOEs) that manages various airports in the country has a vital role in supporting national and international connectivity. Along with the development of technology, people's expectations for high-quality and service-oriented services are becoming more and more important. In responding to these challenges, PT. Angkasa Pura Indonesia not only carries out internal transformation in terms of systems and services, but also seeks to update the company's image in the eyes of the public through a rebranding strategy. This rebranding aims to strengthen the company's identity, increase competitiveness, and adapt to the dynamics of the times and increasingly complex and diverse consumer needs (Nurhayati & Kusumawati, 2020).

In this context, digital communication plays a very significant role (Marilang & Nonci, 2024). Through digital platforms such as social media, websites, service applications, and other digital content, companies can convey rebranding messages more widely, quickly, and on target. (Ahmadi & Gunarti, 2023). Digital communication allows companies to build proximity to the public directly, manage perceptions, and respond to criticism and feedback in real-time. In other words, digital communication is the main bridge between companies and society in forming the desired new image. However, in Indonesian society that is known to be religious and has a strong social structure, digital communication cannot be

separated from the social and religious values that live and develop in daily life (Hanif, 2023).

As a country with a majority of the population that adheres to high religious values as well as a strong culture of mutual cooperation and social politeness, Indonesian people tend to judge an institution or company not only in terms of its professionalism and innovation, but also in terms of the extent to which the company is able to demonstrate ethical, moral, and social and religious values (Arafah, 2020). Therefore, the rebranding process carried out through digital communication must seriously consider these aspects. A successful digital campaign is one that not only speaks to the logic and trends of the market, but also touches the emotional and spiritual side of society. This is where it is important to see the role of digital communication in rebranding not only as a marketing strategy, but as a form of social and cultural communication that has religious and humanitarian dimensions (Maulidina, 2020).

In the context of PT. Angkasa Pura Indonesia, a rebranding approach that integrates digital communication with social and religious perspectives is becoming increasingly relevant (Wildyaksanjani & Sugiana, 2018). Companies are not only required to appear modern

and professional, but must also demonstrate a commitment to universal values such as integrity, fair service, respect for differences, and sensitivity to local religious and cultural issues. Digital communication must be able to represent this, both through the narrative that is built, the symbols used, and the way of interacting with the public online. Rebranding that does not pay attention to social and religious aspects risks giving rise to resistance or even a crisis of trust in society (Putri, 2018).

With this background, this study tries to review in depth how the role of digital communication in the image rebranding strategy of PT. Angkasa Pura Indonesia, especially in the social and religious framework. This research is expected to be able to contribute ideas on how a large company can comprehensively transform its image through digital media without ignoring local values that are the strength of the nation's culture. This approach is important so that the rebranding carried out is not only successful in increasing the company's

visibility and image, but also accepted and appreciated by the wider community as a form of ethical, civilized, and socially and spiritually meaningful communication.

B. METHODS

Research on the Role of Digital Communication in Rebranding the Image of PT. Angkasa Pura Indonesia in Social and Religious Perspectives uses a qualitative approach with a descriptive type of research. This approach was chosen because it allows researchers to delve deeply into the processes, strategies, and meanings behind digital communication carried out by PT. Angkasa Pura Indonesia in an effort to rebrand the company's image, as well as to understand how social and religious aspects are integrated in the narrative and practice of communication. In its implementation, this research focuses on the phenomenon of digital communication as a meaningful social activity, so that this method is directed to reveal the interpretation, symbolic message, and social and cultural impact of the company's digital communication strategy on the public. The research subjects consist of parties directly or indirectly involved in the rebranding and digital communication process of PT. Angkasa Pura Indonesia, such as the public relations team or corporate communication division, communication experts, religious leaders, academics, and the community who use airport services (Sugiono, 2017).

Data collection was carried out through several main techniques, namely in-depth interviews, observations, and documentation studies. In-depth interviews were conducted with key informants to obtain primary data on the goals, messages, and digital communication approaches used by the company. Observations are made on the company's official digital media such as websites, social media, campaign videos, and other publications to analyze content that represents social and religious values. Meanwhile, a documentation study was conducted to examine supporting documents such as annual reports, promotional materials, corporate communication ethics guidelines, and related news in the mass media. The data analysis in this study uses the Miles and Huberman model interactive analysis technique, which consists of three main components, namely data reduction, data presentation, and conclusion/verification. All the data collected is reduced to sort out relevant information, then presented in the form of a matrix or narrative

description, and finally analyzed to find patterns, tendencies, and meanings of digital communication practices carried out by companies (Sugiono, 2011).

To maintain the validity of the data, the researcher used triangulation techniques, both source triangulation and triangulation techniques. Source triangulation is done by comparing information from various sources, while technical triangulation is carried out by combining the results of interviews, observations, and documentation to strengthen the validity of the data obtained. Through this method, it is hoped that the research will be able to provide a complete understanding of how PT. Angkasa Pura Indonesia builds and conveys the message of rebranding through digital communication, as well as the extent to which social and religious values are part of the strategy in the context of a religious and multicultural Indonesian society.

C. RESULTS AND DISCUSSION

Profile of PT. Angkasa Pura Indonesia

PT. Angkasa Pura Indonesia is one of the strategic State-Owned Enterprises (SOEs) engaged in the management sector of airport services and airport services (Dina Shabrina Siahaan & Natasya Sirait, 2025). The company plays a central role in managing and developing major airports in Indonesia, which are the main gateways for the entry and exit of the flow of people, goods, and information from and around the world. Within the scope of its duties, PT. Angkasa Pura is not only responsible for the technical management of airport facilities, but also carries out its mandate as the representative face of Indonesia in the eyes of the international world, especially in terms of public services, safety standards, and ease of connectivity. Structurally, PT. Angkasa Pura is divided into two large entities, namely PT Angkasa Pura I (Persero) and PT Angkasa Pura II (Persero). PT. Angkasa Pura I manages airports in central and eastern Indonesia, while PT. Angkasa Pura II focuses on airports in the western region of Indonesia (Iriani & Simamora Saur Costanius, 2021).

These two entities synergize in supporting government programs in increasing community mobility, accelerating logistics distribution, and expanding national economic and tourism networks. Established in the spirit of superior service and continuous innovation, PT. Angkasa Pura Indonesia continues to

strengthen its position as a modern, efficient, and globally competitive airport manager. The company manages dozens of airports, including international airports such as Soekarno-Hatta International Airport (Cengkareng), I Gusti Ngurah Rai International Airport (Bali), Sultan Hasanuddin International Airport (Makassar), and Juanda International Airport (Surabaya). Each of these airports has geographical and strategic characteristics that contribute greatly to regional connectivity and regional economic growth (Iriani & Simamora Saur Costanius, 2021).

In its operations, PT. Angkasa Pura Indonesia applies the principles of Good Corporate Governance (GCG), as well as prioritizing the values of integrity, professionalism, excellent service, and innovation. Not only focusing on the physical and technical aspects of the airport, Angkasa Pura also encourages a more humanist approach, where the comfort, security, and satisfaction of airport service users are the top priority. Digital technology-based services, the development of airport information systems, and the application of the smart airport concept are part of the major transformations that continue to be carried out to answer the demands of the times. In addition, PT. Angkasa Pura Indonesia is also active in carrying out the company's social and environmental responsibility through CSR programs that target community development around the airport, environmental conservation, education, health, and local economic empowerment. Thus, the company is not only present as a business entity, but also as an agent of social change and sustainable development (Khairul & Astutik, 2022).

In the context of religious and cultural relations, PT. Angkasa Pura Indonesia also shows a strong commitment to reflect the noble values of the nation. The provision of representative worship facilities, services that respect the diversity of religions and cultures of service users, and the promotion of local culture through airport interiors and ornaments are part of the strategy to present the face of a religious, friendly, and civilized Indonesia to the world. PT. Angkasa Pura Indonesia not only builds an airport as a physical infrastructure, but also as a social, economic, and cultural space that brings together people from various backgrounds. In the midst of the challenges of globalization and the ever-changing dynamics of the aviation industry, the company continues to strengthen its commitment to innovate, adapt, and uphold public trust as a reliable, inclusive, and

future-oriented airport service provider. With the vision of becoming a leading airport management company in the regional and even international regions, PT. Angkasa Pura Indonesia continues to strive to become the main motor of national air transportation. Through visionary leadership, qualified technology, and dedication to public service and the noble values of the nation, Angkasa Pura Indonesia stands as a symbol of Indonesia's progress in the eyes of the world (Pradana & Primadini, 2021).

Digital Communication

Digital communication is a form of communication that utilizes digital technology and internet networks to convey messages, information, and meaning between individuals or groups. In the modern context, digital communication has become the main foundation in the social, economic, educational, political, and even spiritual life of global society. The rapid development of information and communication technologies (ICT) such as the internet, social media, instant messaging apps, and multimedia platforms has revolutionized the way humans interact, convey ideas, build an image, and carry out daily activities. Basically, digital communication transforms the conventional face-to-face communication process to be faster, cross-space, and not limited by time. Communication can be done synchronously (such as video conferences, voice calls) or asynchronous (such as email, instant messaging) (Donoriyanto et al., 2023).

This opens up great opportunities for people to continue to connect in various situations and interests, both personal and professional. Digital media also allows various forms of content to be communicated more attractively, such as text, images, videos, audio, and animations that can synergize with each other in one medium. On the other hand, digital communication is not just about technology, but it also reflects profound social changes. People now live in an information era that demands high digital literacy skills, including the ability to filter information, manage self-image, maintain online communication ethics, and understand the dynamics of interaction in virtual spaces. Digital communication also creates a new participatory public space, where each individual can become a producer as well as a consumer of information (prosumer) (Maulidina, 2020).

In the fields of economics and business, digital communication is a vital tool in marketing, branding, customer service, and internal communication. Digital

marketing strategies, the use of social media to build brands, and transparent corporate communication are the main needs in maintaining competitiveness. In the government sector, digital communication is also used in the dissemination of public information, digital administration services, and policy transparency. No less important, digital communication plays a big role in educational transformation. Through e-learning platforms, video conferencing, and learning applications, the teaching and learning process becomes more flexible and inclusive. Teachers and students can interact with each other without space limits, with the support of diverse digital learning resources (Ifnaldi, 2022).

In the social and cultural context, digital communication brings together various communities from different backgrounds, enriching intercultural dialogue, while bringing new challenges such as the spread of hoaxes, polarization of opinions, and social media addiction. Therefore, good digital literacy is the foundation so that digital communication can be used wisely and productively. Overall, digital communication has been and will continue to be a central aspect of modern human life. It is not only a technical tool, but also a forum for interaction that shapes the way of thinking, behaving, and building relationships in contemporary society. The challenge ahead is not just to keep up with technological developments, but how to make digital communication a means of strengthening the values of humanity, togetherness, and civilization in an increasingly connected global society (Vriyatna, 2021).

Image Rebranding

Image rebranding is a strategic process carried out by individuals, organizations, companies, or institutions to update, change, or reshape the public's perception of their identity. (Andirani & Anandita, 2019) This process does not just change the logo or slogan, but includes updating values, vision, mission, public communication, and the approach used in building relationships with the audience. Rebranding becomes especially important when the old image is considered no longer relevant, experiencing a crisis of trust, or does not reflect the new direction and development that is to be achieved. In the midst of the rapid flow of changing times, the need for rebranding is increasing. Social changes, technological developments, shifts in societal values, and market dynamics require an entity to be adaptive and responsive. A once-strong image may have declined because it is

unable to adjust to public expectations. In this context, rebranding serves as an effort to refresh perceptions, restore trust, and foster new loyalty among the community or customers (Winata & Andjarwati, 2019).

Rebranding can occur at various scales, ranging from refining visual identities (such as logos, colors, and designs), adjusting communication messages, transforming organizational culture, to repositioning the values offered. For example, a company that was once known to be conservative could rebrand to appear more modern, inclusive, and innovative. Or public institutions that had experienced a crisis could rebrand to show a new commitment to transparency and community service. In its implementation, rebranding is not an instant job. It demands in-depth research, the involvement of all internal elements, and a well-planned communication strategy. This process must be based on an understanding of the old identity and how public perception is formed. Mistakes in reading public perception can result in a failed rebranding and actually worsen the image. Therefore, it is important to build a new narrative that is authentic, convincing, and consistent, both in external and internal communication (Winata & Andjarwati, 2019).

A successful rebuild image will create a significant positive impact. Not only is it able to attract new audiences, but it also strengthens relationships with old stakeholders. In the business world, rebranding can open up new market opportunities, increase competitiveness, and re-establish its existence in the midst of competition. In government institutions or religious institutions, rebranding can be a means to build public trust, affirm commitment to service, and bridge dialogue with an increasingly critical and diverse community. However, rebranding also presents its own challenges. Internal resistance, high cost, and risk of failure make this process must be carried out carefully and gradually. Without commitment and synergy from all parties, rebranding can be just cosmetics that do not have a long-term impact. Overall, image rebranding is an important step in an entity's journey to remain relevant, trustworthy, and valuable in the eyes of the public. In this disruptive digital age, rebranding is not just about changing the outward appearance, but about reinforcing meaning, renewing the mission, and creating stronger emotional connections with society. With the right strategy and strong values, rebranding can be a path to revival and sustainability (Asnita et al., 2024).

The Role of Digital Communication in the Rebranding of PT. Angkasa Pura Indonesia in Social and Religious Perspectives

In the era of fast-paced information technology disruption, digital communication is the main heart in forming, maintaining, and even changing the image of an institution (Subasman, 2019). For large companies such as PT. Angkasa Pura Indonesia, which manages the air transportation and airport services sector, the public image is not only determined by the quality of physical services, but also by the digital narrative that is constructed and consumed by the public at large. Image rebranding is no longer just a matter of aesthetic logos or corporate slogans, but is a process of reconstructing meaning that touches the social, cultural, and spiritual aspects of the society that is its audience. PT. Angkasa Pura Indonesia, as a state-owned enterprise that directly intersects with the community on a national and international scale, has a big challenge in maintaining credibility and building public trust (Nasiruddin & Eva Hany Fanida, S.AP., 2018).

The changing times, the crisis of trust, the demands for excellent service, and the moral and social dynamics of society require companies to continue to adapt their identity and services to the evolving public values (Wijaya et al., 2022). This is where digital communication plays a strategic and transformative role in rebranding a company's image. Digital communication allows Angkasa Pura to reach a wide audience through social media, official websites, digital applications, and other online platforms. Through these channels, the company can convey the new values that it wants to carry: professionalism, accountability, humanist service, and concern for social and religious values that live in Indonesian society. Creatively designed and ethically grounded digital content can be a medium to rebuild emotional closeness with the public, especially in the midst of corporate image challenges that may experience ups and downs due to various factors (Hidayatulloh, 2016).

In a social perspective, digital communication has become the main medium that bridges the interaction between companies and society.(Asnita et al., 2024) No longer one-way as in the past, digital communication now opens up a wide space of openness and participation, where the public is not only the recipient of information, but also has an active role as a subject who provides responses, criticisms, appreciation, and even proposals to company policies and services. For

PT. Angkasa Pura Indonesia, this is a great opportunity to build relationships that are more humane, democratic, and responsive to the aspirations of the community. Through effective two-way communication, companies can create constructive dialogues with various community groups, including the young generation who are very active and vocal on digital platforms. Public involvement through digital channels such as social media, community forums, or public service applications can be used as a means of forming emotional and social closeness between companies and service users.

PT. Angkasa Pura can use this space to listen to customer complaints directly, provide responses transparently, and accommodate fresh ideas from the community for better service development. This kind of communication not only builds trust, but also strengthens the company's identity as an open, adaptive, and public-interest institution. Meanwhile, from a religious perspective, digital communication also has an important role in showing the company's commitment to spiritual values that live in the lives of Indonesia's pluralistic society (Zain & Mustain, 2024). In this case, PT. Angkasa Pura Indonesia has a moral responsibility to align its communication and services with the principles of religiosity embraced by various community groups. This can be realized, for example, through digital narratives that illustrate the company's attention to the worship needs of passengers, such as the provision of clean and comfortable prayer rooms, prayer time information services, or warm welcome during the month of Ramadan.

More than that, companies can show their commitment to tolerance between religions through digital campaigns that emphasize the importance of mutual respect in the midst of diversity. Visualization of content that reflects harmony between religious groups, or inspiring stories about positive interactions at airports between individuals with different backgrounds, will be a powerful message that reinforces the position of PT. Angkasa Pura as a company that is not only professional in service, but also rooted in the values of spirituality and humanity. With an approach that integrates social and religious aspects in the digital communication strategy, the rebranding carried out by PT. Angkasa Pura does not just appear as an image transformation, but as a comprehensive effort to strengthen inclusive and harmonious social relationships. Digital communication that builds community involvement and raises religious values will not only improve the

company's reputation, but also strengthen it as part of a social institution that helps shape the face of modern, religious, and cultured Indonesian civilization (Wendra et al., 2020).

Today's digital communication not only functions as a medium for delivering information, but also as a strategic instrument in shaping the identity and image of an organization, including in the rebranding process. In this context, digital communication has the power to integrate ethical campaigns that reflect noble values and corporate commitment to social responsibility. One of the most relevant approaches is to utilize digital platforms to promote the value of honesty, concern for the environment, and strengthening work integrity as an integral part of corporate culture (Abdullah & Maisyaroh, 2024).

Through a well-planned digital communication strategy, companies can display a narrative that portrays itself not only as a profit-oriented business entity, but also as an institution that upholds morality and ethics in each of its activities. Digital campaigns that highlight transparency, commitment to environmental conservation, and a work culture based on integrity, will strengthen the company's position in the eyes of the public as an organization that is not only professional but also socially responsible. In this way, the rebranding process is not just a cosmetic effort to update the company's visual appearance or logo, but rather an overarching transformation that touches the core of the organization's values and behavior. In the context of a plural and religious Indonesian nation, rebranding through digital communication must also be sensitive to cultural sensitivity and religious diversity. Social and religious values that live in society need to be used as a foundation in compiling an inclusive and grounded digital narrative. By embracing this diversity, companies will be able to build an image that is not only commercially strong, but also morally respected. The Indonesian public who highly value spiritual values and local wisdom will find it easier to accept and trust companies that show empathy and sensitivity to their socio-cultural background (Hidayah, 2022).

PT. Angkasa Pura, as a company engaged in the public service sector, has a dual responsibility in building a reputation: not only for the quality of services offered, but also for the values embraced and practiced. So, in the process of rebranding its image, PT. Angkasa Pura needs to adopt a digital communication strategy that conveys messages that are in line with ethical principles, religious

values, and social norms of the Indonesian society. This approach will not only increase public trust, but also strengthen the company's position in the long term as an authoritative, integrity-oriented, and common good-oriented entity. Thus, rebranding carried out through digital communication must be seen as a thorough and meaningful process. It is not just about changing the corporate logo or color, but as an opportunity to build a new narrative that upholds human values, social responsibility, and cultural awareness. This can ultimately create a positive reputation and public opinion that supports the sustainability of the company in the midst of a society that is increasingly intelligent and critical of the meaning behind the corporate image (Abdullah & Maisyaroh, 2024).

In this fast-paced and competitive digital era, communication strategy is no longer just a technical issue of information delivery, but concerns how an institution builds its identity, maintains public trust, and instills meaning in society. Therefore, the use of polite language, inclusive visual symbols, and respect for plurality are fundamental principles that are very important in designing effective and memorable communication. The language used in digital campaigns must not only be communicative and persuasive, but must also respect the values of politeness, civility, and be able to reach all levels of society without offending cultural, religious, and social sensitivities. Inclusive visual symbols also serve as visual representations of the spirit of openness and acceptance of diversity. In the context of Indonesia as a pluralistic nation, diversity is not an obstacle, but a social capital that must be celebrated in every form of public communication, including in corporate digital campaigns. When the visual symbols chosen reflect ethnic, cultural, and religious diversity proportionately and respectfully, then the company can show itself as part of a pluralistic society committed to universal human values (Arianto & Handayani, 2020).

It should be understood that a truly successful digital campaign is not just a campaign that goes viral or trending in a short period of time, but a campaign that is able to make a deep impression, create collective meaning, and foster sustainable trust. Public trust is a very valuable social capital for companies, and building it requires consistent, authentic, and value-laden communication. Customer and stakeholder loyalty cannot be bought with fancy advertising alone, but is built through a narrative that is heartfelt, socially relevant, and reflects the integrity of

the company. PT. Angkasa Pura Indonesia as a strategic entity in the provision of air transportation services, has a vital role not only in the economic aspect, but also in building a modern, orderly, and dignified national image. Through a strategic digital communication approach, this company can affirm its existence as an institution that is not only adaptive to technological developments, but also upholds moral and cultural values that are the basis of the life of the Indonesian people. Values such as honesty, social responsibility, mutual cooperation, and tolerance can be raised in any digital content to build emotional closeness with the public (Sari, 2021).

In the midst of the rapid flow of global information and the complexity of people's demands for transparency and accountability, digital communication-based rebranding is an important step in updating the company's face. This is not just a change in the logo or website appearance, but a manifestation of a new commitment based on social and religious values that have been the spirit of the Indonesian nation since time immemorial. Digital communication that is designed in an inclusive, ethical, and contextual manner will be a bridge that connects technological advances with the legacy of noble values that continue to be maintained by society. Thus, the rebranding of the image of PT. Angkasa Pura Indonesia through digital communication is not only an internal corporate project, but also makes a real contribution to the social transformation process. It reflects the spirit of uniting modernity with ethics, progress with spirituality, and efficiency with empathy. The company is no longer positioned as a rigid and distanced entity, but as a public partner that cares, listens, and is committed to building a better future for the nation. This kind of rebranding is not only about how the company wants to be seen, but also about how the company wants to be meaningful to society at large (Zain & Mustain, 2024).

D. CONCLUSION

Digital communication plays a strategic role in the rebranding process of PT. Angkasa Pura Indonesia, especially in responding to the challenges of an increasingly dynamic era and a society that is increasingly critical of public services. In the midst of the development of information technology and the rampant use of digital media, companies are required to build a new image that is not only

modern and professional, but also reflects the social and religious values that live in Indonesian society. Through digital channels such as social media, official websites, and other communication platforms, PT. Angkasa Pura Indonesia is able to convey corporate messages that are full of human values, service ethics, and concern for the cultural and religious diversity of its service users. The rebranding process carried out is not just cosmetic or visual, but touches on the substance of values and public perception. Digital communication is used as a dialogue space between companies and the public to build trust, create transparency, and show commitment to service with integrity. On the other hand, the approach based on social and religious values makes rebranding not lose its roots of national identity, but rather strengthens the company's position as part of a social structure that respects diversity and upholds moral values. Thus, it can be concluded that digital communication plays a role not only as a medium for conveying information, but also as an instrument for transforming the company's image and values. From a social and religious perspective, this strategy is key to building a strong, humanistic, and relevant reputation for society at large in the digital age.

References

- Abdullah, A., & Maisyaroh, J. (2024). Digital Communication Strategy in Shaping Public Opinion to Support the Brand Image of Madrasah Aliyah Nurul Jadid. *JiIP - Scientific Journal of Education*, 7(2), 1571–1578. <https://doi.org/10.54371/jiip.v7i2.3925>
- Ahmadi, M., & Gunarti, T. T. (2023). Communication Ethics in the Virtual World. *J-KIs: Journal of Islamic Communication*, 4(2), 237–246. <https://doi.org/10.53429/j-kis.v4i2.818>
- Arafah, S. (2020). Religious Moderation: Mainstreaming Local Wisdom in Affirming Diversity (a Practice in a Plural Society). *Mimicry: Journal of Religion and Culture*, 6(1), 58–73.
- Arianto, B., & Handayani, B. (2020). Social Media as a Digital Communication Channel for Citizenship: A Digital Ethnography Study. *ARKANA Journal of Communication and Media*, 220–236.
- Asnita, R., Artis, Tessa, N., Putri Azzura, I., Fikri Saragih, M., Zikri, F., & Qanita, A. (2024). Public relations management strategy in building corporate reputation in the Indonesian aviation industry. *Journal of Management and Business*, 1(1), 24–35.

- Dina Shabrina Siahaan, I., & Natasya Sirait, N. (2025). Juridical Analysis of the Strategic Partnership of Kualanamu International Airport on the Increase of Domestic and International Flights. 7(1), 50.
- Donoriyanto, D. S., Indiyanto, R., Juliardi A. R., N. R., & Syamsiah, Y. A. (2023). Optimizing the Use of Social Media as a Means of Online Store Promotion for MSME Actors in City X. *Journal of Civilization*, 4(1), 42–50. <https://doi.org/10.54783/ap.v4i1.22>
- Hanif, M. (2023). Clinical Supervision Model with the Peer Coaching Approach Grow Me in Authentic Assessment of the Curriculum 2013 (A.-Q. Tim (ed.)). Al-Qalam Media Lestari.
- Hidayah, U. N. (2022). EDUCATIONAL INTERACTION BETWEEN TEACHERS AND STUDENTS IN THE BOOK OF TA'LĪM AL-MUTA'ALLIM AND ITS IMPLICATIONS IN THE ERA OF DISRUPTION. Sultan Agung Islamic University, Semarang.
- Hidayatulloh, Z. (2016). CHARACTERISTICS OF ISLAM IN THE FIELD OF SCIENCE AND CULTURE. *At-Tahdzhib: Journal of Islamic Studies and Muamalah*, 2, 1–17.
- Hikmawati, S. A., & Farida, L. (2021). The use of Tik Tok Media as a Da'wah Media for Iai Lecturer Sunan Kalijogo Malang. *Al-Ittishol: Journal of Islamic Communication and Broadcasting*, 2(1), 1–11. <https://doi.org/10.51339/ittishol.v2i1.215>
- Ifnaldi. (2022). The Role of Guidance and Counseling Teachers in Preventing and Overcoming Arrival Behavior of Students in Madrasah Aliyah An-nur Bener Meriah Aceh The Role of Guidance and Counseling Teachers in Preventing and Overcoming Arrival Behavior of Students in Ma. *JOURNAL OF INTELLECTUAL EDUCATION*, 3, 133–142. <https://doi.org/https://doi.org/10.37010/int.v3i1.768>
- Iriani, T., & Simamora Saur Costanius. (2021). Comparative evaluation of company performance based on financial ratio and du pont system. *Journal of M-PROGRESS*, 115.
- Khairul, P., & Astutik, S. P. (2022). The application of the principles of Good Corporate Governance (GCG) at PT. Angkasa Pura II (Study at Kualanamu Airport Medan). *Journal of Citizenship*, 6(1), 1625–1632.
- Marilang, R., & Nonci, M. H. (2024). Theory Constructs and Paradigms of Knowledge. *Socius: Journal of Social Sciences Research*, 1(6), 173–179.
- Maulidina, R. (2020). Behavior Patterns of Internet Users in Consuming and Disseminating News and Information in Generations X, Y, and Z, 2020. Faculty of Da'wah and Communication Sciences, Syarif State Islamic University

- Nasiruddin, M., & Eva Hany Fanida, S.AP., M. A. (2018). Excellent Service Quality at PT. Angkasa Pura 1 (Persero) Juanda Airport Surabaya. *Public Service Management Study*, 01.
- Nurhayati, Y., & Kusumawati, D. (2020). Accelerating the Implementation of Public Private Partnership (PPP) for Airport Infrastructure Accelerating the Implementation of Public Private Partnership (PPP) for Airport Infrastructure. *ARDHIA Journal of Civil Aviation*, 9066.
- Pradana, N. J., & Primadini, I. (2021). The Role of Corporate Communication from PT Angkasa Pura I in implementing the Media Relations Strategy. *Soetomo Communication and Humanities*, 2(2), 111–122. <https://doi.org/10.25139/sch.v2i2.4253>
- Putri, V. K. A. (2018). Integrated Social Media in Brand Marketing Communication: A Comparative Study of Social Media Utilization by High and Low Involvement Brand Decision Making. *Indonesian Journal of Communication*, 4(2), 110–111. <https://doi.org/10.7454/jki.v4i2.8889>
- Ratnasari, L., & Suradika, A. (2020). Building an Islamic School's Reputation Among the Muslim Middle Class. *Communication Perspectives: Journal of Political Communication and Business Communication*, 4(1), 18.
- Saputranur. (2025). The Miracle Behind Greetings: The Popular Myth of Indra Jegel and the Perception of Film Success in the Digital Era on Public Enthusiasm. Expressions on social media about "Miracles Behind Salam" Jegel (Shofiani et al., 2022). This shows that the myth perso. *Fada*, 16(1), 57–73. <https://doi.org/10.32678/adzikra.v16i1.23>
- Sari, R. P. (2021). The Role of Digital Communication Media in Teacher and Student Communication Patterns. *Avant Garde*, 9(1), 100. <https://doi.org/10.36080/ag.v9i1.1326>
- Subasman, I. (2019). The Role of Education Evaluation in the Era of Disruption. *Al-Ihya Islamic University*, 11.
- Suggestion. (2011). *Quantitative, Qualitative, and R&D Research Methods*. Alphabet.
- Suggestion. (2017). *Qualitative Research Methods. For Research That Is Nature: Exploratory, Enterprising, Interactive, and Constructive*. Alphabet.
- Vriyatna, M. (2021). Marketing Communication in New Student Admissions at Luqman Al-Hakim Hidayatullah Integral School. *Mumtaz Karimun*, 1(1), 7–17.
- Wendra, B. N., Dewi, R. S., & Hidayatullah, M. S. (2020). The Relationship Between Work Ethic and Organizational Commitment of Field Employees of Pt.Bas. *Journal of Cognition*, 2(1), 5. <https://doi.org/10.20527/kognisia.2019.04.002>
- Wijaya, A., Subagyo, A., Pramono, P., & Pujiatun, P. (2022). Application of the Principles of Service Excellence in Public Service. *JIIP - Scientific Journal of*

Educational Sciences, 5(12), 5485–5492.
<https://doi.org/10.54371/jiip.v5i12.1182>

- Wildyaksanjani, J. P., & Sugiana, D. (2018). Customer Relationship Management (CRM) Strategy of PT Angkasa Pura II (Persero). *Journal of Communication Studies*, 6(1), 10. <https://doi.org/10.24198/jkk.v6i1.8754>
- Winata, D. H., & Andjarwati, A. L. (2019). The effect of rebranding on loyalty with brand image as a mediating variable (study on po sugeng rahayu). *Journal of Management Science*, 7(2), 327–333.
- Zain, A., & Mustain, Z. (2024). Strengthening Spiritual Values and Morality in the Digital Era through Islamic Religious Education. *JEMARI : Journal of Education Madrasah Ibtidaiyah*, 6(2), 94–103.