

## Strategic Digital Communication for Empowering Online Communities: A Case Study of Youtz Community Hub

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### Abstract

**Purpose:** This study aims to analyze communication strategies in empowering online communities for the development of digital social innovation through Youtz Community Hub. This study was conducted to determine how communication strategies can support community empowerment and encourage the creation of social innovation in the digital era.

**Methods:** This study uses a qualitative approach with a case study method. Data collection was conducted through in-depth interviews and participant observation of programs implemented by Youtz Community Hub. This is because the community has an interesting communication strategy in empowering the community online. The focus of this study includes five stages of communication strategy, namely analysis and research, policy formulation, program planning, communication implementation, and evaluation and feedback.

**Findings:** The results of the study show that the digital communication strategy implemented, especially through social media, can increase participation, involvement, and the impact of community empowerment. This strategy is also effective in encouraging social innovation and building a collaborative ecosystem between communities, institutions, and other stakeholders.

**Originality:** The novelty of this research lies in the participatory and data-driven digital communication approach applied in the context of online community empowerment. What sets this study apart is the integration of qualitative analysis tools, particularly Atlas.ti, to systematically code, visualize, and interpret narrative interview data and observational findings. These findings contribute to the advancement of inclusive and sustainable communication strategies in the digital era, particularly in digitally native youth communities.

**Keywords:** Communication Strategy, Community Empowerment, Digital Social Innovation, Social Media, Youtz Community Hub.

### Introduction

Digital transformation has had a significant impact on the interaction and participation patterns of the younger generation in various social, professional, and community activities. Amidst the rapid development of information technology (Iivari et al., 2020), Generation Z shows very different preferences compared to previous generations in terms of social and organizational involvement. Conventional organizations, such as student organizations on campus, now face major challenges in attracting student participation who prefer flexibility and efficiency in their activities. A survey from the Center for Social and Cultural Studies UIN SSC noted that only 25% of Generation Z students were interested in joining regional organizations, a decrease of 45% compared to four years earlier (Widodo & Santoso, 2024). This finding reflects a major shift in the values and social preferences of the younger generation, who prefer digital-based activities such as freelancing, online internships, or becoming content creators, compared to conventional organizational activities that are considered too

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bureaucratic and less relevant.

This phenomenon shows the urgency of updating organizational strategies in responding to changes in the participation and communication patterns of the digital generation. A study by (Hernawan, 2024); (Janssen & Carradini, 2021) and a report by (McKinsey, 2023) show that the majority of Generation Z are more interested in community spaces that can provide added personal and professional value, especially those that are digital based. This generation is also more responsive to interactive, instant communication approaches delivered through digital platforms. Therefore, the relevant communication strategy today is no longer one-way, but one that allows for dialogue, social interaction, and cross-sector collaboration. Organizations that do not transform digitally are feared to lose relevance and connectivity with the increasingly digital-native younger segment.

Digital communities are an attractive alternative because they offer an inclusive and flexible interaction space. In digital communities, geographical boundaries are no longer a barrier, allowing community members to interact and collaborate anytime and anywhere. According to (Luo et al., 2021) and (Vancsó & Kovács-Magosi, 2024), digital communities not only enable efficient information exchange but also encourage participatory social learning and capacity building. One real example of the implementation of this strategy is the Youtz Community Hub, a digital community that aims to empower young people through social innovation, digital collaboration, and leadership programs.

Object of this study is Youtz Community Hub, researcher chooses this community because it has an interesting communication strategy in empowering the community online. Youtz Community Hub strategically utilizes social media as the main communication channel to reach young audiences. This community organizes various programs, such as webinars, online mentoring, social campaigns, and creative content development, which are specifically designed to encourage active participation of the younger generation. According to the Youth Development Report (2023), youth participation in social activities has increased significantly in digital communities that provide format flexibility and access without geographical limitations. Data from analytics platforms such as Brand24.com and Phlanx.com also show that Youtz Community Hub has experienced a steady increase in user interaction, content reach, and audience engagement rates for each program launched. Conceptually, the approach taken by Youtz Community Hub is in line with the principles of Digital Social Innovation (DSI), namely the use of digital technology to create solutions that address social needs in an inclusive and sustainable manner (Sparviero & Ragnedda, 2021). Through collaboration with various parties such as academics, start-ups, government institutions, and non-governmental organizations, Youtz forms an open empowerment ecosystem that supports sustainability. The communication strategy implemented also contributes to the achievement of the Sustainable Development Goals (SDGs), especially in point 9 (Industry, Innovation, and Infrastructure) and point 17 (Global Partnership for Development).

From an academic perspective, studies on empowerment communication have so far focused on traditional approaches based on physical areas or communities. Previous studies such as those conducted by (Lin & Shek, 2021; Newson et al., 2024; Nguyen et al., 2022; Sutton et al., 2023) emphasize the importance of face-to-face communication in supporting social and economic empowerment. However, there is still very limited research that specifically discusses digital communication strategies in empowering

online communities, especially in the context of communities involving Generation Z and social media technology as the main channel. Thus, the novelty of this research lies in the exploration of digital communication strategies as a tool for empowering online communities that focus on developing the individual and social capacities of the younger generation. Digital communication in this case is not only seen as a medium for conveying messages, but also as a collaborative space where various social actors can build networks, share experiences, and create innovations together. Community-based digital empowerment like this has great potential in creating social entrepreneurship among students that is relevant to current and future needs (Parks et al., 2022).

This study uses a qualitative approach with a case study method to examine in more depth how digital communication strategies are implemented by Youtz Community Hub in running its empowerment programs. Case studies were chosen because they provide researchers with the freedom to conduct in-depth exploration of the processes, interactions, and dynamics that occur within the community. Data collection techniques were carried out through in-depth interviews, participatory observation of digital interactions on social media, and documentation of content disseminated by Youtz to its community. The communication planning theory by Philip Lesly (Cangara, 2014a) was used as the main analytical framework that includes the process of situation analysis, message formulation, media selection, implementation of communication activities, and evaluation and feedback from the audience. Based on this approach, the formulation of the problem of this study is: How is the digital communication strategy implemented by Youtz Community Hub to empower online communities? This study aims to comprehensively analyze the communication practices carried out by Youtz Community Hub and their impact on the level of participation, involvement, and strengthening the capacity of the young generation's digital community.

The urgency value of this research is quite high, considering the very rapid changes in communication patterns and dynamics of young generation participation. Community organizations in the digital era are not only required to be technically active in social media, but must also have a responsive, adaptive, and impactful communication strategy. This research is expected to contribute to expanding the scope of academic literature related to strategic digital communication and social innovation. In addition, the results of this study can also be a practical reference for community organizations, NGOs, and educational institutions in developing more effective digital communication strategies based on community needs.

By considering the importance of digital communication in supporting participatory and impact-oriented empowerment processes, this study also plays a role in developing an empowerment model that can be replicated in other communities. The focus on strengthening youth capacity in the context of online communities makes this study very relevant to the national and global agenda regarding the development of superior and digitally literate human resources. The novelty of this study is focused on strategy communication for empowering community in social innovation. There are still some communities that rarely pay attention to the form of communication strategy. However, Youtz Community Hub has a different strategy in delivering communication. Several previous studies also rarely discuss communication strategies in empowerment within communities using IT atlas applications.

(Turut, 2024) discussing communication strategies in silent sustainability, and conducting research related to communication risks in the fishing community. (Klepikov & Klepikova, 2023) discussing communication systems in companies. (Sparacino et al.,

2024) discussing CSR communication in companies. (Si et al., 2023) discussing strategic communication in influencing the energy transition. (Ma et al., 2024) discussing social media in forming communication strategies. (Hinsberg & Lamanna, 2024) explaining about crisis management strategies in job failures. (M. A. Khan et al., 2024) explains the challenges in forming a communication foundation. (Tambo et al., 2021) discussing the identification of risk communication. (Bayne & Grant, 2024) which explains the relationship between one and another in a community by showing communication. (Yilmaz et al., 2024) discussing communication strategies in controlling electric vehicle programs. (Gossen & Heinrich, 2021) which discusses motivation in implementing communication in companies. (Galvano et al., 2024) focusing research on communication related to knowledge in the health sector. (Chung et al., 2023) discussing response strategies in forming interactions using social media. (Koponen et al., 2025) discussing interpersonal communication in the financial sector. (Macca et al., 2024) explaining about social media communication to build customer engagement. (Dikmen et al., 2024) has done research about communication at project risk through visualization. (Yadav et al., 2024) conducting research on communication strategies in corporate crises. (Caporale & Rinaldi, 2025) focusing research on strategies to overcome problems. Several previous studies did not focus research on communication strategies in the community. This is one of the gaps in this research. Therefore, the title of this study is: *“Communication Strategy in Empowering Online Communities for the Development of Digital Social Innovation through Youtz Community Hub.”* This study seeks to provide a new understanding of the strategic role of digital communication in building inclusive, adaptive, and sustainable communities in the era of digital transformation.

## Methods

This study uses a qualitative paradigm with a constructivist approach to explore the communication strategies implemented by Youtz Community Hub in empowering digital communities. Youtz Community Hub was chosen because of their communication strategy through social media in order to create social innovation inside community. The design used is an intrinsic case study (Yin, 2014) to understand the dynamics of digital communication strategies in a natural and limited context. The constructivist paradigm was chosen because the empowerment process is seen as a social construction that is not singular, but rather formed through the experiences, interactions, and meanings of individuals in the community. Data were obtained through in-depth interviews, participant observation, and documentation, to capture participants' experiences contextually and reflectively. The research subjects included members of the Youtz Community Hub program division, including strategic decision makers (key informants), operational supporters, and communication experts. The selection of informants was carried out purposively based on the criteria of strategic involvement. The criteria involved in this study are, man or woman that is a worker in Youtz Community Hub, have experience in social media communication and expert in communication and community empowerment

The unit of analysis in this study refers to the elements of communication planning based on the Communication Planning Model by Philip Lesly in (Cangara, 2014b), which includes communicator identification, audience segmentation, message preparation, media selection, and evaluation. Data analysis was conducted using the interactive model approach from (Miles & Huberman, 1994), which includes the stages of data collection, data reduction, data presentation, and drawing and verifying conclusions. Data validity is

maintained through source triangulation, member checking, and peer discussion. The aspects of transferability, dependability, and confirmability are tested through external audits and documentation of the research process. This procedure ensures that the findings produced have depth of context and can be replicated by other researchers in similar studies.

**Results**

Table 1. Demographic Characteristics of Informant

| Demographic | Description                   | Percentage |
|-------------|-------------------------------|------------|
| Gen         | Female                        | 60%        |
|             | Male                          | 40%        |
| EL          | S1, S2                        | 100%       |
| Ocp         | Member of Youtz Community Hub | 80%        |
|             | Communication Practitioner    | 20%        |

Note: Gen=Gender, EL=Education Level, Ocp=Occupation

Table 1 describe about demographic characteristics of informant. Informants involved in this study consisted of individuals affiliated with Youtz Community Hub, including program managers, community specialists, and a media communication expert. Of all informants, 60% were female and 40% male. Most held a bachelor's degree (S1), while one held a master's degree (S2), reflecting academic and professional competency in community communication. Based on occupational roles, 80% were directly involved as members of Youtz Community Hub, while the remaining 20% worked as a communication practitioner. This composition illustrates the relevance and credibility of selected informants in providing strategic, operational, and academic perspectives on digital communication and community empowerment.

This study aims to identify and describe the digital communication strategies implemented by Youtz Community Hub to empower online communities. The results of the study were obtained from in-depth interviews, participant observation, and data documentation and analysis using the Atlas.ti application. The presentation of the results is divided into several main categories that refer to Philip Lesly's communication planning model, namely analysis and research, policy formulation, program planning and implementation, communication activities, and public response and evaluation.

Table 2. Youtz Community Hub digital communication strategy

| No | Strategy Components | Information   |
|----|---------------------|---|
| 1  | AS                  | Based on community database: education, health, economy, etcetera.                  |
| 2  | SM                  | Instagram, WhatsApp Group, webinars, polls and interactive stories.                 |
| 3  | CF                  | Storytelling, visual campaign, live session, voting, and question box.              |
| 4  | EA                  | Evaluation forms, personal discussions, regular surveys, and social media analysis. |
| 5  | C                   | Influencer, community ambassador, academic, and communications practitioner.        |

Note: AS=Audience Segmentation, SM=Social Media, CF=Communication Format, EA=Evaluation Approach, C=Collaborator

Table 2 shows the digital communication strategy implement by Youtz Community Hub Digital. This study utilizes three types of informants, include key, supporting, and expert. The key informants offer strategic insights at the organizational level, the supporting informants enrich the data with operational-level perspectives, and the expert informant bridges theoretical frameworks with practical validation. This triangulation enhances the credibility and depth of the research findings concerning digital communication strategies. This study aims to present findings based on qualitative data obtained through in-depth interviews, participatory observations, and content analysis of social media activities conducted by Youtz Community Hub. Data analysis was supported by Atlas.ti software, which enabled the identification of dominant keywords and coding patterns related to each communication strategy component. The results are systematically grouped according to the communication strategy framework based on Philip Lesly's model, including stages of analysis and research, policy formulation, program planning, communication activity, audience/public involvement, feedback, and evaluation.

Visual observation of Youtz Community Hub's Instagram account (@youtz.comhub) reveals the strategic use of interactive features such as polls, question boxes, and quizzes as tools to collect audience insights. These features enable the organization to engage directly with its followers while simultaneously gathering qualitative data in real-time. The integration of these tools into content planning reflects a participatory digital research approach, wherein the audience is not merely a recipient of information but also an active contributor in shaping communication strategies based on their preferences, opinions, and behavioral trends.

Table 3. Keywords Frequently Mentioned in Analysis and Research

| Word  | Length | Count | Percent |
|-------|--------|-------|---------|
| Med   | 5      | 2     | 28.57%  |
| Tr    | 4      | 2     | 28.57%  |
| An    | 8      | 1     | 14.29%  |
| Sur   | 6      | 1     | 14.29%  |
| Int   | 9      | 1     | 14.29%  |
| Total | 32     | 7     | 100.00% |

Note: Med=Media, Tr=Trends, An=Analysis, Sur=Survey, Int=Interview

Table 3 describe the keyword frequently mention in Analysis and Research Category. The research process identified keywords related to community communication analysis, with terms such as 'media,' 'trends,' 'survey,' 'interview,' and 'analysis' frequently appearing in informant transcripts. This indicates that digital media and trend analysis play a significant role in how Youtz Community Hub understands and responds to community needs. Visual analysis of Instagram content demonstrates that Youtz Community Hub actively utilizes features such as community polls and feedback forms as real-time mechanisms for gathering input on policy development. These interactive elements serve not only as engagement tools but also as participatory channels that allow audiences to contribute directly to decision-making processes. This approach reflects a strong commitment to social listening and co-design, positioning Youtz's policies as products of collaborative dialogue with its target communities rather than top-down directives.

Table 4. Frequently Mentioned Keywords in Policy Formulation

| Word | Length | Count | Percent |
|------|--------|-------|---------|
| Com  | 9      | 56    | 46.28%  |

|       |    |     |         |
|-------|----|-----|---------|
| Pro   | 7  | 34  | 28.10%  |
| Comm  | 10 | 21  | 17.36%  |
| Dig   | 7  | 10  | 8.26%   |
| Total | 33 | 121 | 100.00% |

Note: Com=Community; Pro=Program; Comm=Communication; Dig=Digital

Table 4 describe about frequently mentioned keyword in Policy Formulation. The process of formulating communication policies within Youtz Community Hub was heavily influenced by active audience participation and digital interaction. Informant responses indicate that keywords such as ‘community,’ ‘program,’ ‘communication,’ and ‘digital’ emerged frequently in transcripts, reflecting the centrality of digital platforms and audience co-creation.

Table 5. Keyword Frequency in Program Planning

| Word  | Length | Count | Percent |
|-------|--------|-------|---------|
| In    | 10     | 2     | 50.00%  |
| Col   | 10     | 1     | 25.00%  |
| S     | 12     | 1     | 25.00%  |
| Total |        | 4     | 100.00% |

Note: In=Influencer; Col=Collaboration; S=Stakeholders

Table 5 shows the keyword used in program planning. The findings indicate that terms such as ‘influencer,’ ‘stakeholders,’ and ‘collaboration’ frequently appear in discussions related to program planning and implementation, suggesting that these elements are central to the success of community initiatives. The emphasis on influencers reflects the importance of credibility and relatability in reaching wider audiences, while the involvement of stakeholders highlights the need for multi-actor engagement to provide legitimacy and resources. Collaboration, meanwhile, underscores the value of co-hosting and shared ownership in designing programs that resonate with diverse community segments and ensure sustained participation.

The communication activities of Youtz Community Hub were marked by the consistent use of Instagram Stories, reels, and informative posts that incorporated interactive elements such as quizzes and feedback boxes. These features not only enhanced audience engagement but also enabled real-time interaction, allowing the organization to gather insights and respond promptly to community input. This pattern of engagement confirms the implementation of a two-way communication model, where the audience is actively involved in the communication process rather than being passive recipients of information.

Table 6. Keywords in Communication Activities

| Word  | Length | Count | Percent |
|-------|--------|-------|---------|
| WA    | 8      | 3     | 60.00%  |
| ST    | 12     | 1     | 20.00%  |
| IG    | 9      | 1     | 20.00%  |
| Total | 29     | 5     | 100.00% |

Note: WA=Whatsapp, ST=Storytelling, IG=Instagram

Table 6 describe about keywords in communication activities. The research identified WhatsApp, Instagram, and storytelling as the most dominant tools and communication styles utilized by Youtz Community Hub. These platforms are strategically selected based on their ability to facilitate real-time interaction, wide reach, and familiarity among target audiences, particularly youth. Storytelling is employed not

only to convey information but also to build emotional resonance, making messages more relatable and impactful across various community segments.

Each platform serves a distinct function within the communication strategy. WhatsApp is primarily used for internal coordination, enabling fast and direct communication among team members and volunteers. Meanwhile, Instagram acts as the main channel for external engagement, offering visually driven content and interactive features such as reels, polls, and live sessions. Together, these tools enhance both the effectiveness and accessibility of the organization's messaging, ensuring clarity and consistency in delivering community-oriented programs.

#### Feedback and Public Engagement

These visuals illustrate the pivotal role of audience feedback in shaping Youtz Community Hub's strategic communication decisions, particularly in the context of campaigns aligned with the Sustainable Development Goals (SDGs) and value-based engagement. The feedback collected, both direct and indirect serves as a dynamic input for refining content, selecting relevant themes, and adjusting outreach methods. Through features such as polls, comment analysis, and interactive content responses, the organization effectively gauges public sentiment and integrates these insights into future program planning. This feedback-driven approach ensures that communication strategies remain relevant, responsive, and aligned with the values and concerns of the target community.

Table 7. Keywords Identified in Feedback Mechanisms

| Word  | Length | Count | Percent |
|-------|--------|-------|---------|
| FB    | 8      | 5     | 55.56%  |
| SDGs  | 4      | 4     | 44.44%  |
| Total | 12     | 9     | 100.00% |

Note: FB=Feedback, SDG= Sustainable Development Goals

Table 7 shows keyword of feedback mechanisms. From the table above, FB and SDGs are the words most often uttered by the informants. This indicates that FB and SDG are related in identifying feedback in an activity. FB obtained a larger percentage of 55.56%. Meanwhile, SDGs obtained a value of 44.44% which almost beat FB. In this case, FB plays an important role in forming the audience's evaluation of the activity. Keywords such as 'feedback' and 'SDGs' were prominent in the feedback-related data. Feedback was classified into direct (comments, DMs, surveys) and indirect (likes, shares, tags) responses. These insights were systematically processed to adjust ongoing strategies.

Table 8. Keywords in Evaluation Process

| Word  | Length | Count | Percent |
|-------|--------|-------|---------|
| EVA   | 8      | 8     | 57.14%  |
| EFE   | 11     | 4     | 28.57%  |
| INT   | 9      | 2     | 14.29%  |
| Total | 28     | 14    | 100.00% |

Note: EVA=Evaluation, EFE=Effectiveness, INT=Interview

Table 8 describes the keywords in evaluation process. These triangulated findings confirm that evaluation in Youtz is not an isolated end-process but a continuous mechanism that enhances strategic communication quality and audience resonance. In this case, evaluation, effectiveness, and interviews are used to obtain audience views. With evaluation, the community can improve communication strategies to attract more interest in participating in community activity.

## Discussion

The digital communication strategy implemented by Youtz Community Hub exemplifies a comprehensive and holistic approach to empowering online communities, particularly in the realm of digital social innovation. This study highlights that the organization does not rely on a one-way flow of communication, but instead emphasizes participatory, data-driven, and adaptive two-way interactions that respond to the evolving dynamics of digital media and community needs. Each communication component analyzed in this research--from analysis and research, policy formulation, program planning, and communication activities to feedback and evaluation--functions as an integrated and interconnected system that is oriented towards long-term sustainability and community resilience (Rendon et al., 2021).

The findings show that the analysis and research processes carried out by Youtz Community Hub rely significantly on the use of social media interaction tools such as polls, online surveys, and interactive features on Instagram. These tools enable the organization to collect real-time audience insights, creating a feedback mechanism that is both immediate and highly relevant. This participatory method aligns with approaches proposed by (Li et al., 2022) and (Morawska-Jancelewicz, 2022), who emphasize the importance of digital trend adaptation in community communication strategies. Additionally, by employing data triangulation through interviews, focus group discussions (FGDs), online surveys, and content analysis of social media posts--as recommended by (Lee, 2024) the organization increases the validity and reliability of its data. The triangulation of diverse data sources also facilitates a more nuanced understanding of community dynamics, particularly among digital-native youth.

In terms of policy formulation, the community-based approach emerges as a central focus. Rather than applying a top-down model of decision-making, Youtz Community Hub actively incorporates public input into the design and refinement of policies. This participatory process is evident in the use of features such as polling and question boxes on Instagram, where audiences are encouraged to express their opinions and contribute to ongoing discussions. The model reflects principles of open government and the integration of big data into public decision-making frameworks, as discussed by (Hossin et al., 2023). Through real-time feedback collection and content analysis, Youtz translates audience responses into actionable policy revisions, illustrating a form of digital co-governance that aligns with contemporary participatory governance practices.

The planning and implementation of programs also reveal that strategic collaboration plays a significant role in the success of communication initiatives (Gasco-Hernandez et al., 2022). The involvement of influencers, partnerships with stakeholders, and utilization of social media platforms are key factors that shape Youtz's programmatic direction. These findings are in line with the views of (Condie et al., 2024), who assert the growing relevance of influencer culture in youth engagement, as well as the research of (Wiedmann & von Mettenheim, 2020), which underscores the persuasive power of credible public figures in shaping consumer--and in this context, community--behavior. Observational data show that collaborations with educational influencers like Muliana Mursalim significantly increased program reach and audience participation. Moreover, the use of teaser reels, short videos, and pre-event audience polls helped align content with public interest, ensuring that initiatives were not only well-promoted but also well-received.

These collaborations demonstrate the strategic value of cross-sector engagement.

Stakeholders contributed resources, legitimacy, and reach, reinforcing the effectiveness of intersectoral partnerships in community-based communication strategies. Furthermore, the inclusion of stakeholders in program design and review processes reflects a collaborative governance model, wherein diverse actors co-create solutions to shared social challenges (Ohnishi et al., 2024). This approach enhances transparency, encourages community ownership, and helps build sustainable digital ecosystems capable of responding to local needs.

In the area of communication activities, the organization employs a multichannel strategy to optimize outreach and engagement (Mato-Santiso et al., 2021). WhatsApp is primarily used for internal coordination and real-time team communication, while Instagram serves as the main channel for public engagement (Udenze, 2025). The storytelling method is used to craft narratives that emotionally resonate with audiences and foster greater understanding and connection. These tools provide not only convenience and interactivity but also the flexibility to tailor messages according to audience preferences and platform characteristics. As (Ho et al., 2024) and (Martin & Nakayama, 2012) point out, effective communication is contingent upon proper audience segmentation, message clarity, and platform appropriateness--all of which are reflected in Youtz's strategic choices.

Instagram Stories, reels, and educational posts are used consistently to maintain visibility and encourage interaction (Newton & Williams, 2022). These formats offer opportunities for direct engagement through features such as question boxes, polls, and quizzes. This interactive design supports a two-way communication model, where the community is both a consumer and contributor to the content and messaging strategies (Wang, 2021). It fosters inclusivity and transparency, reinforcing the organization's position as a participatory digital community hub.

Feedback collection also plays a central role in refining communication strategies (Lim & Bowman, 2024). The study finds that Youtz actively categorizes feedback into direct responses (e.g., comments, DMs, and survey submissions) and indirect indicators (e.g., likes, shares, reposts). These insights serve as inputs for program evaluation and strategic adjustments. Feedback related to SDG (Sustainable Development Goals) themes, such as education, gender equality, and environmental awareness has been particularly impactful. Content aligned with these global goals not only increased engagement but also strengthened the community's identity as a socially responsible and globally connected network. This finding is supported by (Armansyah et al., 2023) and (Hondo et al., 2024), who emphasize the strategic importance of incorporating SDG narratives into community communication as a way to enhance both relevance and responsibility (Geysi, 2025).

The evaluation phase marks the final, yet ongoing, component of Youtz's communication cycle. The organization adopts a reflective, process-oriented approach that evaluates both the outcomes and the execution of its strategies. Evaluative tools include interviews, satisfaction surveys, media content analysis, and tracking of key performance indicators (KPIs). As noted by (Anggraeni & Suherman, 2022), evaluation in communication should go beyond mere output measurement to assess the depth and sustainability of community impact. In this context, Youtz's dual focus on process evaluation (assessing planning, messaging, and execution) and results evaluation (analyzing community response and behavioral change) ensures a well-rounded understanding of communication effectiveness.

This study offers important contributions to the broader academic discourse on

digital communication and community empowerment. One of its novel contributions lies in demonstrating how an online community organization can integrate participatory design, influencer engagement, digital tools, and structured evaluation into a cohesive strategy that promotes social innovation. The findings advance Philip Lesly's strategic communication model by contextualizing it within the dynamics of today's digitally-driven, socially conscious youth communities. Unlike prior studies that often separate communication design from implementation and evaluation, this research shows that a cyclical, data-informed, and participatory model offers a more effective and sustainable approach to digital community building.

Nevertheless, this study acknowledges its limitations. It focuses solely on one organization--Youtz Community Hub--and thus may not fully capture the complexities of other digital communities with different cultural, geographic, or demographic characteristics. Furthermore, the reliance on digital observation and interaction data may introduce a participation bias, as only those who are actively engaged online are represented in the findings. Future studies should consider cross-case comparisons involving different types of community organizations and hybrid models that combine offline and online communication strategies.

In conclusion, the discussion confirms that digital communication strategies that are participatory, structured, and rooted in real-time data play a vital role in empowering online communities. Youtz Community Hub's approach demonstrates how strategic communication can transcend promotional functions to become a framework for inclusive planning, collaborative execution, and evidence-based evaluation. By integrating interactive tools, co-creation practices, and value-driven content, the organization contributes to the growing field of communication for development and sets a model for future community-based digital initiatives aimed at sustainable social change. The limitation of this research is seen from the lack of statistical data to show the effectiveness of the use of social media in forming communication strategies in the community. This study is also limited because it takes an internal perspective and does not take enough perspective from the community. The weakness of this study is the lack of interview narratives shown to show the views of each source.

## **Conclusion**

This study concludes that the digital communication strategy implemented by Youtz Community Hub has proven effective in empowering online communities, through stages including analysis and research, policy formulation, program planning, communication implementation, to evaluation and feedback. These findings not only provide practical contributions in designing social media-based communication models, but also expand the theoretical approach to community empowerment in the context of digital social innovation. These results open up opportunities for the development of a participatory communication strategy framework that is adaptive to the dynamics of technology and the social needs of the wider community. This study recommends further research that can test the effectiveness of similar models in different communities and expand the study on the use of new technologies and other interdisciplinary approaches. The implication of this study is from the digital communication strategy used by the community to be able to provide motivation and empowerment to the community. Audience participation in this case can be formed because of the existence of digital communication that is formed by involving the role of the community. Further studies can change the concept by adding the effectiveness of the use of social media in forming

a communication strategy.

### Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with any individuals or organizations related to the material discussed in the manuscript. This research was independently conducted as part of the author's academic requirements in the Master of Communication Studies program at the Telkom University. The author declares full academic responsibility for the content, findings, and interpretation presented in this article, without any external influence from third-party funders or institutional affiliations.

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