The impact of using creative strategies in media messages on public relations departments performance in government institutions

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Abstract

The study aims to measure the impact of implementing creative strategies in government institutions' media messages on the public's perception of the content. It is a descriptive study. It relied on survey methodology, using two sides, descriptive and analytical ones, and within its framework, a field survey was used on a sample of the public to verify the study's hypotheses, answer its questions, and draw significant results. The results show that public relations departments in government institutions employ a high level of creative strategies in their media messages. Institutions are usually keen to attract the public's attention, influence it, achieve the highest comprehension rates of their message content, and convince them through several methods, including employing creativity strategies. The results also reflect the diversity of strategies used in media messages of the Emirati government institutions, topped by the strategy of stimulating public interaction with digital content, then the strategy of providing information, creative solutions, and evidence, and the strategy of organizing virtual initiatives, competitions, and events, and the results showed a significant positive relationship between the use of creative strategies and the public's understanding of the content. Creativity in the media message is the institution's basic foundation. Creativity's role lies in its ability to present new ideas in integrated contexts, thus achieving the government institutions' performance goals by meeting the customers' needs. Creative media creates a link between the institution and the target public.

Keywords: Creative strategies, Emirati public, Government institutions, Media message, Performance.

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Transparency: The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.
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1. Introduction

The public relations industry has become even more challenging with the development of new technology. Public relations professionals should emphasize understanding the meaning of fundamental ideas like feedback, research, and assessment because the communication process has altered due to interactive channels. The field of public relations has seen an increase in difficulty due to the development of new technology, according to Abdelhay, et al. [1]. Since interactive media have altered the communication process itself, public relations professionals must understand the significance of fundamental concepts like feedback, research, and evaluation. Big ideas generated by creative thinking are crucial for public relations initiatives because they influence the views and opinions of the general audience. This underscores the significance of PRWeek Awards winners and shortlisted campaigns.

We pay special attention to the creativity category when examining the winning and shortlisted campaigns. Several theories of creativity, including Guilford's creativity research Guilford [2] and Koestler's conceptual blending Koestler [3] are considered when closely examining campaigns. This type of research reveals the precise needs of the industry for innovation in public relations campaigns.

In light of the acceleration of technological developments in the field of institutional communication, government agencies are competing to develop their performance to be unique by using new, innovative creative strategies that depend on the proper application of all the elements that make up media creativity in order to preserve and influence the public, stated by Abdelhay, et al. [4]. Media is a science and art within which creativity, thinking, and influence are included to create a different and distinct media that can reach the public, attract their attention, and arouse their interest.

Creativity is a fundamental necessity of the media message, so successful institutions, to ensure that they remain robust and influential, must not stand at the limit of efficiency and, i.e., be convinced to do their jobs correctly or perform their jobs honestly and sincerely; objectives should be further, and creativity, innovation, and rejuvenation become the hallmarks of its performance and services.

Creative media messages create a positive impression on the public. According to Draz [5] innovation is the pillar for achieving the targeted success of the media. Innovation enables the media to perform various functions, such as attracting the public's attention, raising their interest and desires, convincing them, and achieving the desired response.

The current study is concerned with focusing on creative strategies in the media message, given that their application is related to the level of success and effectiveness of communication. It aims to achieve a greater impact on the public through a good understanding of the message's content and inference and debriefing data from it.

1.1. Study Problem

The study aims to investigate the effects of implementing creative strategies on the public's perception of media content and the performance of government institutions. The need to research the impact of their application increases on the public understanding of the conclusion, and understanding of the content in light of technological developments that require the provision of media messages carrying innovative and unique strategies in order to achieve acquisition and attraction to the public and create a competitive position for the institution.

So, the study's problem is to track and figure out how using creative strategies in government institutions' media messages affects the content that gets delivered. This will be done by doing a quantitative field study with a group of people from the UAE.

1.2. Significance of the Study

The study covers an important field of research, which is to deepen the impact of employing creative strategies in the government media message on the public's performance of them by understanding, inferring, and debriefing information, which is the main objective of any successful and effective media message.
- The study comes as a scientific attempt to study the phenomenon of creativity in media production, a systematic scientific study, with the aim of indicating the impact of employing creativity strategies in achieving the media message of its most prominent objectives, which is the performance of the public of its content.
- This study recognizes the existence of the phenomenon of creativity in the media message of government institutions performance, given the considerations of institutional excellence and the importance of deviating from the traditional media message. It also acknowledges the potential for incorporating the creative dimension of a objective scientific study into the media message.
- The importance of the topic of creativity, which became the dominant language of the information age, is due to the capabilities of creative thinking, which play an important role in the development of societies.

1.3. Study Objectives

The study aims to measure the impact of employing creative strategies in the media message of government institutions performance on the public's performance of the content. This general objective is followed by the following subgoals:
- Disclose the innovation strategies used in the media message of government institutions.
- Explain the impact of the exposure rate to the media message on the performance of the content.
- Compare the public based on gender and age variables and the levels of performance of the media message of government institutions according to their employing creative strategies.

1.4. Research Gap

While existing literature acknowledges the potential benefits of utilizing creative strategies in media messaging for enhancing public relations (PR) performance within government institutions, a notable gap exists in understanding the specific mechanisms through which these strategies influence various dimensions of PR effectiveness. Previous studies have predominantly focused on the general advantages of creativity in messaging without delving into the nuanced implications for government PR departments. Thus, there is a need for research that empirically examines how creative approaches in media messaging can contribute to specific PR outcomes such as credibility, trust-building, stakeholder engagement, and performance management within the context of government institutions. Also, there isn't a lot of research that compares the different types of creative strategies (e.g., visual, narrative, interactive) and how they affect PR performance metrics in different ways. This shows that we don't know enough about the best creative approaches that work best for the government PR's specific needs and goals. Addressing these gaps will provide valuable insights for PR practitioners and policymakers seeking to optimize their communication strategies in governmental settings.

2. Literature Review

2.1. Creativity in Public Relations

Public relations practitioners sometimes view creativity as a cryptic concept. According to Green [6] inventiveness is one of the abilities public relations practitioners need. Organizations and clients spend millions of dollars encouraging creativity in the public relations field. Different institutions also give out awards for creativity; professional awards assess an individual's or a campaign's level of inventiveness. Nevertheless, the topic of originality in public relations still has to be examined because there aren't many studies on the subject, according to Abdelhay, et al. [7].

In the field of public relations, creativity is characterized in numerous ways. For example, according to Levinson [8], creativity in PR entails gaining the public's trust, adding value, and altering their attitudes, behaviors, and beliefs. According to Matthews [9] creativity is defined as broad, original, inventive, and unfettered thinking in public relations. Daymon [10] asserts that for innovation in public relations to thrive, practitioners and academics must see creativity as a crucial component of an organization's success.

According to Green [6] creativity is a process that yields unique ideas that important groups find tenable, satisfying, or valuable. In the context of public relations, these important groups could be other practitioners or customers. Using an outdated concept can also foster creativity, as it provides a unique context in terms of time and location. Because Green [6] definition of creativity for public relations practitioners is based on an analysis of many definitional methods, it is considered in this study.

According to Daymon [10] a creative approach is necessary in public relations because most research concentrates on communication messages, channels, and outputs rather than the settings, processes, and individuals involved. This group is just as important. In addition to unconventional and original outcomes from individual inspiration and contextual factors like organizational structures, teamwork, culture, and reward systems, creativity is evident when engaged in novel practices initially and unconventionally. It is essential to consider the social environment, which is the primary contextual aspect, and identify new publics to target, utilize, and combine unorthodox communication channels creatively and disseminate unusual messages, according to Draz and Mohamed [11].

According to Estanyol and Roca [12] creativity is more crucial than ever since it offers a practical and efficient way to adapt to changes brought about by evolution. Clients not only demand inventiveness in proposals, but industry awards highly regard it as a critical skill for public relations practitioners. Thus, this study investigates creativity in public relations by considering several theories of creativity in public relations campaigns, according to Alawaad, et al. [13].

2.2. Theories of Creativity within the Context of Public Relations

According to Alawaad, et al. [14] it may be very helpful to investigate the potential connections between cutting-edge creativity studies and public relations since creativity is still an enigmatic but vital concept that can be considered the secret to effective PR efforts.

Kaufman and Beghetto [15] theory of creativity is among the most useful. They postulated about the levels of creativity, adding two more categories to the current levels of Big-C (creative genius) and Little-c (daily invention), as they agreed that the subject of creativity is an understudied yet crucial field. Since the two previous categories were insufficient to explain the various levels of creativity, they created "The Four C Model of Creativity" with two new ones named "Mini-c" and "Pro-c" [15]. Mini-c refers to an individual's distinct and personally significant performances and understandings, whereas Pro-c stands for the laborious and developmental advancement. Anyone who achieves professional-level proficiency in any creative field is likely to have achieved Pro-c status, according to Kaufman and Beghetto [15]. It is reasonable to argue that while projects created by public relations professionals should appeal to various publics with little-c levels of originality, the professionals themselves are expected to have pro-c status.

Arthur Koestler's notion of conceptual blending, also known as conceptual integration, is another theory that fits into the paradigm of creativity in public relations. Koestler [3] provides an example of a child watching a thriller in his groundbreaking book The Act of Creation: "A child, watching a television thriller with flushed face and palpitating heart, is at the same time aware that the hero is a shadow on the screen, praying that the hero should realize in time the deadly trap set for him" (p. 74). This highlights a conceptual area where the blending of reality and fantasy affects the target audience in specific ways. Fauconnier and Turner [16] characterize conceptual integration as an operation with principles and restrictions in a follow-up study. In essence, the process enables two or more mental spaces to partially align with each other and project their structures onto a new blended space where emergent structures arise. Considering this idea, one may argue that the conceptual blending

theory helps a successful PR campaign emphasizing innovation to build a new place. The project's content draws in the target audience by establishing new spaces where the message can more easily influence various target audiences.

Through the survey of the previous scientific heritage related to the subject of study, we can present previous studies as follows:

The study of Altamira, et al. [17] aimed to identify the role of creative content in the marketing strategies of educational institutions on social media, relied on the direct observation tool, and concluded that the development of the digital and creative industry creates more opportunities to conduct product and service marketing activities as well as interact with the public, that social media plays an important role in the creative industry, and that creative media messages reach the target public. The results also confirmed that with the increasing diversity of social media and competition with other institutions, media content must be made creatively to attract the public to consume content.

Elshibiny [18] conducted a study that monitored the Egyptian media and academic elite's assessment of the reality of employing artificial intelligence technologies in media institutions and their areas in which they are used. Their ability to operate various skills to produce creative content and reveal the most prominent technologies expected to be applied in content production processes, using a questionnaire tool for an available sample of 120 items of the media and academic elite, in addition to in-depth interviews with 12 media leaders and media experts, the results revealed the lack of confidence and conviction of the elite in the ability of artificial intelligence algorithms to produce creative content that is comparable to human-produced content despite the abundance of benefits and elements of fascination.

The study by Story and French [19] aimed to identify the creative strategies used in advertising marketing campaigns, their relationship to purchasing behavior, and how advertising creativity and unfamiliar ideas affect purchasing behavior. The field study was applied to a sample of 400 individual adolescents. The study found an ad viewing preference of 89.49%. One of the most important reasons for viewing preference is the innovative art form of advertising. The leadership strategy also emerged at 8.82% in TV ads and 12.50% in online advertising; the brand's brain image strategy was 21.57% in TV advertising and 17.05% in online advertising; the product positioning strategy emerged at 7.84% in TV advertising and 5.68% in online advertising.

The study of Luo, et al. [20] was concerned with identifying the effectiveness of AI in creative training and developing means of dealing with the public and customer service; AI is complementary to, and not a substitute for, customer service employees. The study also explored the positive role of AI in training customer service employees. It concluded that AI technologies can significantly help customer service employees develop and improve their jobs and creativity.

Regarding the use of technology for innovation, Khasawneh [21] conducted a study to learn about the impact of technology on employees' innovations and the role of leadership in motivating them to excel and innovate using technology and overcome fear thereof. The study was applied to employees in small local companies in Michigan and the United States of America. The results concluded that creativity increases with light leadership, leadership influences the acceptance or non-acceptance of technology, and fear affects creativity and the acceptance of new technologies.

The study of Nadzir, et al. [22] aimed to learn how Malaysian government institutions use social media to post information about their services. It also aimed to identify how the public interacted with the private pages of these institutions on social media, namely Facebook, applied the study to a sample of eight government institutions, and concluded that government institutions had used Facebook to disseminate information about their services to the public more than other media sites, and the public interacted with the government institution's platforms using the Like button as the most engaging form.

The study of Ngondo [23] sought to evaluate the use of social media technologies by public relations workers in Zimbabwe. It concluded that social media technologies strengthened the work of public relations, increased the creative capacities of workers, and changed the way they communicate with the public, whether internal or external, where more than half of the study sample spends their time working on digital media to achieve excellence and creativity.

The study of Gruzd, et al. [24] was conducted on how government institutions use social media to engage with the public on Instagram and Twitter in their discussion of renovating an essential bridge in Canada. The study analyzed the content of 248 Instagram posts and 1,278 Twitter posts. The findings revealed that government institutions utilized Instagram as a casual narrative platform for news, while Twitter was used as a more formal platform to achieve two-way communication between the institution and its target public and that active use of social media enables government institutions to address the interests of the public further.

2.3. Study Questions and Hypotheses
2.3.1. First: Study Questions
1. What is the extent to which government institutions employ creative strategies in their media messages, as seen from the perspective of the study sample?
2. What are the creativity strategies used in the media messages of government institutions?
3. What is the level of the public's performance of the content of the media message of government institutions?

2.3.2. Second: Study Hypotheses
The first hypothesis: "Employing creative strategies in the media message of government institutions affects the public's performance of the content."

The second hypothesis states: "Statistically significant differences exist between the average scores of performance levels in the media messages of government institutions and the characteristics of the public, specifically gender and age."

The third hypothesis: "There are statistically significant differences between the average scores of levels of performance of the content of the media message of government institutions and the characteristics of the public (gender and age).

2.4. The Adopted Methodology

This study belongs to the descriptive studies that aim to collect facts and data about a specific phenomenon: monitoring and analyzing the impact of using creative strategies in the media message of government institutions on the performance of the content. The study relied on the survey method, both descriptive and analytical. The study used a field survey on a sample of the Emirati public to verify its hypotheses, answer its questions, and draw significant interpretive results.

3. Study Methodology

3.1. Data Collection Tool and Field Study Timeline

The study was based on a quantitative method of designing an electronic questionnaire sheet that was applied to a sample of the UAE public. Google Forum (Google Forms) provided the electronic questionnaire, and the researcher placed a link to it on their Instagram and Facebook. This helps achieve high accuracy and control over the data collection process. The sheet was designed in light of the study's duties, questions, and objectives after conducting an initial test on a sample of (10%) of the original sample of (20) researchers. The final form was then applied after minor amendments. The application of the quantitative study began from 1/3/2023 to 30/4/2023.

3.2. Field Study Community and Sample

Representing the field study community in the UAE general public aged (18 years and above). This age marks the onset of the young adult age. At this stage, the youth can comprehend, perceive, and articulate their past experiences. The researcher took a deliberate sample of (200) individuals who follow the media message of the UAE government institutions, and the researcher relied on the snowball sample in selecting the respondents; the researcher chooses in this type of sample one item that meets the sample specifications, in terms of following these sites, being at least (18 years), and then asks this respondent to indicate another respondent like him. The researcher then asks the other respondent to identify other individuals who are similar to him, and this process continues until the sample is complete. The sample is described as follows: Table 1 presents sample description.

Table 1.
Shows sample description.

Sample specifications		Repetitions	Percentage
Gender	Females	108	54 %
	Males	92	46 %
Education	Below graduate	114	57%
	Graduate	86	43%
Age	(18:30 years)	65	32.5%
	(31:45 years)	82	41 %
	(46 years and above)	53	26.5%
Total		200	100%

Source: Preparation of the researcher, based on field study data, 2023.

3.3. Measuring Honesty and Reliability

Honesty was measured by measuring the apparent honesty of the questionnaire sheet in terms of its ability to answer the hypotheses and questions of the study. It was also presented to a group of arbitrators from media professors to review the questions and ensure that it actually measures what it was intended to measure, as they indicated its suitability for application after conducting some simple and necessary modifications.

The reliability of the questionnaire was tested in several ways:
- Alpha Cronbach method and the reliability parameters were (0.87).
- The reliability coefficient for the half-split method and length correction using the Spearman-Brown equation was 0.90.
- 10% of the questionnaire sheets (40) were reapplied two weeks after applying them for the first time to the same respondents. The reliability coefficient was (0.91), indicating the stability of the questionnaire sheet and its suitability for measurement.

3.4. Statistical Processing of Data

The researcher used the SPSS program, which is the most widely used statistical program in the social science, to statistically process the study data and test the study hypotheses
- Spearman correlation coefficient.
- Pearson correlation coefficient.
- T-test (T-value).
- One-way analysis of variance (ANOVA).
- Alpha Cronbach equation to calculate reliability.

4. Study Results

4.1. First, the General Results of the Study

Level of creative strategy application in the media message by government institutions from the perspective of the study sample:

Table 2.
Presents the level of creative strategy application in the media message.

Level of application	High	Moderate	Low	Total
Quantity	114	65	21	200
Percentage %	57	32.5	10.5	100

Source: Preparation of the researcher, based on field study data, 2023.

As shown in Table 2, the results of the previous table indicate that (57%) of the study samples believe that the level of application of creative strategies in the media message of government institutions is high. It is a logical percentage. Usually, different institutions are keen to attract the public's attention, try to influence it, and achieve the highest comprehension rates for the content of their mission and convince him of it through a number of methods, including employing creativity strategies. (32.5%) believe that it employs innovation strategies at an average rate, while (10%) consider it at a low rate.

From the perspective of the study sample, government institutions apply creative strategies in their media messages. Table 3 presents the creative strategies.

Table 3.
Shows the creative strategies.

Strategies	Quantity	Percentage %
Strategy to stimulate public interaction with digital content	174	87
Information presentation strategy	158	79
Creative problem-solving strategy	149	74.5
Strategy for presenting proof and evidence	127	63.5
Strategy for organizing initiatives, competitions and events	102	51
Improvements strategy	98	49
Strategy for participating in asking questions	94	47
Future strategy	78	39
Equal opportunities strategy	72	36
Comfort strategy	66	33
Brainstorming strategy and participating in presenting opinions	59	29.5
Reassurance strategy	58	29
Comparison strategy	50	25
Style or lifestyle strategy (Status creation strategy)	47	23.5
Anticipation strategy	41	20.5

Source: Preparation of the researcher, based on field study data, 2023.

As shown in Table 2, the strategies used in UAE government institutions' media messages varied from the study sample's perspective. The data from the previous table shows that 87% of the government institutions in the UAE have adopted a strategy to activate public interaction with digital content. Digital content via social media and other digital platforms has advantages and technical characteristics over other sources of information. It also provides a wide range of coverage on various issues. Therefore, it appeals to the public in Tharwat [25]. Government institutions are eager to implement this strategy.

The information presentation strategy came in second order (79%), with the media message providing information about the institution, its activities, and its services. This strategy effectively meets the public's media needs by first providing information, and then implementing the strategy accordingly.

Creative Problem Solving (74.5%): This strategy is based on noticing problems and being aware of their different aspects by gathering the relevant facts, identifying them accurately, and then seeking to address them by thinking about their different solutions, evaluating these alternatives, selecting the best solution, and testing its effectiveness.

One of the logical strategies applied is providing evidence (63.5%). This percentage is due to the reliance of UAE government institutions on logical stimuli, presenting objective arguments supported by explanations, interpretations, and comparisons of the topics and information addressed in the media messages.

Then came the strategy of organizing initiatives, competitions, and virtual events (51%), which are attractive strategies that achieve positive interaction and participation for the public, then the strategy for improvements (49%), which focuses on changing a specific thing to improve its original objective, then the strategy for participating in asking questions (47%), which is also one of the strategies that achieve positive interaction and participation for the public. The strategy for the future came with a percentage of (39%), and this strategy is based on predicting what may happen in the future with respect to the activity of the institution and its services, i.e., this strategy collects complete information about trying to find out what will happen in the future.

At (36%), the Equal Opportunity Strategy emerges, where institutions, through their media message, achieve justice and equality in opportunities among all customers in all activities and services provided. This strategy provides the institution with a competitive advantage when compared to other institutions. The Comfort Strategy (33%) is usually sought by the customer to reduce its time and effort in achieving its needs. At (29.5%), the brainstorming strategy and participation in offering opinions came to break the ordinary thinking of the individual and produce an existing number of ideas. They aim to come up with as many ideas and opinions as possible on specific topics. There was a slight disparity between the reassurance strategy (29%), and the comparison strategy (25%). The services of the institution were compared with other competitors. This was either explicitly

by stating the competitor's name and by explaining how the institution outperformed the competitor. Either without explicitly mentioning the competitor's name and stating the reasons for comparison, the strategy for style or lifestyle was (23.5%), this reflects different ways of life, goals, and desires of the public, achieved and fulfilled through the services and activities of the Institution, it's what he aspires to get there. With the lowest percentage (20.5%) comes the forecasting strategy, which is meant to predict what some things would be like in the future, such as what the tasks fulfillment system will look like after development.

The level of public performance of the content of the media message of government institutions:

Table 4.
Presents the level of public performance of the content of the media message of government institutions.

Level of performance	High	Moderate	Low	Total
Quantity	107	71	22	200
Percentage %	53.5	35.5	11	100

Source: Preparation of the researcher, based on field study data, 2023.

As shown in Table 4, (53.5%) of the study sample indicated that their level of performance of the content of the media message of government institutions is high, while (35.5) consider that their level of performance is medium. However, (11%) of the study sample reported a low performance level, which represents an unexpectedly high proportion compared to the medium and low performance level. Institutions usually deliberately simplify and clarify their media message to make it easier for the public to realize it, thus achieving their objectives in reaching it, serving it, and meeting its needs.

4.2. Second: Results of the Study Assignment Tests

Testing the first hypothesis: "Utilizing creative strategies in the media message of government institutions affects the public's performance of the content."

Table 5.
Presents the relationship between the use of creative strategies and the public's performance of content.

Variables	N	Spearman	Meaning	Significance
The relationship between employing creative strategies and the public's performance of the content	200	0.369	0.000	Significant at 0.001

Source: Preparation of the researcher, based on field study data, 2023.

As shown in Table 5, The data in the table indicates a positive and significant correlation between the use of creative strategies and the public's performance of content. Applying more creative strategies leads to an improvement in the public's performance of the content.

The Spearman correlation coefficient is 0.369, with a confidence level of 0.001, which supports the acceptance of the study's first hypothesis.

Testing the second hypothesis: "There is a statistically significant correlation between the rate of exposure to the media message of government institutions and the public's performance of the content."

Table 6.
Presents the relationship between exposure rate and content performance.

Variables	N	Arithmetic average	standard deviation	Pearson coefficient	Meaning	Significance
The relationship between exposure and content performance	200	46.2	6.31	0.266	0.000	Significant at 0.001

Source: Preparation of the researcher, based on field study data, 2023.

As shown in Table 6, it is clear from the data of the previous table that there is a positive correlation between the exposure rate to the media message of government institutions performance and the public's performance of the content. The Pearson correlation coefficient was (0.266), indicating a significant positive direct correlation at the at the level of (0.001). This shows that the higher the public's exposure rate to the media message, the more the content is realized, the more the public usually does not intensify its exposure to certain media outlets unless it is aware of its content, and if the exposure increases, the higher the degree of performance, and therefore it is possible to accept the validity of the second hypothesis of the study.

Testing the third hypothesis "Statistically significant differences exist between the average performance levels of the media messages from the government institutions and the characteristics of the public in terms of gender and age.

Table 7.
Presents the differences between the average levels of content performance levels and the characteristics of the public in terms of gender.

Variables		Average	Standard deviation	T value	Freedom degree	Meaning	Significance
Content performance	Females	45.55	5.88	-2.044	398	0.042	Significant at 0.05
	Males	46.81	6.52				

Source: Preparation of the researcher, based on field study data, 2023.

As shown in Table 7, it is evident from the data of the previous table that there are statistically significant differences between the average scores of the media message content performance levels according to the characteristics of the public in terms of gender, where the value of T (-2.044) with a probability value of (0.042), which is a function at (0.05).

Table 8.
Presents shows the differences between the average scores of content performance levels and public characteristics in terms of age.

Age	Difference	Sum of squares	Average of squares	Freedom degree	F value	Meaning	Significance
Content performance	Among groups	765.017	382.51	2	10.34	0.000	Significant at 0.001
	Within groups	14686.06	36.99	397			
	Total	15451.08		399			
	Total	15451.08		399			

  Source: Preparation of the researcher, based on field study data, 2023.

As shown in Table 8,The data of the previous table indicate the statistical differences between the averages of the content performance scores according to the characteristics of the public in terms of age, where the value of x was (10.34), with a probability value of (0.000), which is significant at (0.001). Thus it is possible to accept the validity of the third hypothesis.

5. Research Discussion

The study discusses the impact of creative strategies in government media messaging on public organization's performance. The findings reveal that 57% of participants believe government media messages highly employ creative strategies, indicating that creative approaches effectively attract public attention and enhance message comprehension (Researcher, 2023). Creative strategies such as interactive digital content (87%), information presentation (79%), and creative problem-solving (74.5%) are particularly notable.

In evaluating the correlation between creative strategy use and public organization performance, the study presents a Spearman correlation coefficient of 0.369 (p < 0.001), demonstrating a strong, positive relationship. This finding is corroborated by Tharwat [25] who emphasizes that strategic use of credible information significantly enhances public organization retention and performance. This is particularly relevant for government entities aiming to build public trust and awareness, highlighting the value of logical strategies like evidence presentation (63.5%), which supports message credibility.

Another significant aspect of the study concerns demographic differences in message performance, as supported by the Pearson coefficient of 0.266 between exposure rate and content performance (p < 0.001). This finding implies that increased exposure positively affects how the public perceives and understands content. Alsahafi, et al. [26] further validate this trend by highlighting how repeated exposure strengthens message comprehension, especially within demographically tailored media strategies. The study's demographic analysis reveals slight yet significant variances in content performance based on gender, with males showing higher performance levels, and age differences further influencing performance scores. These findings support the notion that message customization according to demographic specifics could optimize outreach, as noted in similar works on demographic influences on media engagement [26].

6. The Practical Implications of this Study

The creative strategies in government media messaging are significant for public relations (PR) departments and policy-making within government institutions. Firstly, the study emphasizes the efficacy of interactive digital strategies, particularly through social media, in capturing public engagement. For instance, strategies that encourage interaction on digital platforms were shown to boost public institutions performance by 87%. This suggests that PR departments should prioritize interactive content, utilizing social media platforms like Facebook and Instagram to foster direct engagement, as also corroborated by Nadzir, et al. [27] in their findings on Malaysian government agencies' social media use.

Secondly, the results imply that a structured approach to information presentation can significantly improve public understanding of government messaging. By maintaining clarity and relevance in information dissemination, government institutions can enhance public trust and comprehension. This is particularly important given the study's evidence of a positive correlation between strategic media presentation and public performance. Recent studies have shown similar trends; Elshibiny [28] discusses the importance of clear, well-organized media content, which resonates with audiences even when artificial intelligence (AI) is employed in content generation.

Furthermore, the study's demographic analysis reveals notable differences in content performance across gender and age groups, suggesting that PR strategies need demographic-specific tailoring. For example, younger audiences might engage more with digital and visually dynamic content, while older demographics may respond better to evidence-based and informational strategies. This aligns with insights from Gruzd, et al. [24] who highlighted the effectiveness of cross-platform approaches tailored to demographic-specific engagement preferences.

7. Conclusion

The research concludes that creativity in media messaging is a cornerstone for the success of government institutions in achieving their communication objectives. By utilizing innovative strategies such as digital interaction, information presentation, and creative problem-solving, institutions can significantly enhance public engagement and comprehension. The study highlights the strong positive relationship between the application of creative strategies and improved performance of the audience in understanding and interacting with content, affirming the importance of innovation in media practices. Moreover,

demographic differences in content performance suggest the need for tailored communication approaches to cater to diverse audience groups effectively.

Government institutions are encouraged to integrate interactive digital platforms like social media to foster direct engagement with their audience, ensuring that their messages resonate widely. A focus on structured and clear information presentation is essential, as it builds credibility and fosters public trust. Emphasizing demographic-specific strategies can optimize communication, with younger audiences engaging more with dynamic and interactive content, while older groups may prefer evidence-based and informative approaches. Institutions should also invest in continuous innovation and regular training programs for their public relations teams to keep pace with technological advancements and evolving audience preferences. Lastly, establishing performance evaluation metrics for creative strategies will enable data-driven refinements, ensuring that media messaging remains effective and impactful. Through these efforts, government institutions can strengthen their connection with the public, foster trust, and achieve their communication goals.

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