

Research Article

Public Perception in Government Public Relations Communication in the Digital Era through Public Communication Practices A Rapid Review Approach

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Abstract. In the digital era, government public communications face complex new challenges, particularly in building positive public perceptions of government performance. Digital transformation has changed patterns of interaction between the government and the public, creating an increasingly critical, connected, and participatory society. The primary issue in this research is the effectiveness of government Public Relations (PR) digital communication strategies in responding to the dynamics of this digital society. The research focuses on how innovations in government PR communication content influence public perceptions in the context of digital public communications. This research uses a Rapid Review approach, analyzing nine relevant scientific articles published in 2025 and applying the ADO (Antecedent–Decision–Outcome) framework. Three main theories serve as the basis for the analysis: Government Communication Theory, Image Management Theory, and Digital Public Participation Theory. The findings indicate that the success of government public communications in the digital era is significantly influenced by three main factors: first, innovative, creative and interactive content that attracts attention and builds engagement; second, a two-way communication strategy that adapts to public feedback; and third, consistency in shaping and maintaining a positive and credible digital narrative. Furthermore, this research reveals that participatory and open digital communication can increase public trust, reduce disinformation, and strengthen the legitimacy of government institutions. Thus, this research provides a practical contribution to the development of public communication strategies that are more participatory, inclusive, and responsive to the dynamics of the digital era. The results of this study are expected to serve as a reference for government communication practitioners in designing effective and relevant public communication policies amidst the rapid and competitive flow of information.

Keywords : Digital Communication, Government public relations, Public communication, Public Relations, Rapid Review.

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1. Introduction

In an increasingly complex digital era, the role of government Public Relations (PR) extends beyond merely disseminating administrative information; it also involves shaping public perception regarding government legitimacy and performance (Hattu, B., & Telussa, S. I., 2024). The transformation of public communication presents growing challenges, requiring government PR to design communication strategies that are not only informative but also emotional, interactive, and capable of quickly responding to socio-political dynamics (Irawan, E. P., 2025).

The digital society today represents an active, critical, and participative social entity in receiving and responding to government public communication. Changes in communication patterns through digital media position the public not merely as objects but as subjects who form opinions, assess information credibility, and influence the government's image (SATRIO, Y. D., 2025).

The main problem in this research lies in the effectiveness of digital communication strategies implemented by government PR in shaping positive perceptions among the public, especially the digital society. Therefore, it is crucial to examine the extent to which content strategies, digital platform selection, and communication approaches used are capable of building trust and fostering public engagement.

Most literature on government public communication still focuses on the effectiveness of messages or media used, but few have specifically reviewed the dynamics of public perception. Research integrating aspects of disinformation, public perception, and government digital communication remains limited, especially studies examining the causal relationship between PR content strategies and public trust.

A key gap identified in the literature review is the lack of systematic studies exploring how public perception of government PR communication is formed amidst the flood of disinformation, and how specific digital platforms play different roles in shaping these perceptions. Furthermore, the rapid review methodological approach has not been widely used in examining this public communication issue, despite its high relevance for capturing continuously changing information dynamics.

The research question in this study focuses on how innovation in government PR communication content impacts public perception within the context of digital public communication. Based on the ADO (Antecedent–Decision–Outcome) approach, PR content innovation is positioned as the antecedent, digital communication strategy as the decision, and public perception as the outcome.

Using a rapid review approach, this research provides a concise, comprehensive, and evidence-based scientific synthesis regarding digital public communication practices from the public's perspective. Therefore, conducting this research is important to understand public perception of government PR communication strategies in the digital space.

This research offers not only theoretical contributions to the study of public communication and government-public relations but is also practically relevant for formulating more adaptive, participative, and transparent government communication strategies. The results are expected to serve as a basis for government agencies to develop more responsive digital communication approaches that meet public expectations and information needs. Thus, this research plays a crucial role in bridging the communication gap between the government and the younger generation, as well as enhancing legitimacy, public trust, and public participation in democratic governance in the digital era.

2. Literature Review

Government Communication Theory explains how public institutions design messages, select appropriate media, and tailor communication strategies to audience characteristics. In the digital era, government communication is no longer one-way and formal; instead, it must be able to reach the public interactively and personally (Irawan, E. P., Minarsi, A., 2025). The utilization of social media, official websites, and digital applications becomes a key strategy in shaping public perception.

Image Management Theory focuses on how the government, through the role of Public Relations, forms an institutional image or the image of regional leaders. This image is built not only through factual information but also through symbols, visual narratives, and message consistency (Ananda, C., Toni, H., & Verolyna, D., 2022). This is crucial because public perception is shaped not only by what is conveyed but also by how it is conveyed. Public Participation Theory in the Digital Era emphasizes the importance of public involvement in the public communication process. In the digital age, the public is not just a recipient of messages but also participates in forming opinions through comments, content sharing, and social criticism. This demands that government Public Relations be more responsive and open (Alamsyah, I. L., 2024).

The application of Government Communication Theory, Image Management Theory, and Public Participation Theory in the digital era is highly relevant to the focus of this research because all three comprehensively explain the two-way communication process between the government and the digital society. Government Communication Theory helps understand how public messages are strategically formulated and disseminated, while Image Management Theory is important for analyzing how PR shapes positive perceptions of institutions. Public Participation Theory highlights the active involvement of the public in responding to and influencing the government's image. These three theories complement each other in examining public perception of government PR communication in the digital era.

3. Proposed Method

This research employs a Rapid Review approach, which is designed to provide a faster and more efficient synthesis of scientific evidence, while remaining systematic and transparent (Wibowo, A., & Putri, S., 2021). This approach is highly suitable for the context of public communication research, which requires a rapid response to dynamically evolving issues in the digital era, particularly concerning public perception of government Public Relations (PR) communication.

The primary objective of this Rapid Review is to identify, critically appraise, and concisely summarize scientific research findings that discuss public perception, especially among the digital society, regarding government PR communication strategies in the digital era. The main focus is on message effectiveness, trust levels, digital platforms used, and the impact of disinformation on public perception.

Data Sources and Search Protocol

Secondary data was obtained through a literature search on Google Scholar in 2025 using the keywords: "Perception of Generation Z towards Government PR Communication," "Government Digital Communication Strategies," and "Government PR and Public Trust." The initial search process yielded 872 scholarly articles.

To maintain the relevance and quality of the analysis, the following Inclusion Criteria were applied:

1. Articles written in Bahasa Indonesia or English.
2. Published in 2025.
3. Discussing topics of public perception, government PR communication, or digital communication strategies.
4. Relevant to the context of the digital society in Indonesia.

Conversely, the Exclusion Criteria included:

1. Non-scholarly articles (such as news articles, blogs, or opinions).
2. Duplicate articles or review results that do not present new findings.
3. Articles that do not directly touch upon aspects of public perception or are irrelevant to the research focus.

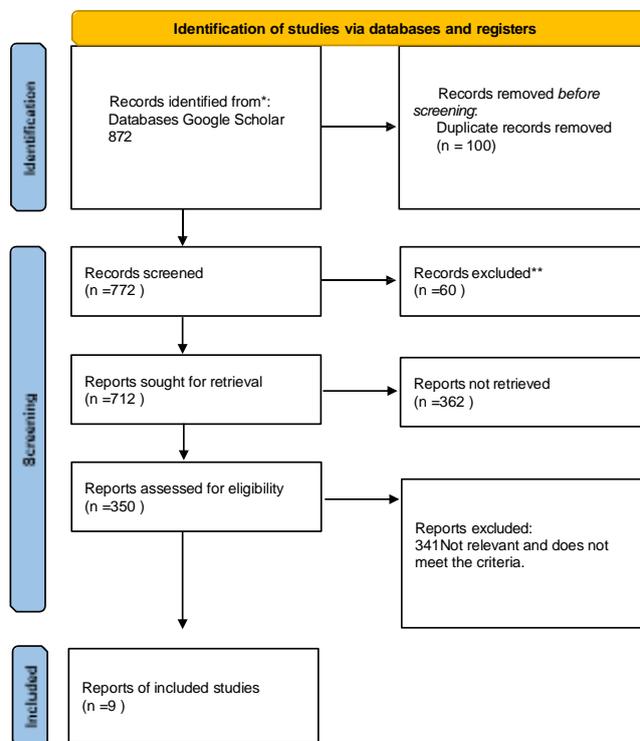
Selection and Analysis Process

From the total of 872 articles found, an initial screening was conducted by reviewing titles and abstracts, leaving 33 articles for full-text examination. Following the assessment process based on the inclusion and exclusion criteria, 9 final articles were selected for primary analysis. The analysis was performed using a thematic approach based on the ADO (Antecedent–Decision–Outcome) framework, with the following steps:

Steps for Rapid Review Analysis:

1. Identification of the main research questions.
2. Systematic literature search based on the defined protocol.
3. Selection of scholarly articles according to inclusion and exclusion criteria.
4. Thematic data extraction based on the ADO approach.
5. Narrative synthesis of consolidated findings.

The Rapid Review approach allows for the swift yet standardized presentation of scientific evidence and contributes to a deeper understanding of the dynamics of digital public perception towards government PR communication in the era of disinformation and social media complexity.



Source : processed by researchers

Picture 1. Systematic Literature Review (SLR)

- Putri and Marom (2025) explored the role of social media, specifically Instagram and TikTok, in supporting the implementation of public information disclosure policies in Semarang City. Their main focus was Generation Z as active social media users and the role of Diskominfo (Communication and Information Agency) as the public information manager. The research results indicate that social media has significant potential to increase public participation. However, challenges remain, including low digital literacy, the spread of inaccurate information, and a lack of interest among Generation Z in public discussions. This study emphasizes the importance of enhancing public trust through active digital interaction and adequate digital education.
- Muktiarsih et al. (2025) analyzed the communication model of the Sragen Regency Government Public Relations (PR) in organizing the regional anniversary. Using Grunig and Hunt's theories, they found that communication models such as Press Agency, Public Information, and Two-Way Symmetrical were effectively applied in establishing communication with the public. However, the Two-Way Asymmetrical model was still suboptimal due to a lack of research approaches and public feedback. This research underscores the importance of improving communication strategies based on audience understanding.
- Azzahra and Masitoh (2025) discussed the phenomenon of "homeless media," non-traditional platforms currently popular among young people, especially on Instagram. Accounts like @folkative are favored by Generation Z due to their visual, interactive, and socially relevant content presentation. Homeless media is considered more trustworthy and aligned with youth communication styles than mainstream media. These findings suggest that the government needs to consider using similar platforms to reach the digital generation more effectively.
- Irhamdhika et al. (2025) highlighted the crisis of public trust in the government amidst the rise of "cancel culture" and digital campaigns like #KaburAjaDulu (Just Run Away First). This study revealed that delayed government responses and non-transparent communication exacerbated public perception. Therefore, government PR must be able to respond quickly, craft credible narratives, and foster open dialogue with the public. This research encourages the use of data and digital technology to understand public sentiment in real-time.

5. Maida et al. (2025) examined how internal Public Relations management can enhance the capabilities of change communicators within political parties. Through a case study at the Central Executive Board of the Golkar Party, this research showed that training, providing room for innovation, and adaptive communication strategies are capable of forming competent communicators. This capability is essential to address the challenges of political communication in the digital era, characterized by Generation Z's dominance and rapid information dynamics.
6. Noviafni et al. (2025) discussed the persuasive communication strategies used by the West Sumatra General Election Commission (KPU) during the 2024 regional elections via Instagram. These strategies included engaging visual content, the use of local influencers, and short video contests. The research indicated that such approaches increased the political engagement of Generation Z and millennials by up to 35%. However, low digital literacy posed a barrier to effectively conveying political messages. This study recommended the use of analytical technology and regular evaluation as part of communication strategies.
7. Hudaya (2025) investigated the public relations strategy of the Financial and Development Supervisory Agency (BPKP) in maintaining its award as an Informative Public Body from 2020 to 2024. The research results showed that the strategies included systematic information management, adherence to Public Information Disclosure Law standards, and public engagement through various digital channels. These findings emphasize the importance of consistency in information dissemination and the professionalism of government PR.
8. Sakinah et al. (2025) analyzed the strategy of Ciomas Rahayu Village PR in utilizing Instagram as a public communication medium. This study applied the 4C theory: Context, Communication, Collaboration, and Connection. The results demonstrated that regular posts, two-way interaction, and collaboration with local communities could significantly increase community participation in village governance. This serves as a relevant strategic model for other local governments in enhancing social media-based public communication.
9. Finally, Sumantri et al. (2025) discussed the importance of communication strategies in introducing Core Values and employer branding within the civil service (ASN) through the PR of the Training and Development Center for ASN at LAN RI. This research used Edward III's implementation theory to evaluate communication effectiveness in a bureaucratic context. It was found that suboptimal inter-unit coordination was a major challenge, while value- and organizational identity-based communication strategies were able to strengthen ASN understanding and work morale.

4. Results and Discussion

Based on nine research articles from 2025, a logical and scientific analysis can be performed to answer the research question: "How does innovation in government Public Relations (PR) communication content influence public perception in the context of digital public communication," utilizing the ADO (Antecedent–Decision–Outcome) approach.

1. Antecedent: PR Content Innovation

Research by Putri & Marom (2025) and Azzahra & Masitoh (2025) emphasizes the importance of content innovation tailored to the characteristics of Generation Z, encompassing visual aspects, language, and the issues addressed. Innovations such as the use of TikTok, Instagram, and "homeless media" (non-traditional platforms) demonstrate that creative, interactive, and relevant content can capture public attention. Sakinah et al. (2025) further add that consistent posting and the use of interactive Instagram features increase public engagement at the village level. Thus, content innovation serves as the initial foundation for building strong communication between the government and the digital society.

2. Decision: Digital Communication Strategy

Several studies highlight the importance of appropriate digital strategies. Muktiarsih et al. (2025) show that communication models like the two-way symmetrical model are highly effective because they open avenues for two-way dialogue. Irhamdhika et al. (2025) and Hudaya (2025) emphasize the necessity of adaptive and responsive communication strategies in addressing crises or maintaining the credibility of public institutions. These strategies involve a combination of visual communication, influencer utilization, and social media analysis to map public sentiment, as examined by Noviafni et al. (2025). All these findings indicate that digital strategies must go beyond merely conveying information; they must be designed to be participatory and data-driven.

3. Outcome: Public Perception

The impact of this content innovation and digital strategy is evident in public perception towards the government. Irhamdhika et al. (2025) noted that negative perceptions arise when government communication is slow or non-transparent. Conversely, positive perceptions are formed when communication is interactive, swift, and relevant, as seen in the studies by Maida et al. (2025) and Sumantri et al. (2025). When PR can present content that is informative, communicative, and considers public values, public trust increases.

Analysis Findings

Based on the ADO approach, PR content innovation as the initial trigger (antecedent) will be effective if supported by an adaptive digital communication strategy (decision), resulting in positive public perception (outcome). This research demonstrates that the success of digital public communication is highly determined by creativity, consistency, and openness in building relationships between the government and the public.

Furthermore, the findings from Rahastine (2025) indicate that the integration between Public Relations functions and digital media plays a crucial role in increasing organizational communication effectiveness in the digital era. PR now holds a strategic role in building image, reputation, and public trust. The utilization of digital media enables fast, interactive communication and strengthens transparency and two-way public participation.

Discussion

In the context of digital public communication in an era of information disruption, the presence of structured and directed communication strategies is crucial for shaping public perception towards the government. The ADO (Antecedent–Decision–Outcome) model provides a strong conceptual framework for analyzing the contribution of content innovation and digital communication strategies to the formation of public perception. Based on the synthesis through a rapid review approach of nine recent scholarly articles, it was found that government public relations (PR) practices in digital communication are influenced by three main components: (1) content innovation as the antecedent, (2) digital communication strategy as the decision, and (3) public perception as the outcome. Each of these components is interconnected and determines the effectiveness of government public communication in the digital era.

1. Antecedent: PR Content Innovation

PR content innovation serves as the starting point for effective and engaging communication with the digital public. In various studies, particularly by Putri & Marom (2025) and Azzahra & Masitoh (2025), content innovation is viewed not only from visual or technical aspects but also from how content can be adapted to the preferences of young audiences who are critical of authority, such as Generation Z. Visual content like short videos, interactive infographics, and communicative memes prove to be effective means for conveying government messages.

Putri & Marom (2025) underline that social media platforms like TikTok and Instagram are primary mediums for reaching young people. With the increasing use of social media among Gen Z, the government has a significant opportunity to build public engagement. However, the quality of content greatly determines whether the message will be received or ignored. Content that is visual, concise, engaging, and relevant has proven more effective in attracting public attention.

Furthermore, Azzahra & Masitoh (2025) discuss the phenomenon of "homeless media"—non-traditional media used by young people to access information. Through a study on Instagram accounts like @folkative, it was found that content tailored to an informal language style, distinct visuals, and the selection of sensitive issues rarely covered by mainstream media have high appeal. Such media successfully bridge the need for information and a sense of representation among the younger generation.

Additionally, Sakinah et al. (2025) reinforce previous findings with a study at the local level. They showed that consistent posting, the use of interactive features like comments and direct messages, and collaboration with local communities are effective strategies for building closeness with village communities. This approach indicates that content innovation is not exclusively the domain of central government but can also be effectively implemented at regional and grassroots levels.

Thus, PR content innovation acts as an antecedent factor in the ADO model, forming the foundation for government digital communication strategies. Without contextual and relevant content innovation, the digital communication strategies built upon it will lose their power to genuinely foster public engagement.

2. Decision: Digital Communication Strategy

Digital communication strategy as the "decision" element represents the government's concrete steps in managing two-way communication with the public. This strategy involves not only platform selection but also narrative approach, communication style, technology utilization, and participatory interaction. Muktiarsih et al. (2025) emphasize the importance of implementing a two-way symmetrical communication model that allows for equal dialogue between the government and the public. In this context, the government acts not only as an information provider but also as an active listener to public needs and responses.

Studies by Irhamdhika et al. (2025) and Hudaya (2025) highlight the urgency of adaptive and responsive communication strategies, particularly in facing public trust crises or rapidly evolving issues on social media. Slow or non-transparent communication responses can lead to public distrust and even resistance. Therefore, good digital strategies need to be equipped with mechanisms for monitoring public sentiment and readiness to handle communication crises through issue and narrative management.

Noviafni et al. (2025) add another important dimension: the use of a persuasive approach in digital political campaigns, especially in the context of regional elections. Government or electoral bodies optimize social media by involving local influencers, creating creative content, and organizing digital contests to encourage political participation. This strategy has proven to increase the engagement of young publics, who statistically dominate social media users.

Social media analysis becomes a crucial instrument in designing data-driven digital strategies. By understanding how the public responds to an issue through comments, reactions, and content dissemination rates, the government can adjust its communication style to be more effective and targeted. Furthermore, collaboration with communities and local media is a form of participatory approach that can strengthen message legitimacy.

Overall, the digital communication strategy as the "decision" in the ADO model must be based on adaptive, collaborative, and interactively constructive principles. The government can no longer rely on one-way communication but must open up active and participatory dialogue spaces with the public.

3. Outcome: Public Perception

The "outcome" component in ADO refers to public perception of government communication performance, especially in the digital context. This perception is formed from the interaction between content quality and the communication strategies implemented. Irhamdhika et al. (2025) show that when the government fails to convey information quickly and transparently, negative public perceptions emerge, characterized by phenomena such as cancel culture and critical hashtags on social media.

Conversely, when communication strategies are well-executed through relevant, responsive, and participatory messages, public perception tends to be positive. Maida et al. (2025) in their study highlighted the importance of strengthening the capacity of change communicators within political institutions. Communicators who can deliver messages with inspiring and educational narratives tend to gain greater public trust.

Sumantri et al. (2025) also emphasize the important role of PR in strengthening the core values and employer branding of public organizations. When these strategic messages are conveyed with a consistent, professional, and communicative style, the institution's image also strengthens. This indicates that public perception is not formed instantly but is the result of a continuous and structured communication process.

Digital public perception is heavily influenced by the values of openness, honesty, and speed in information delivery. Thus, government communication that prioritizes transparency and inclusivity will be more readily accepted compared to rigid, bureaucratic, and formalistic approaches. Therefore, the outcome of good content innovation and digital communication strategies is increased public trust, public participation in policy discussions, and a positive image of the government.

5. Conclusions

This research concludes that the effectiveness of digital public communication by government Public Relations (PR) is highly determined by the synergistic relationship among content innovation, digital communication strategies, and public response. Based on the ADO (Antecedent–Decision–Outcome) approach, PR content innovation serves as the initial trigger, which will only have a significant impact if followed by adaptive, interactive, and audience-needs-based digital communication strategies. Creative, consistent, and relevant content innovation that aligns with digital society preferences can attract attention and foster public engagement.

Two-way, transparent digital communication strategies that utilize various social media platforms have proven to enhance the effectiveness of conveying government messages. The combination of engaging content and open communication strategies is capable of shaping positive public perception towards the government.

Thus, the success of government PR communication in the digital era depends not only on information dissemination but also on the ability to build participatory, credible, and responsive relationships with the public. These findings are crucial for developing more innovative and contextual public communication strategies to enhance public trust and engagement in governance processes.

Recommendations

Based on the research findings, it is recommended that future studies on government Public Relations (PR) communication in the digital era focus more on the collaborative aspects between content innovation and digital strategies rooted in public participation. This is because the effectiveness of public communication largely depends on openness, interactivity, and the ability to tailor content to the characteristics of the digital society.

Furthermore, it is crucial to emphasize the importance of strengthening the capacity of government PR professionals in understanding digital dynamics and audience behavior. This will ensure that every communication strategy can be designed to be more adaptive and credible. This research also suggests the need for continuous monitoring of digital public perception through sentiment analysis on social media and other interactive platforms. This will help ensure that government communication remains relevant, trustworthy, and positively impacts institutional image and government-public relations.

Future Research

Field Research on Digital Public Response It's recommended that future research conduct direct field studies to delve deeper into the digital public's responses to government PR communication strategies. Through in-depth interviews and quantitative surveys, research can capture the dynamics of public perception in more detail, including psychological, social, and cultural factors that influence their engagement in government digital communication.

Comparative Exploration Across Regions or Government Institutions Future research can examine the differences in effectiveness of PR communication strategies between various regions or government institutions. This comparative study will provide a more comprehensive understanding of best practices as well as structural barriers faced by each entity. This understanding can then serve as a basis for formulating more contextual and applicable public communication policies at both national and regional levels.

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