Optimizing The Use of Social Media as A Public Communication Tool For The Badung Regency Government During The Pandemic

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A B S T R A C T

Public communication is a form of communication used to effectively and efficiently communicate the message to the public through the media or in person. Governance, including public communications management, is also tailored to the development of information technology. The Communications and Informatics Office (Diskominfo) Badung Regency using a variety of social media, it has to pass on information from the public. This study aims to reveal the general overview of public communication that is done, the stages in the delivery of public information, and opportunities as well as challenges in the management of public communication by Diskominfo Badung Regency. The research method used in this study is mixed methods. The results of this study stated that public Communication is built by Diskominfo Badung Regency, through social media that they had in the times of the pandemic Covid-19 is fairly optimal range of the percentage of 60-70%. However, there are still areas for improvement to address opportunities and challenges.

Key word: *Public Communication, Public Information, Social Media*

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1.   Introduction

Information is one important part of national security. This causes the information to become a staple for the whole community. Through the information obtained, people may gain a greater understanding of their world and use it as a foundation for acting and improving themselves as a result of the knowledge gained (Mulawarman and Rosilawati, 2014:32). The openness and ease in obtaining public information are human rights that must be met by the state, especially in a democratic country where the highest sovereignty is held by the people (Indah and Hariyanti, 2018:128). The ease of access to appropriate and accurate public information is one indicator in realizing good governance. The control of public information is carried out by public bodies, according to Law No. 14 of 2008 concerning Public Information Openness, which contains plans for making public decisions, public policy initiatives, and public decision-making processes, as well as the reasons for making a public decision.

Public information shared by public bodies is closely bound up with the management of public communication. Public communication is the exchange of messages from a number of parties that are inside or outside an organization in person or through social media (Arni, 2008). Public communications management is the embodiment of the achievement of good information to the community (Priyatna et al., 2020). The public may engage by providing feedback in the form of comments, evaluations, recommendations, or input related to the implementation of government programs / policies based on the information shared, such as the distribution of public information related to the implementation of government programs / policies. The reciprocal relationship and shared response between the government as the information provider and the public as the information receiver, or vice versa, can be interpreted as an ongoing pattern of public communication (Rahmadanty et al, 2019:245).

The evolution of the current situation is not exempt from the influence of the development of information technologies. Governance, particularly the management of public communications, is also adapted to the development of information technologies (Henovanto, et al., 2019:84). Various media and characteristics of the information technology available today adopted by public agencies that are used in transmitting information to the public. The use of social media as a means of delivering information related to the policies, services, and programs made by the government (state officials) began a massive carried out in order to achieve the target set that connect the government with the public or the community (At & Iqbal, 2020). Instagram, YouTube, Facebook, Tiktok, and Twitter are only a few of the social media platforms that most people use today (Purbohastuti, 2017:212). The current COVID-19 pandemic is causing a range of restrictions to community mobilization. Due to the limitations on mobilization, the public has come to rely heavily on social media, which can be accessed conveniently through a smartphone, to obtain the necessary public information (Sampurno, et al, 2020:533). As a result, it is critical for the government (public agency) to connect publicly through social media, which is widely used by the general public (Yovinus, 2018:197). Official Accounts (OA) are created on behalf of public institutions / agencies to facilitate the government's expansion in disseminating public information through social media spaces. In order to achieve ideal public contact, the government's Official Account (OA) must be present.

The Badung Regency Office of Communications and Informatics (Diskominfo) is one of the Regional Organizations (WTO) that is part of the Local Government of Badung Regency and is responsible for implementing the 3 (three) affairs of communication and information technology, statistical affairs, and coding. As a result, Diskominfo Badung Regency's activities are often linked to the creation and development of an information system, the development and maintenance of an

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intranet/internet, management information and publication, statistical data submission, and the management of coding for information security (Diskominfo Kabupaten Badung, 2017). Diskominfo Badung Regency uses a variety of social media sites to manage and deliver public content, including Instagram, YouTube, Facebook, Tiktok, and Twitter. This is done in order to keep up with current events and to demonstrate Diskominfo Kabupaten Badung's commitment to information dissemination. The information is easy and reliable for the Badung Regency population, and it covers the policies, services, and initiatives carried out by the Regency of Badung. For Diskominfo Badung Regency, which has an interest and duty in the management of public information in Badung Regency, several aspects, choices, and requirements of information become a challenge. Of course, Diskominfo Badung Regency will still be expected to respond to changes and innovations in information technology (Priyatna et al., 2020:115).

Researchers and academics have performed many studies on similar public communications made by government agencies (government). First, Syaipudin (2019) conducted a study on the role of public communications made by the Covid-19 Tulunggagung District Task Force in dealing with problems that occur in the community, especially due to the Covid-19 pandemic. In addition, Pada & Iqbal (2020) investigate the use of Instagram social media in disseminating knowledge about public services provided by the Makassar Center for Occupational Safety and Health Development. Instagram is being used to raise corporate brand awareness and disseminate knowledge about Occupational Health and Safety (K3).

In contrast to previous studies, the findings of this study related to the optimization of the use of social media which is owned by the Department of Communications and Informatics Badung Regency in delivering public information to the public as a form of fulfillment of human rights and efforts to achieve good governance. This study aims to reveal the general overview of public communication that is completed, the stages in the distribution of public information, and opportunities as well as challenges in Diskominfo Badung Regency's management of public communication.

Based on the pandemic problem and how the Badung Regency government, through the Badung Regency Communication and Information Agency, must continue to try to maximize existing facilities for public communication. As a result, this title is very interesting to investigate further in order to see how social media was optimized as a means of public communication in Badung Regency during the pandemic.

2. Method

The research method used in this study is a mixed method. Mixed methods research is a method of applying the approaches in qualitative and quantitative research in one study (Sugiyono, 2011, p. 404). Therefore, data collection, analysis of the data, to drawing conclusions will be studied qualitatively and quantitatively. This thesis employs a form of research triangulation in which the quantitative approach is used as a secondary investigation for qualitative research (Morse, 1991 in Winaryati, 2020:125). Assessment of the quantitative conducted by distributing questionnaires to the community of Badung Regency to know the real conditions of application of social media owned by the Government of Badung Regency. During the pandemic Covid-19, the evaluation is qualitatively conducted through interview, observation, and literature analysis to investigate in greater detail the nature of the usage of social media as a medium of public communication by the Office of Communications and Informatics (Diskominfo) Badung Regency.

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The research is hosted in the Department of Communication and Computing (Diskominfo) the Regency of Badung that runs from February to April 2021. The subject of this research is the local Government of Badung Regency and the Community Badung Regency. The head Section of the Public Media, Diskominfo Kabupaten Badung is the informant of the government of Badung Regency. As for the number of respondents who participated in this study amounted to 42 people coming from 6 (six) districts in the Regency of Badung. A simple random sampling technique was used to choose the respondents who filled out the questionnaire. A method of evaluating the sample using a simple random method is known as simple random sampling (Samsu, 2017:145). In this case, each member of the population has an equal chance of being sampled.

The Data used in this study consists of primary data and secondary data are taken directly from the field studies and literature studies. Field studies carried out by interviewing the informants/interviewees have been determined. The literature study was done by collecting some of the documents related to the phenomenon discussed in this study is optimizing the use of social media as a means of communication to the public by the Office of Communications and Informatics Badung Regency during the Covid-19 pandemic. Literature sourced from journals, theses, books, news, archives, and government policies.

Data analysis is done through the stages of data collection, data reduction, data presentation, and conclusion. Data collection initially in the form of data-related literature overview and development of the use of social media by the Government of Badung Regency. Then proceed with filling out the Questionnaire online that spread through social media by making People in Badung Regency a target. The questionnaire was used to assess public awareness of social media operated by the Badung Regency Government, as well as the utility of social media as a public communication tool. The data is then distilled by summarizing and searching for trends and patterns in the phenomenon under investigation. The results of the data reduction are then presented in the form of quantitative (numbers) and qualitative (narrative). The next step is to draw conclusions related to the studied phenomenon. The results of the outcomes of the analysis will be used to describe whether the use of social media as a means of public communication have been optimal in Badung Regency during the pandemic of Covid-19.

3. Findings and Discussion

Overview of Public Communications Made By the Office of Communications and Informatics Badung Regency

Public communication is a form of communication used to effectively and efficiently communicate the message to the public through the media or in person (Arni, 2008, p. 7). A public entity may use public communication to educate the public about a policy or program that is being implemented. Indonesia has a strategic plan related to the management of public communication that is stated in Presidential Instruction No. 9 of 2015 on the Management of Public Communication. Government contact is supposed to be one voice in communicating government priority policies and services, according to Presidential Instruction No. 9/2015. It is done in order to ensure that the community's right to know about government policy and results is respected. The government is supposed to improve public engagement by improving two-way public contact and soliciting feedback from the public. The government is obliged to inform the public of the related aspects of regional excellence, management, governance, resources, and policy/program that will be and are being implemented (Priyatna et al., 2020).

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The Badung Regency Office of Communications and Informatics (Diskominfo) is one of the Regional Organizations (WTO) that is part of the Local Government of Badung Regency and is responsible for implementing the 3 (three) affairs of communication and information technology, statistical affairs, and coding. Diskominfo Badung Regency, in the field of public relations, is constantly striving to respond to changing times and technology. The optimization of public communication facilities and infrastructure in conveying information to the public in Badung Regency continues, with one example being the expansion of public communication in the form of social media. One of the sections in the field of Public Information Management, the Public Media Section, chaired by I Gusti Mayun Trisna Putra, is in charge of managing public relations through social media.

The development of information and communication technologies needs to be optimized by the Local Government, given the increasing complexity and rapid flow of information that occurs at this time. Implementing public communication, particularly through the use of social media, is critical in order to reach out and connect with the public in order to increase public engagement in the implementation of good governance (Hidayat, et al., 2016:104). Reasons for the use of social media as one of the means in the delivery of public communication is an attempt made by the Government of Badung Regency in maximizing the delivery of public information related to the performance of the Regent and the Device other Areas, policy or program that will be and is being done, the potential (culture, region, etc.) owned by the Badung Regency. Social media used in communicating these things, namely Website, YouTube, Facebook, Instagram, TikTok, and Twitter.

Figure 1. Some Portraits of Managed Social Media Account Homepage by Diskominfo Badung Regency.
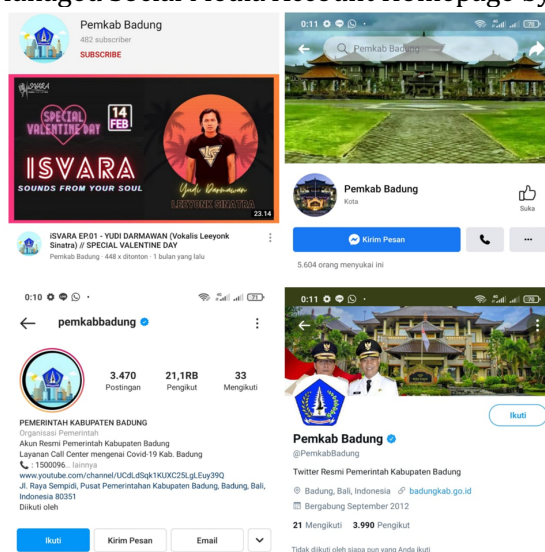
Stages in the Process of Delivering Information to the Public in the Office of Communications and Informatics Badung Regency

The ideal shape that will improve the welfare of the community through the involvement of the people and the government to achieve a clear trust in the information society will be provided is alignment between public information desired by the public and delivered by the public body. The concept of transparency applied in Indonesia, according to Nupikso (2017), can be seen in three categories: how public information is written, how public information is delivered, and how the type of services related to public information. Until delivering public information to the public, Diskominfo Badung Regency goes through a series of steps to ensure that the public information provided meets the expectations and objectives that have been set.

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The first stage involves preparing for the types and formats of public information to be conveyed, as well as the estimated costs and planned outcomes. All of the planning is contained in the Work Plan and Budget (RKA), which is discussed in September each year. The second stage is the Public Media Section's internal meeting, which addresses the quality of public information and the social media platforms that will be used to distribute it. The content is divided into two types: standard content (which includes religious and national sayings, regional policy, and infographics) and innovative content (which includes original content) (which package the information related to the potential that is owned by the Badung Regency, local culture, and entertainment of the public). The final stage, namely the process of content creation (in the form of an image, video, short film, or other formats) and the publishing of content generated on social media platforms that have been developed. Diskominfo Kabupaten Badung performs stages in order to satisfy the rights of the population of Badung Regency in collecting knowledge on what the government of Badung Regency is doing.

**Development of the Use of Social Media as a Medium of Public Communication of the Government of Badung Regency**

The government offers not only standard but also innovative material, which is a hallmark of public communication created by Diskominfo Badung Regency. It is new because knowledge delivered in government institutions appears to be monotonous and focuses on "what the government has achieved" rather than "what the people love." As a result, the Badung Regency Government's social media sites, such as Instagram, Twitter, Facebook, YouTube, Website, and TikTok, have seen a rise in the number of followers and engagement.

The majority of respondents knew that the Government of Badung Regency uses social media as a means of public communication, according to data collected from online questionnaires to 42 people Regency of Badung, which was used as the sample in this report. Despite knowing that the Government of Badung Regency has Social Media Platforms, not all respondents follow their social media account. Percentage of public knowledge Badung Regency and attention to follow the social media owned by the Government of Badung Regency can be seen in Diagram 1. and Diagram 2. here.

Diagram 1. The level of Public Knowledge of Badung Regency on Social Media Owned by the Government of Badung Regency (Source: Primary Data, 2021).

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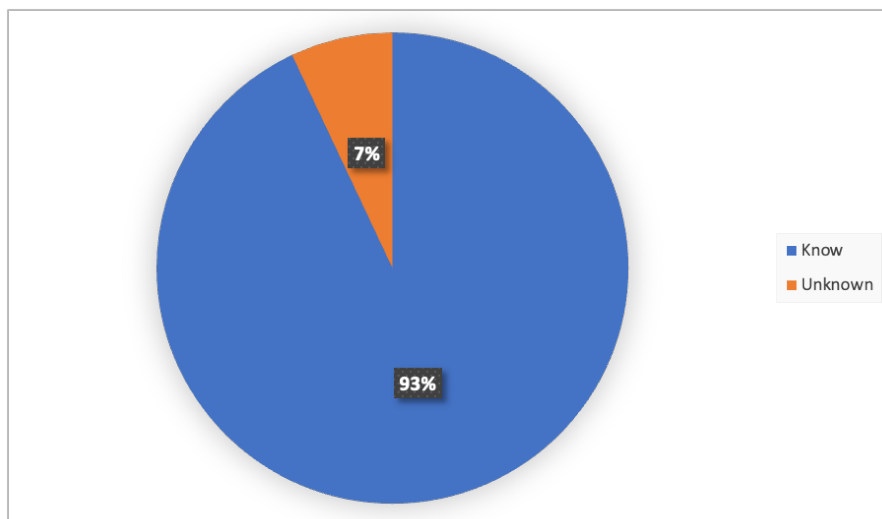
Diagram 2. Attention Community Badung Regency to Follow the Social Media Owned by the Government of Badung Regency (Source: Primary Data, 2021).
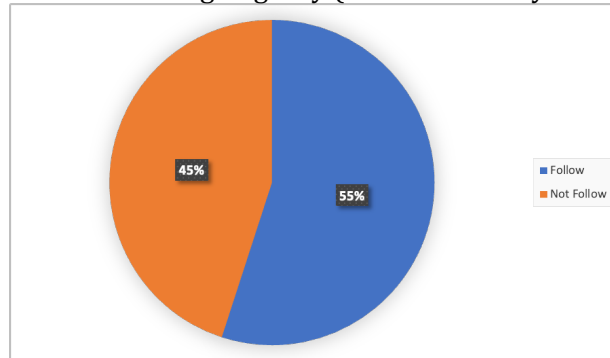

In light of the above, the Regency of Badung's society should be aware that the government of Badung Regency has an official social media presence, but some members of the group are still hesitant to use the government's social media. It is shaped by factors such as a lack of vital interests to communicate with the government, the need for information from social media at a specific moment, or other personal reasons relevant to the use of social media in the virtual world.

Diagram 3. Types of Social Media Owned by the Government of Badung Regency, which is Known by the People of Badung Regency (Source: Primary Data, 2021).
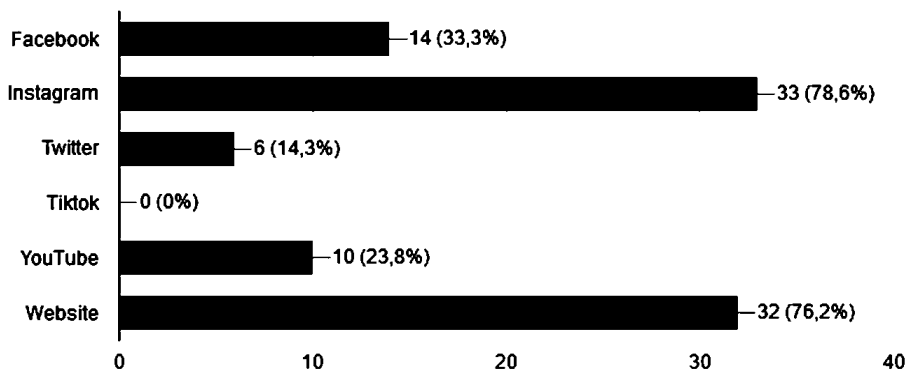
Diagram 4. Types of Social Media Owned by the Government of Badung Regency which was Followed by the People of Badung Regency (Source: Primary Data, 2021).
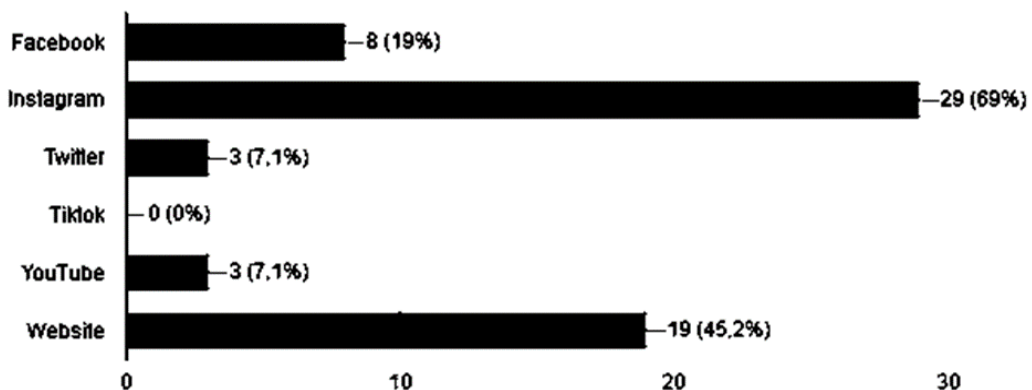
Starting in Diagram 3. It can be seen that the public is familiar with the Badung Regency Government's social media accounts, which include Instagram and the Website. In addition,

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respectively, Facebook, YouTube, and Twitter have also been widely recognized by the public. Unfortunately, TikTok belonging to the Badung Regency Government is not yet known by the public. On the other hand, in Diagram 4. It appears that Instagram and the website are still popular social media platforms in Badung, followed by Facebook, Twitter, YouTube, and finally TikTok. The lack of public awareness and attention to the official account of the TikTok Government of Badung Regency is due to the account's recent launch, which coincides with the Pandemic. It is certainly different from other social media that has even been used since the Year 2010 as a medium of public communication.

The official Instagram account of the Badung Regency Government (@pemkabbadung) had only about 11,000 followers at first, according to the form of social media account. However, over time, the number of Instagram followers has increased significantly, and the total number currently stands at 21,000 followers. In the early stages of any account's launch, Instagram is unable to pique the attention of the Badung group. The distribution of followers' locations, as seen in Table 1, reveals that people from other regions are the majority of followers.

Table 1. The distribution of the Location of the Followers of the Account Instagram of the Government of Badung Regency (@pemkabbadung)

Area	The Initial Launch	Current Conditions
Badung	30%	60%
Denpasar	60%	30%
Other	10%	10%

(Source: Interview, 2021)

Table 1 shows that the followers of the account (@pemkabbadung) are dominated by people from the City of Denpasar, who account for 60% of the total, while followers from the Badung Regency account for 30% of the total, and the remaining 10% are from other regions. When it comes to these followers, however, a Badung Regency population has already dominated with 60 percent of the Badung Regency, 30% of the City of Denpasar, and the remaining 10% coming from other areas. People from Mengwi District are the most users who follow the @pemkabbadung Instagram account. Instagram accounts are more attractive to young people in their teens to twenties.

The next social Media owned by the Government of Badung Regency that has the number of followers the most is Facebook. This fan page, Pemkab Badung, has succeeded in gaining the public's interest to the point that it now has 5,604 followers as of April 13, 2021. Parents in their thirties and above make up the majority of the Badung Pembkab fan page account's followers.

The Government of Badung Regency owns Twitter, a social media platform with the third-highest number of followers. The user account (@PemkabBadung) was first established in the year 2021, and it has managed to attract 3.990 people to follow the advancement of knowledge through this social network. The younger generation dominated the twitter account's followers, similar to Instagram.

The Badung Regency Government has a YouTube channel called Badung Regency Government (Pemkab Badung). In the two years since its launch, this YouTube channel has accumulated 482

subscribers. This represents a large increase as compared to the beginning of the launch when the YouTube Channel's number of followers was still relatively low in 2018. There are also websites that the Badung community has used to get information about government results, current conditions, and problems that have arisen as a result of the Covid-19 pandemic. The last social media platform is TikTok Badung Regency Government, which was only recently launched during the outbreak. However, social media TikTok has not been widely known by the public.

Increasing the number of followers on all social media accounts regulated by the Badung Regency government, despite the influence of social media material. According to the results of interviews with the Head of Public Media Diskominfo Kabupaten Badung, the design of social media that was introduced to the public at the start of its launch seemed to be monotonous. The content was often uploaded without going through the process of editing. This has resulted in a slow increase in the number of social media followers for the Government of Badung Regency. Diskominfo Badung Regency recognized this and made improvements to the design and information provided. Furthermore, how information is delivered to the public as a means of public communication is becoming more comfortable and versatile.

In the time of Pandemic Covid-19 for example. The information shared on social media by the Badung Regency government aims to educate the public and encourage people to engage in the fight against Covid-19. The content takes the form of an appeal to always follow health guidelines, an overview of the Covid-19 patient classification, and links to Covid-19-related data that can be accessed in real time at that very moment. In addition, social media are also used to provide full service to accommodate the aspirations, feedback, suggestions, criticisms, and complaints from the public. Both the society and the government will interact in two ways in this situation.

Figure 2. The content Presented by the Government of Badung Regency on Social Media Accounts Instagram (@pemkabbadung) Related to the Pandemic Covid-19.
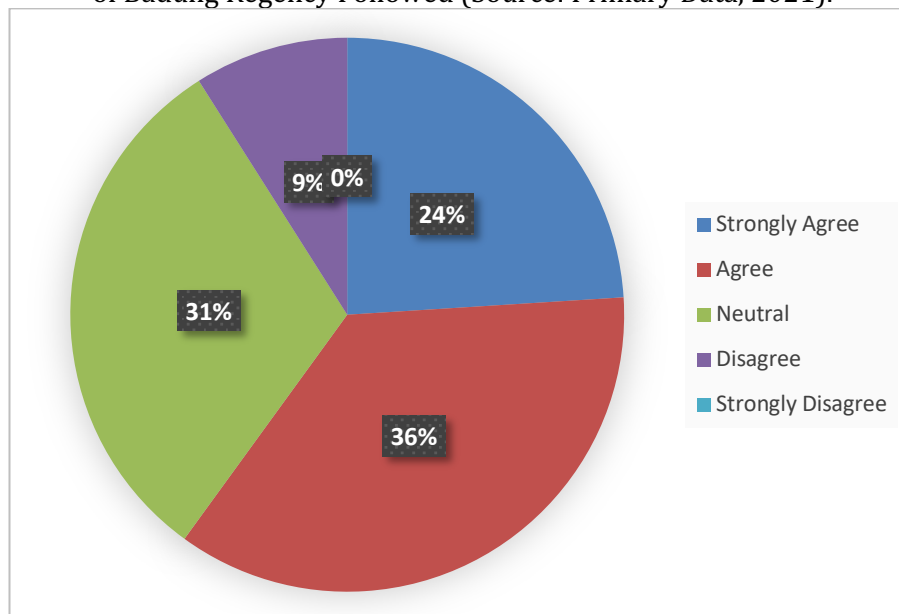

Badung Regency's Community Reaction to the Use of Social Media as a Public Communication Medium

The community's reaction to the use of social media as a means of public communication appears to be positive, according to the study's findings. In terms of content, the Badung Regency group acknowledges that the Government of Badung Regency's social media is capable of presenting information that is both interesting and understandable. Furthermore, the information conveyed is reasonably current, as it pertains to the most recent issues circulating in the culture. As a result, the Government of Badung Regency appears to be capable of gaining public confidence in the details presented on the local government of Badung Regency's social media pages. The majority of the

community agrees that information submitted through the government of Badung Regency's official social media is accurate and reliable. The Data can be seen in Diagram 5. below.

Diagram 5. Types of Social Media that the Government of Badung Regency Owned and that the People of Badung Regency Followed (Source: Primary Data, 2021).

When it comes to the ease of obtaining public information, the majority of people in Badung Regency reported that the use of social media as a means of public communication by the Badung Regency government has made it easier for them to obtain a variety of information. Not only that, but in terms of public services, the government of Badung Regency has been sensitive and responsive in responding to public criticism, suggestions, and complaints through social media. It has the ability to pique the community's interest in participating in initiatives and policies that will be implemented by the Badung Regency Government in the future.

The total proportion of people who are maximizing their use of social media as a public networking platform is in the region of 60-70 percent. Increased public interest as a result of increased public communication makes society a controller of policy/government programs. It's important to note that community involvement in Badung Regency would aid in oversight and ensure that the government doesn't make policy on the spur of the moment. The number of comments, criticisms, and suggestions sent by the public to the Government of Badung Regency via the official accounts of social media owned by the Government of Badung Regency is a tangible manifestation of the community's position.

The fulfillment of Human Rights to actively engage in the process of policy formulation to policy implementation by the government, as guaranteed by the constitution in accordance with Article 28 C Ayat (2) UUD 1945, has also been achieved by the use of social media as an intermediary (Affan, 2021:128). Access to information is a human right of every human being in every country (Choerunnisa and Nugraha, 2020:4). Furthermore, the disclosure of this information allows for the fulfillment of Article 28F of the 1945 CONSTITUTION's right to communicate and obtain information (Raihana, 2015:54). For example, during the pandemic Covid-19. When people request data on the distribution of Covid-19 patients in the Regency of Badung, which is delivered directly in the comment section of government social media accounts, the Government of Badung Regency promptly provides such data, also creating a special map that can be viewed online to track data distribution of Covid-19 patients. In

addition, the community is given the greatest opportunity to raise questions about other rights and the government's success in a program. The realization of Good Governance as seen by the fulfillment of the principles of Good Governance is the essence of public communication created by the Badung Regency Government through social media, namely participation (community involvement), the rule of law (fair law enforcement); transparency (freedom of information); responsiveness (fast and responsive); consensus orientation (oriented to the interests of the community); equity (equal opportunity); efficiency and effectiveness (efficiency and effectiveness); accountability (public responsibility); and strategic vision (future vision) (Andriyadi, 2019:88).

The Use of Social Media as a Public Communication Medium in the Pandemic: Opportunities and Challenges

In its implementation, the use of social media as a means for public communication has both benefits and drawbacks. In general, Diskominfo's ability to use social media in Badung Regency stems from the ease with which social media can be accessed without requiring a lot of space or time. Data relevant to Covid-19 can be viewed in real time, and it can be delivered to the public easily. Social media is considered to be one of the most effective media for disseminating information (Cahyani, 2020:2). Social media can be used by anyone, regardless of age, ensuring that public contact is established equally and without discrimination against any groups.

First and foremost, Diskominfo Badung Regency has sufficient high-quality capital. Indah (2019:91) reveal that the success of an organization is influenced by job performance of human resources. These human resources are Public Media Section employees with graphic design and copywriting skills. Employees at the Badung Regency Government Center are also a valuable outlet for re-sharing information from Badung Regency's social media accounts. All modes of public contact to the citizens of Badung Regency are supported by adequate facilities and infrastructure.

Second, the people of Badung Regency have shown a positive attitude about the use of social media as a means of public communication. This is undoubtedly beneficial to the Badung Regency government. During this pandemic, it is critical to build public confidence through public information disclosure so that all sectors of society are able to engage in the implementation of government policies and programs later (Wibawa, 2020:491). Third, the Badung Regency Government owns a large number of partnerships. The Badung Regency Government works with a variety of partners, including major social media accounts (like @infodenpasar), influencers, musicians, and community leaders. This opportunity would undoubtedly aid Diskominfo in disseminating information as widely as possible.

In addition to these benefits, there are a number of issues that must be addressed in conjunction with the use of social media for public communication. For starters, Badung Regency's Diskominfo lacks a Standard Operating Procedure (SOP) for presenting information to the public. Due to the lack of SOPs, the content screening process is still focused on a single individual. As a result of this situation, one of the contents posted on the Badung Regency Government's official social media accounts was taken down after causing public uproar.

The second difficulty is the scarcity of human capital. The Public Media Section, which serves as the Badung Regency Government's social media manager, currently has only 7 (seven) employees. Employees are often overwhelmed during the recording, processing, and copywriting processes. Finally, there are financial limitations. The budget for handling social media was significantly reduced as a result of the Covid-19 pandemic (Sugianto, 2020:89). Budgets around the Badung Regency have been

redirected to combat the Covid-19 Pandemic. As a result, a variety of agendas for the control of social media as a public relations platform must be put on hold for the time being.

4.   Conclusion

Public contact is one of the indicators for the government's position during the Covid-19 pandemic. Public communication is a form of communication used by the government to effectively and efficiently communicate with the general public. The form of public communication built by the Badung Regency Communication and Information Agency (Diskominfo) is to use social media as the intermediary. Facebook, Twitter, Instagram, Website, Tiktok, and YouTube are examples of social media. Diskominfo of Badung Regency's public communication is distinguished by material that reflects the community's viewpoint. As a result, the information provided is not just about what the government has done, but also about the effect that this information would have on the population. Diskominfo of Badung Regency used social media to introduce public communication in many stages, including preparation, internal meetings, and content production. During the Covid-19 pandemic, public communication through social media experienced changes in content and design, making it more persuasive and adaptable to current issues. In answer to Covid-19, social media has included a special column that serves as an educational and data-gathering tool. With a percentage of 60-70 percent, the use of social media as a means for public communication during a pandemic is optimum. During the Covid-19 pandemic, social media can be used to provide an up-to-date, open, and appealing medium for public communication.

Suggestions

Given the opportunities and challenges that the Badung District Diskominfo faces in using social media as a medium of public communication, changes in a number of areas are needed. The Badung Regency Government should plan SOPs as early as possible to control the entry and exit of social media content. This can be bolstered even further by the development of special policies and initiatives that can provide good legality while still optimizing public communication. Diskominfo must also collaborate with a variety of actors, including the community and the Badung Regency government. This is critical in ensuring the consistency of the information to be disseminated to the public. Finally, Diskominfo must raise human capital in order to improve the work system for coordinating public communication.

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