

## SOCIAL MEDIA COMMUNICATION AND PUBLIC ENGAGEMENT IN GOVERNMENT GOVERNANCE: EVIDENCE FROM WEST JAVA, INDONESIA

Ramadhan Pancasilawan<sup>1a</sup> Andi Sukandi<sup>2b</sup><sup>1</sup>Universitas Padjadjaran<sup>2</sup>Politeknik Bina Globalramdadhan.pancasilawan@unpad.ac.id<sup>a</sup>, andisukandi@polmar.ac.id

## ARTICLE INFO

Received: 21 November 2025;

Accepted: 24 December 2025;

Publish: 25 January 2026;

Volume 1 Issue 1,  
January - June 2026, pp. 9-17<http://doi.org/10.23960/gjcs.v1i1.1>

## Corresponding author :

Ramadhan Pancasilawan

(ramadhan.pancasilawan@unpad.ac.id)

## ABSTRACT

The development of digital communication technologies has transformed the way governments interact with citizens. Social media platforms have become important tools for government institutions to disseminate information, promote transparency, and encourage public participation in governance. This study aims to examine the role of social media communication in promoting public engagement in government governance in West Java, Indonesia. The research employed a qualitative approach using semi-structured interviews and observation of government social media communication practices to understand how citizens interact with government communication through digital platforms. The findings indicate that social media communication contributes to improving public access to information and increasing citizen engagement in governance processes. However, the effectiveness of social media communication depends on factors such as the clarity of information, the responsiveness of government institutions, and citizens' digital literacy. The study also identifies several challenges, including unequal access to digital platforms and limited institutional capacity in managing digital communication. The results suggest that governments should adopt strategic social media communication practices that emphasize transparency, accessibility, and interactive engagement to strengthen citizen participation in governance. This study contributes to the literature on digital governance and government communication by highlighting the importance of social media as a tool for promoting public engagement in governance.

**Keywords:** Social Media Communication, Digital Governance, Public Engagement, Government Communication, Citizen Participation

## ABSTRAK

Perkembangan teknologi komunikasi digital telah mengubah cara pemerintah berinteraksi dengan masyarakat. Platform media sosial telah menjadi sarana penting bagi institusi pemerintah untuk menyebarkan informasi, meningkatkan transparansi, serta mendorong partisipasi masyarakat dalam proses pemerintahan. Penelitian ini bertujuan untuk menganalisis peran komunikasi media sosial dalam meningkatkan keterlibatan masyarakat dalam tata kelola pemerintahan di Jawa Barat, Indonesia. Penelitian ini menggunakan pendekatan kualitatif melalui wawancara semi-terstruktur serta observasi terhadap praktik komunikasi pemerintah melalui media sosial untuk memahami bagaimana masyarakat berinteraksi dengan komunikasi pemerintah melalui platform digital. Hasil penelitian menunjukkan bahwa komunikasi melalui media sosial dapat meningkatkan akses masyarakat terhadap informasi pemerintah serta mendorong keterlibatan publik dalam proses pemerintahan. Namun, efektivitas komunikasi media sosial dipengaruhi oleh beberapa faktor, seperti kejelasan informasi, responsivitas institusi pemerintah, serta tingkat literasi digital masyarakat. Penelitian ini juga menemukan beberapa tantangan, termasuk ketimpangan akses terhadap platform digital dan keterbatasan kapasitas institusi pemerintah dalam mengelola komunikasi digital. Oleh karena itu, pemerintah perlu mengembangkan strategi komunikasi media sosial yang menekankan transparansi, aksesibilitas, serta interaksi yang lebih aktif dengan masyarakat untuk memperkuat partisipasi publik dalam tata kelola pemerintahan.

**Kata Kunci :** Komunikasi Media Sosial, Tata Kelola Digital, Keterlibatan Publik, Komunikasi Pemerintah, Partisipasi Masyarakat

## A. INTRODUCTION

The rapid development of digital communication technologies has significantly transformed the way governments interact with citizens and deliver public information. Advances in information and communication technologies (ICT) have enabled governments to adopt more innovative and interactive communication strategies to reach broader audiences. In recent years, social media has emerged as one of the most influential digital communication platforms used by governments to disseminate information, engage with citizens, and promote transparency in governance processes. Governments increasingly utilize platforms such as Twitter, Facebook, Instagram, and YouTube to communicate policies, public services, and government programs to the public in a more direct and interactive manner (Mergel, 2020; Criado, Sandoval-Almazan, & Gil-Garcia, 2021). The use of these platforms allows governments to move beyond traditional communication methods and create more dynamic and responsive interactions with citizens.

Social media communication has significantly changed the traditional model of government communication, which was previously dominated by one-way information dissemination through official announcements, press releases, and traditional media channels. In the digital era, governments are no longer limited to broadcasting information but are increasingly expected to facilitate dialogue and interaction with citizens. Through social media platforms, government institutions can communicate with citizens in real time, respond to public concerns, and encourage public participation in governance processes. This transformation has created new opportunities for governments to strengthen transparency, improve responsiveness, and foster stronger relationships with the public (Criado et al., 2021; Wirtz & Müller, 2022). As a result, digital communication platforms have become an important component of modern public governance strategies.

Public engagement represents one of the most important outcomes of effective government communication in the digital era. Engagement refers to the active involvement of citizens in public discussions, policy debates, and governance activities. When citizens actively interact with government communication channels, they become more informed about public policies and government programs and are more likely to participate in governance processes. Citizen engagement can take various forms, including commenting on policy announcements, sharing government information, participating in online consultations, and contributing feedback on public services. Studies have shown that digital communication platforms can significantly enhance citizen engagement and improve the effectiveness of public governance by creating opportunities for more inclusive and participatory decision-making processes (Wirtz & Müller, 2022; Bonsón & Ratkai, 2013).

In the context of digital governance, social media has become a strategic tool for governments to improve transparency, accountability, and citizen participation. Digital governance emphasizes the use of digital technologies to enhance public administration and strengthen the relationship between governments and citizens. Social media platforms provide governments with the ability to communicate more efficiently, disseminate information quickly, and monitor public responses to government policies. Consequently, governments that effectively utilize social media communication can build stronger public trust and improve the legitimacy of governance processes (Mergel, 2020; Kavanaugh et al., 2012).

In Indonesia, social media has become a widely used communication tool for government institutions at both national and regional levels. The rapid growth of internet users and social media adoption has encouraged many government agencies to integrate social media platforms into their public communication strategies. These platforms are used to disseminate public information, communicate government programs, and respond to community concerns more quickly and efficiently. As part of broader digital transformation initiatives in public administration, the use of social media is increasingly recognized as an important mechanism for enhancing transparency and strengthening public participation in governance (Nasrullah, 2017; Pratama, 2021).

West Java represents one of the most digitally connected regions in Indonesia, with high levels of internet penetration and active social media usage among citizens. The provincial government and local government institutions in West Java have increasingly utilized social media platforms as communication tools to improve public information dissemination and encourage citizen engagement in governance activities. Government agencies frequently use social media to share policy updates, promote public programs, and interact with citizens through comments and feedback mechanisms. However, despite the increasing use of social media by government institutions, the effectiveness of these platforms in fostering meaningful public engagement remains an important issue that requires further exploration.

Previous studies on government communication have primarily focused on transparency, accountability, and public trust in digital governance. While these studies highlight the importance of digital communication

technologies in improving public sector performance, relatively limited research has examined how social media communication directly influences citizen engagement in governance processes. In particular, empirical studies that analyze how citizens interact with government communication through social media platforms at the regional government level remain relatively scarce (Bonsón & Ratkai, 2013; Criado et al., 2021). Understanding these interactions is essential for evaluating the effectiveness of digital governance strategies and identifying ways to strengthen citizen participation in public decision-making processes.

Therefore, this study aims to examine the role of social media communication in promoting public engagement in government governance in West Java, Indonesia. By exploring how digital communication platforms influence citizen participation and interaction with government institutions, this research contributes to the growing body of literature on digital governance and government communication. In addition, the findings of this study are expected to provide practical insights for government institutions in developing more effective social media communication strategies that enhance citizen engagement and strengthen democratic governance in the digital era.

## **B. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Social Media Communication in Government**

The advancement of digital communication technologies has significantly transformed the way governments communicate with citizens. Social media platforms have become important tools for governments to disseminate information, interact with the public, and promote transparency in governance. Through social media channels such as Twitter, Facebook, and Instagram, government institutions can communicate more quickly and directly with citizens compared to traditional communication channels. These platforms allow governments to share policy updates, public service information, and emergency announcements in real time (Mergel, 2020).

Social media also enables governments to adopt more interactive communication strategies. Unlike traditional one-way communication methods, social media platforms allow citizens to respond to government messages, ask questions, and express their opinions regarding public policies. This two-way communication creates opportunities for governments to better understand public concerns and improve their responsiveness to citizen needs (Criado, Sandoval-Almazan, & Gil-Garcia, 2021). As a result, social media has become an essential component of digital governance and modern public communication practices.

### **Citizen Engagement in Governance**

Citizen engagement refers to the active participation of citizens in governance processes, including policy discussions, decision-making activities, and public service evaluation. Engagement can take various forms, such as providing feedback on government programs, participating in public consultations, or interacting with government communication channels. Effective citizen engagement contributes to improving governance quality by encouraging transparency, accountability, and collaboration between government institutions and society (Wirtz & Müller, 2022).

In the context of digital governance, social media platforms have become important tools for encouraging citizen engagement. Digital platforms allow governments to reach a wider audience and facilitate interaction with citizens regardless of geographical limitations. Research indicates that when governments actively engage with citizens through digital communication platforms, it can increase citizens' sense of involvement in governance processes and strengthen democratic participation (Medaglia & Zheng, 2021).

### **Digital Governance and Government Communication**

Digital governance refers to the use of digital technologies to improve public administration, government communication, and service delivery. Governments around the world are increasingly adopting digital tools to enhance transparency, improve efficiency, and strengthen communication with citizens. Digital governance initiatives often include online public service platforms, open data systems, and social media communication channels that allow governments to interact more effectively with the public (Mergel, 2020).

Government communication is an important component of digital governance because it enables the dissemination of information and facilitates dialogue between government institutions and citizens. Effective digital communication strategies can help governments build stronger relationships with citizens and improve the public's perception of government transparency and responsiveness (Criado et al., 2021).

### **Social Media Communication and Public Engagement**

The relationship between social media communication and citizen engagement has become an important topic in governance studies. Social media platforms provide opportunities for governments to interact with citizens in a more participatory and transparent manner. When governments use social media effectively, they can

encourage citizens to participate in discussions about public policies and governance issues.

Several studies suggest that social media communication can significantly increase citizen engagement by providing accessible channels for information exchange and public interaction. Citizens who actively interact with government communication platforms are more likely to become involved in governance processes and contribute to public discussions about policy decisions (Medaglia & Zheng, 2021).

However, the effectiveness of social media communication in promoting citizen engagement depends on how government institutions manage these platforms. Communication strategies that prioritize transparency, responsiveness, and interactive dialogue are more likely to foster meaningful engagement between governments and citizens. Therefore, examining how social media communication influences citizen engagement remains an important area of research in digital governance and government communication studies.

### **C. RESEARCH METHODOLOGY**

This study employed a qualitative research approach to examine the role of social media communication in promoting public engagement in government governance in West Java, Indonesia. A qualitative approach was selected to gain a deeper understanding of how citizens perceive and interact with government communication through social media platforms. The research adopted a case-oriented design focusing on government communication practices on digital platforms such as official government social media accounts and online public information channels. Data were collected through semi-structured in-depth interviews with selected informants, including community members, social media users, and individuals who actively follow government social media accounts. Informants were selected using purposive sampling to ensure that participants had experience interacting with government communication through digital platforms. In addition to interviews, the study also utilized document analysis and content observation of government social media posts to understand communication patterns and public engagement practices. The collected data were analyzed using thematic analysis, which involved data reduction, coding, categorization of themes, and interpretation of patterns related to social media communication and citizen engagement. To ensure the credibility and validity of the findings, triangulation techniques were applied by comparing information obtained from interviews and social media content analysis. The results were then interpreted to explain how social media communication practices influence citizen engagement and participation in governance processes in West Java.

### **D. RESULT AND DISCUSSION**

The findings of this study reveal several important insights regarding the role of social media communication in promoting public engagement in government governance in West Java, Indonesia. Based on interview data and observation of government social media platforms, several key themes emerged that explain how digital communication practices influence citizen participation and interaction with government institutions.

#### **Social Media as a Government Communication Channel**

The findings show that social media has become an important communication channel used by government institutions to disseminate information to the public. Informants indicated that platforms such as Instagram, Twitter, and Facebook are frequently used by government agencies to share information related to government programs, policy updates, public services, and community activities. The use of these platforms enables governments to distribute information more rapidly and efficiently compared to traditional communication channels such as press releases, printed media, and official announcements. This transformation reflects the broader shift toward digital governance, where governments increasingly rely on digital communication technologies to improve the accessibility and efficiency of public information dissemination (Mergel, 2020; Criado, Sandoval-Almazan, & Gil-Garcia, 2021).

The use of social media also allows government institutions to provide real-time updates and respond quickly to public inquiries and feedback. Through interactive features such as comments, direct messages, and live updates, governments are able to communicate with citizens more directly and responsively. This immediacy of communication enhances the ability of public institutions to deliver timely information and maintain continuous engagement with the community. Previous studies have highlighted that social media platforms provide governments with new opportunities to strengthen transparency and improve communication responsiveness in public administration (Kavanaugh et al., 2012; Wirtz & Müller, 2022).

Many informants also noted that social media platforms allow citizens to access government information more easily because these platforms are widely used in everyday communication. The widespread adoption of smartphones and internet connectivity has further increased the accessibility of social media among citizens,

making these platforms an effective tool for reaching diverse audiences. As a result, social media has helped governments reach broader segments of the population and improve public awareness of government initiatives and programs. This accessibility is particularly important in modern governance, where governments are expected to provide open and transparent communication to citizens (Bonsón & Ratkai, 2013).

Furthermore, the findings indicate that social media communication contributes to improving the visibility of government activities and strengthening the relationship between government institutions and the public. By regularly sharing information about policy initiatives, development programs, and community activities, government agencies can enhance public understanding of government efforts and achievements. This increased visibility can foster greater public trust and encourage citizens to become more engaged in governance processes. In the context of digital governance, social media communication is therefore considered an important mechanism for promoting transparency, accountability, and public participation in government decision-making processes (Criado et al., 2021; Mergel, 2020).

Overall, the findings suggest that social media has become an essential communication tool for government institutions in the digital era. Its ability to deliver information quickly, reach large audiences, and facilitate interactive communication makes social media an effective platform for improving government communication strategies. Consequently, the integration of social media into government communication practices plays a crucial role in enhancing public access to information and strengthening the relationship between government institutions and citizens.

### **Social Media and Public Information Accessibility**

Another important finding of this study is that social media significantly improves the accessibility of public information. Government communication through digital platforms allows citizens to obtain information about policies, development programs, and public services without having to rely solely on traditional media or formal government announcements. Through social media platforms, government institutions can disseminate information more widely and ensure that citizens receive updates in a timely manner. This shift reflects the growing importance of digital communication in public administration, where governments increasingly utilize online platforms to improve transparency and public access to information (Mergel, 2020; Criado, Sandoval-Almazan, & Gil-Garcia, 2021).

Informants in this study indicated that social media platforms make government information more visible and easier to access, particularly for citizens who actively engage with digital communication technologies. In particular, younger generations tend to rely heavily on social media as their primary source of information and communication. As a result, government use of social media enables public institutions to reach audiences that may not regularly access traditional media such as newspapers, television broadcasts, or official government websites. Previous studies have emphasized that social media platforms play an important role in expanding public access to government information and encouraging greater transparency in governance processes (Bonsón & Ratkai, 2013; Wirtz & Müller, 2022).

Furthermore, the interactive nature of social media allows citizens to quickly search for information, share government announcements, and engage in discussions related to public policies and government programs. This accessibility enhances the visibility of government activities and enables citizens to remain informed about ongoing policy initiatives and public services. In the context of digital governance, the use of social media platforms therefore contributes to improving the openness of public administration and supporting more inclusive communication between governments and citizens (Kavanaugh et al., 2012).

However, several informants also highlighted that not all government information is consistently communicated through social media platforms. While many government agencies actively use social media to disseminate information about public programs and events, some policy updates and administrative information may still be difficult to find or are not communicated clearly through digital channels. In some cases, information shared on social media may be limited to promotional content or general announcements, while more detailed policy information remains available only through official documents or institutional websites.

These findings suggest that governments need to develop more comprehensive and consistent digital communication strategies to ensure that important information reaches the public effectively. Effective government communication requires not only the adoption of digital platforms but also the strategic management of content, information clarity, and regular updates. Scholars argue that the effectiveness of government social media communication depends on the ability of institutions to provide accurate, relevant, and timely information while maintaining transparency and responsiveness to public needs (Criado et al., 2021; Mergel, 2020).

Overall, the results indicate that social media plays a significant role in improving the accessibility of public information and strengthening digital communication between governments and citizens. Nevertheless, maximizing the benefits of social media communication requires consistent information management, clear messaging strategies, and greater institutional commitment to transparency in public communication practices.

### **Interactive Communication and Citizen Engagement**

The findings also indicate that social media communication creates significant opportunities for interactive communication between government institutions and citizens. Informants mentioned that social media platforms allow citizens to comment on government posts, ask questions, and express their opinions regarding government policies and programs. These interactive features transform government communication from a traditional one-way information dissemination model into a more participatory communication process. Through functions such as comments, shares, and direct messaging, citizens are able to engage more actively with government institutions and participate in public discussions related to governance issues. Previous studies suggest that the interactive nature of social media can strengthen citizen-government relationships by enabling more direct communication and encouraging public participation in governance processes (Mergel, 2020; Criado, Sandoval-Almazan, & Gil-Garcia, 2021).

Interactive communication through social media also increases citizens' sense of involvement in governance activities. When citizens are given opportunities to express their opinions and receive responses from government institutions, they may feel that their voices are acknowledged in the policy-making process. This sense of involvement is an important aspect of public engagement because it encourages citizens to become more active participants in governance rather than passive recipients of government information. Scholars argue that digital communication platforms can foster a more participatory governance environment by facilitating dialogue and collaboration between governments and citizens (Wirtz & Müller, 2022; Kavanaugh et al., 2012).

However, the study also found that the level of interaction between government institutions and citizens varies across different social media platforms. In some cases, government agencies actively respond to citizens' comments, questions, and feedback, which creates a more dynamic communication environment and strengthens public trust in government institutions. Active engagement by government agencies can demonstrate openness and responsiveness, which are important elements in modern public administration. Research has shown that government responsiveness on social media can significantly enhance citizen satisfaction and strengthen perceptions of government transparency (Bonsón & Ratkai, 2013).

On the other hand, in several cases, responses from government institutions to citizens' comments and inquiries were relatively limited. Some informants indicated that although citizens frequently interact with government posts, replies from government agencies are not always consistent or timely. This limited interaction may reduce the effectiveness of social media as a platform for public engagement because citizens may perceive government communication as one-sided or symbolic rather than genuinely participatory.

These findings suggest that while social media has strong potential to encourage public engagement, the effectiveness of engagement largely depends on how actively government institutions interact with citizens through these platforms. Simply using social media as an information dissemination tool may not be sufficient to promote meaningful public participation. Instead, government institutions need to adopt more interactive communication strategies that prioritize responsiveness, dialogue, and consistent engagement with citizens. By doing so, social media can function not only as a communication channel but also as an important platform for strengthening participatory governance and improving the relationship between governments and the public.

### **Social Media Communication and Public Engagement in Governance**

The findings suggest that effective social media communication can contribute significantly to increasing public engagement in governance. Informants indicated that when government institutions provide clear, accurate, and transparent information through social media platforms, citizens are more likely to follow government updates, participate in discussions, and share government information with others. The accessibility and immediacy of social media enable citizens to remain informed about government policies, programs, and public services. As a result, social media communication can play an important role in strengthening the relationship between government institutions and citizens by creating more open and transparent communication channels. Previous studies have highlighted that transparent digital communication can enhance citizens' trust in government and encourage greater participation in governance processes (Mergel, 2020; Criado, Sandoval-Almazan, & Gil-Garcia, 2021).

In addition, the interactive features of social media platforms facilitate broader public engagement by allowing citizens to actively participate in online discussions related to government activities and policies. Citizens

are able to respond to government posts, share information within their social networks, and express their opinions regarding public issues. This type of digital interaction contributes to the development of participatory governance, where communication between government institutions and citizens becomes more collaborative and dynamic. Scholars argue that digital platforms such as social media can serve as effective tools for strengthening civic participation and fostering closer relationships between governments and the communities they serve (Wirtz & Müller, 2022).

Moreover, social media communication can also serve as an important platform for citizens to express concerns about public services and community issues. Through digital communication channels, citizens can communicate their opinions, suggestions, and complaints more easily compared to traditional communication mechanisms. This accessibility allows citizens to raise issues related to infrastructure, public services, or local development programs directly to government institutions. Previous research indicates that social media platforms have become increasingly important tools for citizens to voice concerns and provide feedback regarding government policies and public service delivery (Kavanaugh et al., 2012).

Furthermore, the presence of social media communication can encourage government institutions to become more responsive to public concerns. Citizens often expect faster responses from government agencies when they submit questions or feedback through social media platforms. When government institutions actively respond to these interactions, it can enhance the perception that governments are attentive to community needs and committed to improving public services. This responsiveness plays an important role in improving public perceptions of governance and strengthening trust between government institutions and citizens (Bonsón & Ratkai, 2013).

Overall, the findings indicate that social media communication has the potential to significantly enhance public engagement in governance by facilitating transparency, interaction, and responsiveness. By effectively utilizing digital communication platforms, government institutions can create more inclusive communication environments that encourage citizen participation and strengthen democratic governance processes.

### **Challenges in Social Media Communication for Governance**

Despite the benefits of social media communication, the study also identified several challenges in using social media for governance communication. Some informants pointed out that not all citizens have equal access to digital platforms due to differences in digital literacy, technological skills, and internet accessibility. Although internet penetration has increased significantly in many regions, disparities in digital access still exist among different social groups, particularly between urban and rural communities and across age groups. These disparities may limit the ability of some citizens to fully participate in digital governance communication through social media platforms. Previous studies have highlighted that the digital divide remains a key challenge in the implementation of digital governance initiatives, as unequal access to technology can hinder inclusive public participation (van Dijk, 2020; Mergel, 2020).

In addition to issues related to digital access, misinformation and negative online discussions may also influence public perceptions of government communication. Social media environments are often characterized by the rapid spread of information, including inaccurate or misleading content. When misinformation circulates widely, it can create confusion among citizens and undermine trust in government communication. Furthermore, negative online discourse or politically motivated narratives may distort the interpretation of government messages and reduce the effectiveness of official communication efforts. Scholars emphasize that governments must develop strategies to address misinformation and strengthen the credibility of official information shared through social media platforms (Criado, Sandoval-Almazan, & Gil-Garcia, 2021; Wirtz & Müller, 2022).

Another challenge identified in this study is the limited capacity of some government institutions to manage social media communication effectively. Managing social media accounts requires not only technical skills but also strategic communication planning, content management, and the ability to respond to public feedback in a timely and professional manner. Informants indicated that in some cases, government agencies lack dedicated personnel or clear communication strategies for managing digital platforms. As a result, social media accounts may be updated irregularly or used primarily for one-way information dissemination rather than interactive communication. Previous research suggests that effective government social media communication requires institutional commitment, trained personnel, and well-designed communication strategies to ensure meaningful engagement with citizens (Bonsón & Ratkai, 2013; Mergel, 2020).

Maintaining active engagement with citizens also requires sufficient organizational resources and coordination among different government departments. Responding to public inquiries, addressing complaints, and facilitating online discussions can be time-consuming and may require collaboration between communication teams

and policy-making units within government institutions. Without proper coordination and resource allocation, government agencies may struggle to maintain consistent interaction with citizens on social media platforms.

Overall, the results indicate that social media communication plays an important role in improving public engagement in governance. By utilizing social media platforms effectively, governments can enhance transparency, strengthen communication with citizens, and encourage greater participation in governance processes. The ability of social media to facilitate rapid information dissemination and interactive communication makes it a valuable tool for modern public administration. However, to maximize the benefits of digital communication, governments need to develop more strategic communication approaches that prioritize interaction, clarity of information, and inclusive access to digital communication platforms. Strengthening digital literacy, improving institutional capacity, and developing effective communication strategies will be essential for ensuring that social media can be fully utilized as a tool for participatory governance and public engagement in the digital era.

## E. CONCLUSION AND SUGGESTION

This study examined the role of social media communication in promoting public engagement in government governance in West Java, Indonesia. The findings indicate that social media has become an important communication tool for government institutions in disseminating information, increasing transparency, and facilitating interaction with citizens. Through digital platforms such as Instagram, Twitter, and Facebook, governments are able to share information regarding policies, programs, and public services more quickly and efficiently. The use of social media also allows citizens to access government information more easily and participate in discussions related to governance and public policies.

The study also highlights that social media communication can enhance citizen engagement when governments adopt interactive communication strategies. Citizens are more likely to engage with government communication when they are able to comment, ask questions, and provide feedback through digital platforms. Such interactive communication helps strengthen the relationship between government institutions and the public while encouraging greater citizen participation in governance processes. However, the effectiveness of social media communication depends on several factors, including the clarity of information provided, the responsiveness of government institutions, and the accessibility of digital communication platforms for citizens.

Despite its benefits, the study also identified several challenges in utilizing social media for government communication. Differences in digital literacy and internet access may limit the participation of certain groups in digital communication platforms. In addition, limited institutional capacity in managing social media communication may reduce the effectiveness of engagement between government institutions and citizens. Therefore, governments need to develop more strategic communication approaches to ensure that social media platforms are used effectively to support transparency and citizen participation.

Based on these findings, it is recommended that government institutions strengthen their social media communication strategies by prioritizing clear, accessible, and consistent dissemination of information. Governments should also improve responsiveness to citizens' feedback and encourage more interactive communication to foster stronger public engagement. Furthermore, efforts to improve digital literacy and expand access to digital communication platforms are important to ensure that all citizens can participate in governance processes. Future research is encouraged to explore additional factors influencing digital citizen engagement, such as the role of digital literacy, trust in digital platforms, and the effectiveness of different social media communication strategies in governance.

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