

GOVERNMENT COMMUNICATION ON TIKTOK AND PUBLIC ENGAGEMENT: EXAMINING DIGITAL GOVERNANCE STRATEGIES IN INDONESIA

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ABSTRACT

The rapid growth of social media platforms has transformed the way governments communicate with citizens. Among emerging platforms, TikTok has gained significant attention as a communication tool due to its short-form video format and high user engagement. This study aims to examine how government communication on TikTok contributes to public engagement in governance in Indonesia. The research employed a qualitative approach using semi-structured interviews and content analysis of government TikTok accounts to explore how citizens interact with government communication on this platform. The findings indicate that TikTok enables government institutions to deliver public information in a more engaging and accessible format, particularly for younger audiences. The platform also facilitates interactive communication through comments, likes, and content sharing, which can enhance citizen participation in governance discussions. However, the effectiveness of TikTok communication depends on factors such as content clarity, responsiveness of government institutions, and citizens' digital literacy. The study also identifies several challenges related to balancing informative communication with entertainment-oriented content and ensuring inclusive access to digital platforms. The findings suggest that governments should develop strategic communication approaches when using TikTok to promote transparency, improve public engagement, and strengthen digital governance practices.

Keywords: Government Communication, TikTok, Digital Governance, Public Engagement, Social Media Communication

ABSTRAK

Perkembangan pesat platform media sosial telah mengubah cara pemerintah berkomunikasi dengan masyarakat. Salah satu platform yang semakin populer adalah TikTok, yang memiliki format video pendek dengan tingkat interaksi pengguna yang tinggi. Penelitian ini bertujuan untuk menganalisis bagaimana komunikasi pemerintah melalui TikTok dapat meningkatkan keterlibatan masyarakat dalam tata kelola pemerintahan di Indonesia. Penelitian ini menggunakan pendekatan kualitatif melalui wawancara semi-terstruktur serta analisis konten terhadap akun TikTok pemerintah untuk memahami bagaimana masyarakat berinteraksi dengan komunikasi pemerintah melalui platform tersebut. Hasil penelitian menunjukkan bahwa TikTok memungkinkan institusi pemerintah menyampaikan informasi publik dengan cara yang lebih menarik dan mudah diakses, khususnya bagi generasi muda. Platform ini juga menyediakan fitur interaktif seperti komentar, suka, dan berbagi konten yang dapat meningkatkan partisipasi masyarakat dalam diskusi terkait pemerintahan. Namun, efektivitas komunikasi melalui TikTok dipengaruhi oleh beberapa faktor seperti kejelasan konten, responsivitas institusi pemerintah, serta tingkat literasi digital masyarakat. Penelitian ini juga menemukan beberapa tantangan, seperti menjaga keseimbangan antara konten informatif dan hiburan serta memastikan akses digital yang inklusif bagi seluruh masyarakat. Oleh karena itu, pemerintah perlu mengembangkan strategi komunikasi yang tepat dalam memanfaatkan TikTok untuk meningkatkan transparansi, memperkuat keterlibatan publik, dan mendukung praktik tata kelola pemerintahan digital

Kata Kunci : Komunikasi Pemerintah, TikTok, Tata Kelola Digital, Keterlibatan Publik, Komunikasi Media Sosial

A. INTRODUCTION

The rapid development of digital communication technologies has significantly transformed the way governments communicate with citizens. In recent years, social media platforms have become important tools for governments to disseminate information, promote transparency, and interact with the public. Among various digital platforms, TikTok has emerged as one of the fastest-growing social media platforms globally, attracting millions of users with its short-form video format and highly interactive communication environment. Governments around the world have increasingly begun to utilize TikTok as a communication channel to reach broader audiences, particularly younger generations (Zeng & Abidin, 2021).

TikTok offers unique opportunities for government communication because of its visual storytelling format and algorithm-driven content distribution system. Unlike traditional government communication channels that rely on formal announcements and press releases, TikTok allows government institutions to communicate policies, programs, and public information through creative and engaging content. This shift in communication style enables governments to connect with citizens in a more relatable and accessible manner, thereby improving public awareness and engagement with government initiatives (Kaye, Chen, & Zeng, 2022).

Public engagement is a crucial element in modern governance. Effective communication between government institutions and citizens can enhance public participation in governance processes and strengthen democratic legitimacy. Social media platforms such as TikTok provide new opportunities for governments to interact with citizens, encourage public discussions, and gather feedback on public policies. When citizens actively engage with government communication through digital platforms, they are more likely to develop interest in public affairs and participate in governance activities (Mergel, 2020).

In many countries, governments have begun experimenting with TikTok as part of their digital communication strategies. Government agencies use TikTok to disseminate information about public health campaigns, public services, educational programs, and emergency responses. These communication practices demonstrate how digital platforms can support government efforts to increase transparency and public engagement. However, the effectiveness of TikTok as a tool for government communication remains an emerging area of research, particularly in developing countries.

In Indonesia, TikTok has become one of the most widely used social media platforms, with millions of active users across different demographic groups. Government institutions and public agencies have started to adopt TikTok as a communication platform to reach citizens and promote public programs. Through creative digital content, government institutions aim to deliver information in a more engaging format that resonates with online audiences.

Despite the growing popularity of TikTok in government communication, limited research has examined how this platform influences public engagement in governance. Most previous studies on government communication have focused on traditional social media platforms such as Facebook and Twitter. Therefore, understanding how TikTok contributes to government communication and citizen engagement is important for evaluating the effectiveness of digital governance strategies.

This study aims to examine the role of TikTok in government communication and its impact on public engagement in governance in Indonesia. By exploring how government institutions utilize TikTok to communicate with citizens and how citizens interact with such communication, this research contributes to the growing literature on digital governance and social media communication while providing insights into emerging communication strategies in the public sector.

B. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Government Communication in the Digital Era

Government communication refers to the strategies and practices used by public institutions to disseminate information, explain policies, and interact with citizens. In the digital era, communication between governments and the public has increasingly shifted from traditional channels such as television, newspapers, and official announcements to digital platforms and social media networks. This transformation has enabled governments to communicate more rapidly and interactively with citizens, thereby improving transparency and access to public information (Mergel, 2020).

Digital communication platforms provide governments with opportunities to strengthen relationships with citizens through more open and participatory communication practices. By utilizing digital technologies, government institutions can deliver information in real time and respond to public concerns more effectively. Studies suggest that digital government communication can enhance transparency, increase public awareness of

government programs, and encourage greater citizen participation in governance processes (Criado, Sandoval-Almazan, & Gil-Garcia, 2021).

Social Media and Government Communication

Social media platforms have become an important tool in modern government communication strategies. Platforms such as Twitter, Facebook, Instagram, and YouTube allow governments to disseminate information widely and engage directly with citizens. Unlike traditional media, social media enables two-way communication where citizens can respond to government messages, provide feedback, and participate in discussions related to public policies and government programs (Medaglia & Zheng, 2021).

The use of social media in government communication has been widely associated with improvements in transparency, responsiveness, and citizen engagement. Governments that actively communicate through social media can reach a broader audience and foster stronger connections with the public. Research indicates that social media platforms can enhance public awareness of government activities and encourage citizens to become more involved in governance processes (Mergel, 2020).

TikTok as an Emerging Government Communication Platform

TikTok has rapidly emerged as one of the most influential social media platforms globally. With its short-form video format and algorithm-driven content distribution, TikTok allows users to create and consume content in highly engaging ways. The platform has gained significant popularity among younger audiences and has become a powerful communication tool for information dissemination and digital storytelling (Zeng & Abidin, 2021).

Recently, government institutions in several countries have begun to explore TikTok as a new communication channel to reach citizens. The visual and interactive nature of TikTok allows governments to communicate policies and public information in a more creative and engaging format compared to traditional communication channels. For example, government agencies may use TikTok to share educational content, public health campaigns, or awareness programs through short and visually appealing videos (Kaye, Chen, & Zeng, 2022).

The use of TikTok in government communication represents a shift toward more innovative and audience-centered communication strategies. Through TikTok, governments can present complex policy information in simplified and relatable formats, making it easier for citizens to understand public issues and government initiatives.

Public Engagement in Digital Governance

Public engagement refers to the involvement of citizens in governance processes through activities such as policy discussions, feedback mechanisms, and participation in public programs. Engagement is an essential element of democratic governance because it allows citizens to express their views and influence public decision-making processes (OECD, 2021).

Digital platforms have significantly expanded opportunities for citizen engagement in governance. Through social media communication, citizens can interact with government institutions, share opinions, and participate in discussions regarding public policies. Digital communication platforms therefore play an important role in strengthening democratic participation and improving the responsiveness of government institutions (Medaglia & Zheng, 2021).

TikTok Communication and Citizen Engagement

The relationship between TikTok communication and citizen engagement has become an emerging topic in digital governance studies. TikTok provides an interactive environment where users can comment, share, and engage with digital content. When government institutions use TikTok as a communication platform, citizens can interact with government messages in various ways, including liking, commenting, and sharing government content.

Such interactions can contribute to increased public awareness of government activities and encourage greater engagement with governance processes. However, the effectiveness of TikTok communication in promoting meaningful public engagement depends on how government institutions design their communication strategies. Content that is creative, informative, and interactive is more likely to attract public attention and stimulate citizen participation in digital governance discussions (Kaye et al., 2022).

Overall, TikTok represents a promising communication platform for governments seeking to strengthen digital governance and increase citizen engagement. Understanding how governments utilize TikTok and how citizens interact with government communication on this platform is therefore essential for evaluating the effectiveness of emerging digital communication strategies in governance.

C. RESEARCH METHODOLOGY

This study employs a qualitative research approach to explore the role of TikTok as a government communication platform in promoting public engagement in governance in Indonesia. A qualitative approach was chosen because it allows for an in-depth understanding of how government institutions use TikTok to communicate with citizens and how citizens perceive and interact with government communication on this platform. The research adopts a case-oriented design focusing on government TikTok accounts that actively disseminate public information and governance-related content.

Data were collected through multiple methods to ensure comprehensive analysis. First, semi-structured in-depth interviews were conducted with selected informants consisting of social media users, citizens who follow government TikTok accounts, and individuals who frequently engage with government-related digital content. Informants were selected using purposive sampling to ensure that participants had relevant experience interacting with government communication on TikTok. Second, the study conducted content analysis of selected TikTok posts published by government institutions to examine the types of communication strategies, content formats, and engagement patterns used in government communication.

The collected data were analyzed using thematic analysis. This process involved several stages including data reduction, coding of interview transcripts and TikTok content, categorization of emerging themes, and interpretation of patterns related to government communication, digital storytelling, and citizen engagement. Thematic analysis enabled the researcher to identify how communication strategies on TikTok influence public interaction and engagement with government information.

To ensure the credibility and validity of the research findings, this study applied triangulation techniques by comparing data obtained from interviews and content analysis of TikTok posts. This approach allowed the researcher to cross-check information from different sources and obtain a more comprehensive understanding of government communication practices on TikTok. The results of the analysis were then interpreted to explain how TikTok communication contributes to digital governance strategies and public engagement in Indonesia.

D. RESULT AND DISCUSSION

The findings of this study reveal several important insights regarding the role of TikTok as a platform for government communication and its influence on public engagement in governance in Indonesia. Based on interview results and content analysis of selected government TikTok accounts, several key themes emerged that explain how TikTok communication contributes to digital governance and citizen participation.

TikTok as an Innovative Government Communication Platform

The results indicate that TikTok has become an innovative platform for government communication in the digital era. Government institutions increasingly use TikTok to disseminate public information through short-form video content that is more engaging and visually appealing compared to traditional communication formats. Informants indicated that TikTok allows government institutions to present information about public services, government programs, and policy initiatives in a format that is easier to understand and more attractive to online audiences. The rapid growth of TikTok usage, particularly among younger generations, has encouraged government agencies to adopt this platform as part of their digital communication strategies to reach broader segments of the population (Montag, Yang, & Elhai, 2021; Kaye, Chen, & Zeng, 2021).

In the Indonesian context, the use of social media platforms for government communication has expanded significantly in recent years as part of broader digital governance initiatives. Indonesian government institutions at both national and regional levels increasingly utilize digital platforms to disseminate information, strengthen transparency, and engage with citizens more effectively. Scholars in Indonesia highlight that social media has become an important tool for government public relations (government public relations or GPR) in delivering policy information and building positive relationships with the public (Nasrullah, 2017; Pratama, 2021). The emergence of TikTok as a communication platform further expands the range of digital tools available for government communication.

Through creative visual storytelling, governments can simplify complex policy messages and deliver them in ways that resonate with digital audiences. The use of music, animations, subtitles, and storytelling techniques enables government communication to become more relatable and accessible to citizens. This form of communication is particularly effective in attracting the attention of younger audiences who are more accustomed to consuming short-form video content. Research on digital communication strategies indicates that visual and

narrative-based communication can significantly enhance audience engagement and message comprehension in online environments (Kaye et al., 2021).

In Indonesia, several studies have also shown that creative digital content plays an important role in improving the effectiveness of government communication on social media platforms. The integration of visual storytelling, entertainment elements, and concise messaging helps government institutions communicate public information more effectively while maintaining audience interest. According to Nasrullah (2017), social media communication encourages the development of more interactive and participatory communication patterns between institutions and digital audiences. Similarly, studies on government digital communication in Indonesia emphasize that creative and adaptive communication strategies are essential for engaging citizens in the rapidly evolving digital media environment (Pratama, 2021).

The use of TikTok also reflects a broader shift from formal bureaucratic communication toward more audience-centered digital communication strategies. Traditional government communication has often been characterized by formal language and lengthy policy explanations, which may not be easily understood by the general public. By contrast, TikTok encourages concise, visually dynamic, and narrative-driven communication that prioritizes audience engagement. This shift aligns with the principles of modern digital governance, where governments are expected to communicate in ways that are accessible, transparent, and responsive to citizens' information needs (Criado, Sandoval-Almazan, & Gil-Garcia, 2021; Mergel, 2020).

Overall, the findings suggest that TikTok provides new opportunities for government institutions to innovate their communication strategies in the digital era. By utilizing creative visual content and audience-centered messaging, governments can improve the accessibility of public information, enhance public engagement, and strengthen communication with citizens, particularly among younger digital audiences.

TikTok and Public Information Accessibility

Another key finding of this study is that TikTok improves the accessibility of government information, particularly among younger audiences. Informants mentioned that TikTok content is easier to consume compared to traditional government announcements or official documents, which are often perceived as lengthy and formal. The short and visual nature of TikTok videos allows users to quickly understand key messages related to government programs, public services, and policy initiatives. This format is especially effective in the contemporary digital communication environment, where audiences tend to prefer concise and visually engaging content. Previous studies highlight that short-form video platforms such as TikTok have transformed information consumption patterns by enabling rapid message delivery and increasing audience engagement with digital content (Montag, Yang, & Elhai, 2021; Kaye, Chen, & Zeng, 2021).

In the Indonesian context, the increasing popularity of TikTok among young users has encouraged government institutions to utilize the platform as part of their digital communication strategies. Indonesia is one of the countries with a large number of TikTok users, particularly among the younger demographic groups who rely heavily on social media for information and communication. Scholars in Indonesia note that social media platforms play an important role in expanding public access to government information by making communication more interactive and accessible to broader audiences (Nasrullah, 2017; Pratama, 2021). As a result, TikTok provides new opportunities for government institutions to reach citizens who may not actively access traditional sources of government information.

This accessibility helps governments reach citizens who may not actively seek information through official government websites or traditional media channels. By presenting government messages in a more engaging and visually appealing format, TikTok enables government institutions to communicate policy information in ways that are easier for the public to understand. Furthermore, the algorithm-driven distribution system of TikTok allows content to reach wider audiences beyond existing followers, thereby increasing the visibility of government communication. Research on digital governance suggests that the use of popular social media platforms can significantly expand the reach of public information and improve citizens' awareness of government initiatives (Criado, Sandoval-Almazan, & Gil-Garcia, 2021; Mergel, 2020).

However, the study also found that the effectiveness of TikTok communication depends largely on the consistency and clarity of the information presented by government institutions. While creative and entertaining content may attract public attention, communication objectives may not be fully achieved if the information provided lacks clarity or fails to convey the intended policy messages. Informants indicated that some TikTok content produced by government institutions focuses heavily on entertainment elements without sufficiently explaining the substance of government programs or policies.

This finding suggests that government institutions must balance creativity with informational clarity when utilizing TikTok as a communication platform. Effective government communication on digital platforms requires well-designed messaging strategies that combine engaging visual presentation with accurate and informative content. Scholars emphasize that digital government communication should maintain credibility, transparency, and clarity of information to ensure that public communication remains informative and trustworthy (Wirtz & Müller, 2022; Criado et al., 2021).

Overall, the findings indicate that TikTok has the potential to significantly improve the accessibility and reach of government information, particularly among younger audiences. Nevertheless, maximizing the effectiveness of TikTok communication requires consistent content management, clear messaging, and strategic communication planning to ensure that government information is delivered in a way that is both engaging and informative for the public.

Interactive Engagement Between Government and Citizens

The findings also highlight the interactive nature of TikTok communication in encouraging public engagement. Unlike traditional communication channels that primarily rely on one-way information dissemination, TikTok allows users to interact directly with government content through various platform features such as comments, likes, shares, and video responses. Informants indicated that these interactive features provide opportunities for citizens to express their opinions, ask questions, and provide feedback regarding government programs and policies. This form of digital interaction represents a shift toward more participatory communication models in public administration, where citizens are no longer passive recipients of information but active participants in governance communication processes (Mergel, 2020; Criado, Sandoval-Almazan, & Gil-Garcia, 2021).

The interactive environment created by TikTok also allows government institutions to monitor public reactions and better understand citizens' perceptions of policies and programs. By observing comments, engagement patterns, and public responses, government agencies can gain valuable insights into public concerns, expectations, and levels of awareness regarding government initiatives. Previous studies on digital governance emphasize that social media platforms can serve as important feedback mechanisms that allow governments to gather public input and improve communication strategies (Wirtz & Müller, 2022).

In the Indonesian context, the increasing use of social media for government communication reflects broader developments in digital governance and public participation. Social media platforms enable government institutions to interact more directly with citizens and encourage public involvement in discussions about policy implementation and public services. According to Nasrullah (2017), digital media has transformed communication patterns in society by creating interactive spaces where institutions and audiences can exchange information and opinions more dynamically. Similarly, research on government digital communication in Indonesia suggests that social media platforms can strengthen citizen engagement by facilitating more open and accessible communication between public institutions and the community (Pratama, 2021).

This interaction creates opportunities for dialogue between government institutions and citizens. When government accounts actively respond to public comments, questions, or feedback, citizens often feel that their voices are acknowledged in the governance process. Informants in this study indicated that timely responses and active engagement from government accounts can foster a stronger sense of connection between citizens and government institutions. Such interaction contributes to building trust and encouraging citizens to participate more actively in discussions related to government policies and public issues.

Furthermore, interactive communication on TikTok can also contribute to strengthening participatory governance. When citizens engage in discussions about public programs or policies through digital platforms, they become more informed about governance processes and may develop greater interest in public affairs. Scholars argue that digital communication platforms have the potential to foster more inclusive governance by enabling broader public participation in policy discussions and civic engagement (Criado et al., 2021; Mergel, 2020).

Overall, the findings suggest that the interactive features of TikTok can significantly enhance public engagement in government communication. By facilitating dialogue, feedback, and discussion between government institutions and citizens, TikTok can function not only as an information dissemination platform but also as a participatory communication space that strengthens the relationship between governments and the public in the digital era.

TikTok Communication and Public Engagement in Governance

The study also shows that TikTok communication can stimulate public engagement in governance by increasing public interest in government-related issues. Informants reported that engaging TikTok content often

encourages users to share government-related information with others, thereby expanding the reach of public communication. The algorithm-driven distribution system of TikTok allows content to spread rapidly across digital networks, enabling government messages to reach audiences beyond the platform's immediate followers. As a result, TikTok can function as an effective tool for amplifying government communication and increasing the visibility of policy information and public service announcements. Previous studies have shown that social media platforms can significantly enhance the diffusion of information by enabling users to easily share and redistribute digital content within their social networks (Kaye, Chen, & Zeng, 2021; Montag, Yang, & Elhai, 2021).

Furthermore, the visual and entertaining characteristics of TikTok content can attract the attention of audiences who may not normally engage with government communication through traditional channels. Short-form video formats that combine visual storytelling, music, and simplified messaging can make government information more appealing and accessible to the public. In the Indonesian context, scholars note that the increasing use of social media platforms for government communication reflects broader changes in public communication patterns, where audiences increasingly prefer dynamic and visually engaging content (Nasrullah, 2017). Consequently, TikTok provides government institutions with an opportunity to communicate policy information in a way that aligns with contemporary digital media consumption trends.

Moreover, TikTok communication may influence how citizens perceive government institutions. Governments that adopt transparent, creative, and responsive communication strategies through social media platforms tend to be perceived as more approachable, adaptive, and modern. Informants in this study suggested that government agencies that actively utilize TikTok to explain policies, respond to public questions, and present public programs in an engaging format can create a more positive public image. This perception can play an important role in strengthening public trust and encouraging citizens to engage more actively with government communication channels.

In Indonesia, the use of social media as a tool for government public relations has been widely discussed in studies on digital governance. Researchers highlight that digital communication strategies can enhance the image of public institutions and improve the effectiveness of government communication with citizens (Pratama, 2021). When government institutions communicate openly and creatively through digital platforms, citizens may perceive these institutions as more transparent and responsive to public needs.

This perception can strengthen public interest in governance and encourage citizens to follow government communication channels more actively. As citizens become more engaged with government content on social media, they may also become more aware of policy developments, public programs, and governance issues affecting their communities. Scholars argue that effective digital communication strategies can foster stronger relationships between governments and citizens by creating more inclusive and participatory communication environments (Criado, Sandoval-Almazan, & Gil-Garcia, 2021; Mergel, 2020).

Overall, the findings indicate that TikTok communication has the potential to enhance public engagement by increasing the visibility of government information, shaping positive public perceptions of government institutions, and encouraging citizens to participate more actively in digital governance communication. By adopting creative and transparent communication strategies, governments can utilize TikTok as an effective platform to strengthen relationships with citizens and promote greater public involvement in governance processes.

Challenges in Government Use of TikTok

Despite the benefits of TikTok communication, the study also identified several challenges faced by government institutions when using TikTok as a communication platform. One major challenge is balancing informative content with entertainment-oriented content. TikTok is primarily designed as an entertainment-based platform where users are accustomed to creative, humorous, and visually dynamic content. As a result, government institutions must adapt their communication style to fit the platform's characteristics while still maintaining the accuracy, credibility, and seriousness of public information. If the communication approach focuses too heavily on entertainment elements, the intended policy messages may become unclear or misunderstood by the audience. Scholars emphasize that digital government communication must maintain a balance between creativity and informational clarity to ensure that public communication remains credible and effective (Mergel, 2020; Criado, Sandoval-Almazan, & Gil-Garcia, 2021).

Another challenge relates to digital literacy and audience diversity. Although social media usage has increased significantly in recent years, not all citizens have equal access to digital platforms or possess the same level of digital literacy. Differences in technological access, internet connectivity, and digital skills may limit the ability of certain groups—such as older citizens or communities in rural areas—to access information disseminated through TikTok.

In Indonesia, scholars highlight that the digital divide remains an important issue in the implementation of digital governance initiatives because disparities in access to technology can influence the inclusiveness of public communication (Nasrullah, 2017; van Dijk, 2020). Therefore, relying solely on TikTok for government communication may exclude certain groups of citizens who do not actively use social media platforms.

Additionally, government institutions may face resource limitations in managing social media communication effectively. Producing engaging digital content for platforms such as TikTok requires not only technical skills in video production and editing but also strategic communication planning. Informants in this study indicated that creating high-quality digital content, maintaining consistent updates, and responding to public interactions require dedicated communication teams and clear institutional strategies. Without sufficient human resources and communication expertise, government social media accounts may become inactive or fail to respond effectively to public feedback. Previous research suggests that successful government social media communication requires institutional commitment, professional communication management, and coordination among different government units (Bonsón & Ratkai, 2013; Pratama, 2021).

Furthermore, the fast-paced nature of social media communication can also create challenges related to information management and public expectations. Citizens who interact with government content on social media often expect quick responses to their comments, questions, or concerns. When government institutions are unable to respond promptly due to limited resources or bureaucratic procedures, public engagement may decline and citizens may perceive government communication as less responsive. Therefore, governments must develop structured digital communication strategies to ensure that online interactions are managed efficiently and professionally.

Overall, the findings indicate that TikTok has strong potential as a government communication platform for increasing public engagement in digital governance. When used strategically, TikTok communication can enhance transparency, improve public access to government information, and encourage greater citizen participation in governance processes. The visual and interactive characteristics of TikTok provide governments with new opportunities to communicate policy information in ways that are more engaging and accessible to digital audiences. However, to maximize the benefits of this platform, governments must develop effective communication strategies that prioritize clarity of information, inclusiveness, and responsiveness to citizens' needs. Strengthening digital communication capacity, improving digital literacy, and ensuring balanced communication approaches will be essential for optimizing the use of TikTok as a tool for modern government communication.

E. CONCLUSION AND SUGGESTION

This study examined the role of TikTok as an emerging platform for government communication and its influence on public engagement in governance in Indonesia. The findings demonstrate that TikTok has become a promising digital communication tool that enables government institutions to disseminate information in a more engaging, creative, and accessible manner. Through short-form video content and visual storytelling, government agencies can simplify complex policy information and deliver messages in ways that resonate with digital audiences, particularly younger generations who are active users of social media platforms.

The study also highlights that TikTok communication can improve public access to government information and encourage greater citizen engagement in governance processes. Interactive features such as comments, likes, and content sharing allow citizens to interact with government communication, express opinions, and participate in discussions about public policies and government programs. When governments actively respond to these interactions, it can strengthen the relationship between government institutions and the public while fostering greater trust and participation in governance.

However, the findings also reveal several challenges associated with the use of TikTok for government communication. One major challenge is maintaining a balance between informative communication and the entertainment-oriented nature of the platform. Governments must ensure that content remains accurate, informative, and aligned with governance objectives while still being engaging for social media audiences. In addition, differences in digital literacy and unequal access to digital platforms may limit the ability of some citizens to engage with government communication through TikTok.

Based on these findings, several recommendations can be proposed. First, government institutions should develop strategic social media communication plans that emphasize creativity, clarity, and transparency in delivering public information. Second, governments should encourage more interactive communication by responding to public comments and facilitating digital dialogue with citizens. Such engagement can strengthen

public participation and create a more responsive governance environment. Third, governments should integrate TikTok communication with other digital and traditional communication channels to ensure that information can reach broader segments of society.

Finally, future research is encouraged to explore the long-term impact of TikTok communication on public trust, digital political participation, and citizen perceptions of government transparency. Expanding research to different regions and governance contexts may also provide deeper insights into the role of emerging social media platforms in shaping digital governance and public communication practices.

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