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ARTIFICIAL INTELLIGENCE IN GOVERNMENT COMMUNICATION: OPPORTUNITIES AND CHALLENGES FOR CITIZEN TRUST IN DIGITAL GOVERNANCE

Selvi Centia[1a], Anry Firmansyah[2b], Rizky Ilhami[3c],Rachma Waty Fazry[4d]

[123]Universitas Padjadjaran

[4]Politeknik Bina Global

Selvi.centia@unpad.ac.id[a], anry.firmansyah@unpad.ac.id[b],rizky.ilhami@unpad.ac.id[c],rachmawaty@polmar.ac.id[d]

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Corresponding author :
Selvi Centia (selvi.centia@unpad.ac.id)

ABSTRACT

The rapid development of artificial intelligence (AI) has significantly transformed communication practices in public governance. Governments around the world are increasingly adopting AI-powered communication technologies such as chatbots, automated messaging systems, and digital assistants to improve public service delivery and enhance communication with citizens. This study aims to examine the role of artificial intelligence in government communication and its implications for citizen trust in digital governance. The research employed a qualitative approach using semi-structured interviews and document analysis related to AI-based government communication systems. The findings indicate that artificial intelligence can improve the efficiency, accessibility, and responsiveness of government communication by enabling faster information delivery and automated responses to citizen inquiries. However, the study also identifies several challenges, including concerns about transparency, data privacy, algorithmic bias, and reduced human interaction in public communication. These issues may influence citizens' trust in AI-driven governance systems. The results suggest that governments should develop responsible AI communication strategies that emphasize transparency, ethical governance, and human oversight to strengthen citizen trust and ensure effective digital governance. This study contributes to the literature on digital governance and public communication by highlighting the opportunities and challenges associated with the integration of artificial intelligence in government communication system.

Keywords: *Artificial Intelligence, Government Communication, Digital Governance, Citizen Trust, AI Chatbots*

ABSTRAK

Perkembangan pesat teknologi kecerdasan buatan (Artificial Intelligence/AI) telah mengubah praktik komunikasi dalam tata kelola pemerintahan. Pemerintah di berbagai negara mulai mengadopsi teknologi komunikasi berbasis AI seperti chatbot, sistem pesan otomatis, dan asisten digital untuk meningkatkan pelayanan publik serta memperkuat komunikasi dengan masyarakat. Penelitian ini bertujuan untuk menganalisis peran kecerdasan buatan dalam komunikasi pemerintah serta implikasinya terhadap kepercayaan masyarakat dalam tata kelola pemerintahan digital. Penelitian ini menggunakan pendekatan kualitatif melalui wawancara semi-terstruktur dan analisis dokumen terkait sistem komunikasi pemerintah berbasis AI. Hasil penelitian menunjukkan bahwa kecerdasan buatan dapat meningkatkan efisiensi, aksesibilitas, dan responsivitas komunikasi pemerintah dengan memungkinkan penyampaian informasi yang lebih cepat serta respons otomatis terhadap pertanyaan masyarakat. Namun demikian, penelitian ini juga menemukan beberapa tantangan seperti isu transparansi, privasi data, bias algoritma, serta berkurangnya interaksi manusia dalam komunikasi publik. Tantangan tersebut dapat mempengaruhi tingkat kepercayaan masyarakat terhadap sistem pemerintahan berbasis AI. Oleh karena itu, pemerintah perlu mengembangkan strategi komunikasi AI yang bertanggung jawab dengan menekankan transparansi, tata kelola teknologi yang etis, serta pengawasan manusia guna memperkuat kepercayaan masyarakat dan mendukung implementasi tata kelola pemerintahan digital yang efektif

Kata Kunci : Kecerdasan Buatan, Komunikasi Pemerintah, Tata Kelola Digital, Kepercayaan Masyarakat, Chatbot Pemerintah

A. INTRODUCTION

The rapid advancement of artificial intelligence (AI) technologies has significantly transformed communication practices across various sectors, including public governance. Governments around the world are increasingly adopting AI-powered communication tools such as chatbots, automated information systems, and intelligent digital assistants to improve the delivery of public information and services. These technologies enable governments to provide faster responses, automate routine communication processes, and enhance citizen access to public information (Wirtz, Weyerer, & Geyer, 2019).

Artificial intelligence has become an important component of digital governance strategies. By integrating AI technologies into government communication systems, public institutions can improve service efficiency, strengthen public communication channels, and support data-driven decision-making processes. AI-powered communication systems can analyze large amounts of data, identify citizen needs, and deliver personalized responses to public inquiries. As a result, AI technologies have the potential to significantly improve government responsiveness and communication effectiveness (Mergel, Edelmann, & Haug, 2019).

Despite these benefits, the increasing use of artificial intelligence in government communication also raises important challenges. Concerns related to transparency, accountability, and ethical governance have emerged as governments adopt automated communication technologies. Citizens may question the reliability, fairness, and transparency of AI-driven communication systems, particularly when automated systems replace human interaction in public service delivery (Wirtz et al., 2022).

Citizen trust is a critical factor in the successful implementation of AI-driven governance systems. Trust influences how citizens perceive government technologies and determines whether they are willing to interact with AI-based communication tools. When citizens perceive AI communication systems as transparent, reliable, and efficient, they are more likely to accept these technologies and engage with digital government services. Conversely, concerns about data privacy, algorithmic bias, and lack of transparency may reduce public trust in AI-driven government communication (Sun & Medaglia, 2019).

In recent years, governments in many countries have begun experimenting with AI-based communication technologies such as chatbot-based public service systems and automated digital assistants. These systems are designed to answer citizen inquiries, provide public information, and support digital service delivery. However, research examining the implications of AI-based government communication for citizen trust and digital governance remains limited, particularly in the context of developing countries.

Indonesia has also begun adopting digital governance initiatives that incorporate AI technologies to improve public communication and service delivery. As governments continue to explore AI-based communication systems, understanding how citizens perceive these technologies becomes increasingly important. Examining the opportunities and challenges associated with AI-driven government communication can provide valuable insights for policymakers seeking to strengthen digital governance while maintaining public trust.

Therefore, this study aims to examine the role of artificial intelligence in government communication and its implications for citizen trust in digital governance. By exploring both the opportunities and challenges associated with AI-driven communication systems, this research contributes to the growing literature on digital governance, public communication, and emerging technologies in government administration.

B. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Artificial Intelligence in Public Governance

Artificial intelligence (AI) has emerged as one of the most transformative technologies influencing modern governance systems. Governments across the world are increasingly adopting AI technologies to enhance public service delivery, improve decision-making processes, and strengthen communication with citizens. AI technologies enable governments to process large volumes of data, automate routine administrative tasks, and provide faster responses to public inquiries. As a result, AI has become a critical component of digital governance strategies aimed at improving efficiency, transparency, and responsiveness in public administration (Wirtz, Weyerer, & Geyer, 2019).

The integration of AI into government systems also supports the development of data-driven governance. By utilizing machine learning algorithms and predictive analytics, governments can analyze citizen behavior, identify emerging social issues, and design more effective public policies. These capabilities allow governments to make more informed decisions and improve the overall quality of governance. However, the increasing use of AI in public administration also raises concerns related to transparency, accountability, and ethical governance (Mergel, Edelmann, & Haug, 2019).

AI in Government Communication

Artificial intelligence has significantly transformed government communication practices. AI-powered communication tools such as chatbots, virtual assistants, and automated messaging systems are increasingly used by governments to interact with citizens and deliver public information. These technologies enable governments to provide real-time responses to citizen inquiries and offer continuous communication services without requiring direct human intervention.

AI-based communication systems can improve the efficiency of government communication by reducing response times and handling large volumes of citizen inquiries simultaneously. For example, chatbot systems deployed on government websites or messaging platforms can assist citizens in accessing public information, submitting service requests, and obtaining guidance regarding administrative procedures. These systems can therefore enhance accessibility to public services and improve citizens' experiences when interacting with government institutions (Mergel et al., 2019).

However, the use of AI in government communication also introduces several challenges. Automated communication systems may lack the ability to fully understand complex citizen needs or respond to nuanced social issues. In addition, concerns related to algorithmic bias, transparency of decision-making processes, and data privacy may influence how citizens perceive AI-driven government communication systems (Wirtz et al., 2022).

Citizen Trust in AI-driven Governance

Citizen trust plays a crucial role in determining the success of AI implementation in government communication and public services. Trust refers to citizens' confidence in the reliability, fairness, and effectiveness of government institutions and technologies. When citizens trust AI-driven communication systems, they are more likely to use digital government services and interact with automated public communication platforms (Sun & Medaglia, 2019).

Several studies suggest that transparency and accountability are key factors influencing public trust in AI-based governance systems. Citizens are more likely to trust AI technologies when governments clearly communicate how these systems operate, how data is used, and how decisions are made. Transparent governance practices help reduce uncertainty and increase public acceptance of emerging technologies in public administration (Wirtz et al., 2022).

On the other hand, lack of transparency or perceived risks related to data misuse may weaken citizen trust in AI systems. Concerns about privacy, algorithmic bias, and the potential replacement of human decision-making processes may create skepticism toward AI-driven government communication technologies. Therefore, governments must ensure that AI implementation is accompanied by strong governance frameworks that prioritize transparency, accountability, and ethical standards.

Opportunities and Challenges of AI in Government Communication

The adoption of AI in government communication presents both opportunities and challenges for digital governance. On the one hand, AI technologies offer significant benefits such as improved communication efficiency, enhanced service accessibility, and the ability to provide personalized public information. These advantages can strengthen the relationship between government institutions and citizens while improving the overall effectiveness of government communication systems.

On the other hand, AI-driven communication systems must address several critical challenges. Ethical concerns, governance risks, and technological limitations may influence how AI systems are perceived and used in public administration. Governments must carefully design AI communication strategies that balance technological innovation with responsible governance practices.

Understanding the opportunities and challenges associated with AI-based government communication is therefore essential for developing effective digital governance strategies. By examining how AI technologies influence government communication and citizen trust, researchers can provide valuable insights into the future of AI-driven governance systems and the evolving relationship between technology and public administration.

C. RESEARCH METHODOLOGY

This study employed a qualitative research approach to examine the role of artificial intelligence in government communication and its implications for citizen trust in digital governance. A qualitative approach was chosen because it allows for a deeper exploration of citizens' perceptions, experiences, and attitudes toward AI-driven communication systems used by government institutions. The research adopted a case-oriented design focusing on the use of AI-based communication technologies, such as chatbots and automated public information

systems, within digital government platforms.

Data were collected using multiple qualitative methods to ensure a comprehensive understanding of the research topic. First, semi-structured in-depth interviews were conducted with selected informants consisting of citizens who have experience interacting with digital government services, users of government chatbot systems, and individuals familiar with AI-based communication technologies. Informants were selected using purposive sampling to ensure that participants possessed relevant knowledge and experience related to digital government communication. Second, document analysis was conducted on government reports, policy documents, and digital governance frameworks related to the implementation of artificial intelligence in public administration.

The collected data were analyzed using thematic analysis. This process involved several stages including data reduction, coding of interview transcripts and policy documents, categorization of emerging themes, and interpretation of patterns related to AI-driven government communication and citizen trust. Thematic analysis enabled the researcher to identify key opportunities and challenges associated with the use of artificial intelligence in government communication.

To ensure the credibility and reliability of the findings, this study applied triangulation techniques by comparing information obtained from interviews and document analysis. This approach allowed the researcher to validate findings from multiple sources and develop a more comprehensive understanding of how artificial intelligence influences government communication and citizen trust in digital governance. The results of the analysis were then interpreted to explain the implications of AI-driven communication systems for public governance and digital public service delivery.

D. RESULT AND DISCUSSION

The findings of this study reveal several important insights regarding the role of artificial intelligence in government communication and its implications for citizen trust in digital governance. Based on interview data and document analysis related to AI-based communication systems in government platforms, several key themes emerged that explain both the opportunities and challenges associated with the use of artificial intelligence in public communication.

Artificial Intelligence as an Innovation in Government Communication

The findings indicate that artificial intelligence (AI) has become an important innovation in government communication systems in the era of digital governance. AI-powered technologies such as chatbots, automated messaging systems, and virtual assistants allow government institutions to deliver information more efficiently and respond to citizen inquiries more quickly. Informants noted that AI-based communication systems can operate continuously and provide immediate responses to frequently asked questions regarding public services, administrative procedures, and government programs. This capability enables government institutions to improve the responsiveness of public communication while reducing delays that often occur in traditional administrative processes. Previous studies emphasize that AI technologies can significantly improve public service communication by automating routine interactions and facilitating faster access to government information (Wirtz, Weyerer, & Geyer, 2019; Sun & Medaglia, 2019).

AI-based communication systems are particularly useful in handling repetitive inquiries related to public services such as licensing procedures, administrative requirements, and government program information. By integrating chatbots and automated response systems into digital platforms, government institutions can provide citizens with quick and standardized responses without requiring direct interaction with government staff. Informants in this study indicated that such systems are especially helpful during periods of high demand for information, when citizens require immediate clarification regarding administrative procedures or policy updates.

In the Indonesian context, the adoption of digital technologies in government communication has expanded significantly as part of broader digital transformation initiatives. The Indonesian government has increasingly promoted digital governance and e-government systems to improve public service efficiency and transparency. Scholars in Indonesia highlight that the integration of digital technologies, including AI-based communication systems, can help government institutions improve the quality and efficiency of public service delivery (Indrajit, 2016; Nugroho, 2021). These technologies are increasingly viewed as important tools for modernizing public administration and strengthening digital public service systems.

Moreover, AI-powered communication technologies enable governments to handle large volumes of public inquiries without requiring extensive human resources. Traditional public communication systems often depend heavily on manual responses from government officials, which may result in delays when large numbers of citizens

seek information simultaneously. AI-based systems can automatically process and respond to multiple inquiries at the same time, thereby improving operational efficiency and reducing administrative workload. Research on digital governance suggests that the use of AI technologies in public administration can significantly improve the efficiency and scalability of government communication systems (Wirtz et al., 2019).

In addition to improving efficiency, AI communication systems can also enhance the accessibility of public information. Citizens can access government information through digital platforms at any time without needing to visit government offices or wait for manual responses. This accessibility is particularly important in the context of modern digital societies, where citizens increasingly expect fast and convenient access to government services. According to Nasrullah (2017), the development of digital communication technologies has transformed public expectations regarding information accessibility, encouraging government institutions to adopt more responsive and technology-driven communication systems.

The adoption of AI communication technologies therefore represents an important step toward modernizing government communication practices in the context of digital governance. By integrating AI into public communication systems, governments can improve service efficiency, strengthen responsiveness to citizen inquiries, and expand public access to government information. As digital governance continues to evolve, AI technologies are expected to play an increasingly important role in supporting more effective, transparent, and citizen-centered public administration.

Improving Accessibility of Public Services Through AI

Another key finding of this study is that AI-based communication systems can significantly improve citizen access to government services. Informants indicated that chatbot systems available on government websites or messaging platforms allow citizens to obtain information more easily and quickly compared to traditional administrative processes. Through automated communication systems, citizens can access information about government services, administrative procedures, and public programs at any time without the need to visit government offices directly. This flexibility provides a more convenient and responsive service experience for citizens, particularly in the context of modern digital governance where public institutions are expected to deliver services efficiently and transparently (Wirtz, Weyerer, & Geyer, 2019; Sun & Medaglia, 2019).

The use of AI-powered chatbots also enables government institutions to provide continuous public service support beyond normal working hours. Informants noted that automated systems allow citizens to obtain answers to frequently asked questions at any time of the day, which significantly improves the accessibility of government information. Such digital services are especially useful for citizens who need immediate information regarding licensing procedures, registration processes, or other administrative requirements. Previous studies on artificial intelligence in public administration suggest that chatbot technologies can enhance service accessibility and reduce waiting times in public service systems (Wirtz et al., 2019).

In the Indonesian context, the implementation of digital technologies in government services has been increasingly promoted as part of broader e-government and digital transformation initiatives. The Indonesian government has introduced various digital service platforms to improve efficiency, transparency, and accessibility in public administration. Scholars in Indonesia emphasize that digital technologies, including AI-based systems, can play an important role in simplifying administrative procedures and improving the quality of public services (Indrajit, 2016; Nugroho, 2021). By integrating automated communication systems into government platforms, public institutions can provide faster and more accessible services to citizens across different regions.

This increased accessibility is particularly beneficial for citizens who require quick information regarding administrative procedures, public services, and government policies. In many cases, traditional bureaucratic systems involve lengthy procedures and limited communication channels, which may discourage citizens from seeking information or accessing public services. AI communication tools can therefore help governments reduce bureaucratic barriers and improve the overall efficiency of public service delivery. According to Nasrullah (2017), digital communication technologies have transformed public expectations regarding government services, as citizens increasingly demand faster, more transparent, and more accessible communication from public institutions.

However, the study also found that the effectiveness of AI communication systems depends largely on the quality of system design and the accuracy of the information provided. Informants indicated that although chatbot systems are useful for addressing basic inquiries, they may struggle to respond effectively to complex or highly specific questions. When automated responses are limited or unable to provide relevant information, citizens may experience frustration when interacting with AI-based communication systems.

These findings suggest that AI communication technologies should be carefully designed to ensure that automated responses are accurate, relevant, and continuously updated. Governments must also ensure that AI-based systems are integrated with human support mechanisms so that more complex inquiries can be addressed by government officials when necessary. Scholars argue that while AI technologies can significantly enhance public service efficiency, their effectiveness depends on proper system design, reliable data management, and continuous improvement of digital service platforms (Sun & Medaglia, 2019; Wirtz et al., 2019).

Overall, the findings indicate that AI-based communication systems have strong potential to improve accessibility and efficiency in government service delivery. When properly implemented, these technologies can help governments provide faster responses to citizen inquiries, reduce bureaucratic barriers, and enhance the overall effectiveness of digital governance systems.

Citizen Perceptions of AI-driven Government Communication

The findings also highlight varying citizen perceptions regarding AI-driven government communication systems. Some informants expressed positive attitudes toward AI communication tools, emphasizing their convenience, speed, and accessibility. These informants viewed AI-based communication systems as a useful innovation that simplifies interactions between citizens and government institutions. By providing automated responses to frequently asked questions and facilitating easier access to public information, AI technologies can reduce bureaucratic complexity and improve the efficiency of public communication. Previous studies on artificial intelligence in public administration indicate that AI-driven systems can enhance the quality of digital public services by enabling faster responses and more efficient information management (Wirtz, Weyerer, & Geyer, 2019; Sun & Medaglia, 2019).

In addition, AI communication systems can improve user experience by offering continuous access to government information through digital platforms. Informants noted that citizens often appreciate the ability to obtain information quickly without having to navigate complicated administrative procedures or wait for manual responses from government staff. In the context of digital governance, such technological innovations are increasingly seen as important tools for modernizing public administration and improving citizen-centered service delivery (Mergel, 2020). In Indonesia, scholars have also highlighted that the adoption of digital technologies in public services can improve the responsiveness and accessibility of government institutions, particularly in urban areas where digital infrastructure is more developed (Indrajit, 2016; Nugroho, 2021).

On the other hand, some informants expressed concerns regarding the reliability and transparency of AI-driven communication systems. Concerns related to data privacy, algorithmic decision-making, and the absence of human interaction were identified as potential factors influencing citizen trust. Citizens may feel uncertain about how their personal information is processed by AI systems or whether automated responses accurately reflect official government policies. These concerns reflect broader global debates about the ethical implications of artificial intelligence in public administration, particularly regarding accountability, transparency, and data protection (Wirtz et al., 2019).

Furthermore, the absence of human interaction in automated communication systems may create perceptions of impersonality in government communication. Some citizens may prefer direct interaction with government officials, especially when dealing with complex administrative issues or sensitive matters. In such situations, purely automated systems may not fully address citizens' needs or expectations. Scholars emphasize that while AI technologies can improve service efficiency, they should complement rather than replace human interaction in government communication systems (Sun & Medaglia, 2019).

In the Indonesian context, issues related to data governance, digital literacy, and public trust remain important considerations in the adoption of AI technologies in government services. According to Nasrullah (2017), public trust in digital communication systems is influenced by the transparency and credibility of the institutions that manage them. If citizens perceive that digital technologies are used responsibly and transparently, they are more likely to accept and utilize these systems in their interactions with government institutions.

These findings suggest that citizen trust in AI communication systems depends largely on how governments manage transparency and provide clear explanations regarding the operation of AI technologies. Governments must ensure that AI systems are designed with strong data protection measures, transparent information management practices, and clear communication regarding how automated systems function. By maintaining transparency and accountability in the use of AI technologies, government institutions can strengthen public trust and encourage greater acceptance of AI-driven communication systems in digital governance.

Transparency and Accountability in AI-based Governance

Transparency and accountability were identified as critical factors influencing the acceptance of AI-driven communication systems in governance. Informants emphasized the importance of clear communication regarding how AI systems operate, how data is collected and processed, and how decisions generated by AI systems are monitored by government institutions. In the context of digital governance, transparency is essential to ensure that citizens understand the role of technology in public service delivery and that automated systems are used responsibly. Previous studies highlight that transparent governance frameworks are necessary to build public trust in artificial intelligence, particularly when AI technologies are used in public sector decision-making and communication systems (Wirtz, Weyerer, & Geyer, 2019; Sun & Medaglia, 2019).

Informants also noted that citizens tend to feel more confident in using AI-based communication systems when governments provide clear explanations about how these systems function and how citizen data is protected. Concerns regarding personal data protection and algorithmic decision-making are often raised when automated systems are introduced in public administration. Without adequate transparency, citizens may question whether AI technologies are used fairly, securely, and in accordance with public interests. Scholars emphasize that transparency in AI governance involves not only technical clarity but also institutional accountability in managing digital systems and safeguarding citizen data (Mergel, 2020).

In the Indonesian context, the importance of transparency in digital governance has been increasingly emphasized as government institutions adopt new technologies to improve public service delivery. Indonesia has introduced various digital transformation initiatives aimed at improving public sector efficiency and strengthening transparency in government operations. Researchers highlight that effective digital governance requires strong institutional frameworks that regulate data management, information disclosure, and public accountability (Indrajit, 2016; Nugroho, 2021). These frameworks are particularly important when implementing AI technologies that involve automated data processing and algorithm-based communication systems.

Transparent governance frameworks can help increase public confidence in AI technologies by ensuring that automated systems operate within ethical and regulatory boundaries. Governments must ensure that AI communication systems are designed with clear oversight mechanisms, where automated responses and algorithmic processes are continuously monitored by responsible institutions. Such monitoring helps prevent potential misuse of technology and ensures that automated communication remains aligned with official government policies and public service objectives.

When governments clearly communicate the purpose, functions, and limitations of AI technologies, citizens are more likely to perceive these systems as trustworthy and beneficial. Informants indicated that transparency regarding system capabilities and limitations helps manage public expectations and reduces misunderstandings regarding the role of AI in government communication. According to Nasrullah (2017), public trust in digital communication systems is strongly influenced by the credibility and openness of the institutions that manage them. Therefore, governments must actively communicate how AI technologies are used in public administration and how citizens' rights and data are protected.

Overall, the findings suggest that transparency and accountability are essential components of responsible AI governance in public communication systems. By establishing transparent governance frameworks, ensuring clear information about data usage, and maintaining institutional oversight over AI technologies, governments can strengthen public trust and encourage greater acceptance of AI-driven communication systems in digital governance.

Challenges in Implementing AI in Government Communication

Despite the benefits of AI-driven communication systems, the study identified several challenges in implementing these technologies in government communication. One major challenge is ensuring that AI systems are capable of responding effectively to complex citizen inquiries. Automated communication systems such as chatbots are generally designed to respond to frequently asked questions or standardized administrative procedures. However, they may struggle to interpret nuanced questions, contextual issues, or complex policy-related inquiries that require human judgment and deeper explanation. Informants indicated that in situations where citizens require detailed guidance or personalized responses, automated systems may not always provide satisfactory answers. Previous studies emphasize that although artificial intelligence can significantly improve efficiency in public communication, human oversight remains essential in addressing complex administrative issues and maintaining service quality (Wirtz, Weyerer, & Geyer, 2019; Sun & Medaglia, 2019).

Another challenge involves ethical and governance concerns related to data privacy and algorithmic bias. Citizens may worry that AI systems could misuse personal data or generate biased responses based on incomplete or inaccurate information. The use of AI in public administration often involves the collection and processing of large amounts of citizen data, which raises important questions regarding data protection, transparency, and accountability. If these concerns are not properly addressed, public trust in AI-driven communication systems may decline. Scholars highlight that responsible AI governance requires clear ethical standards, transparent data management practices, and regulatory oversight to ensure that automated systems operate fairly and securely (Mergel, 2020; Wirtz et al., 2019).

In the Indonesian context, issues related to digital governance, data protection, and institutional capacity are also important considerations in the implementation of AI technologies in public administration. Indonesia has increasingly promoted digital transformation in government services through e-government initiatives and digital public service platforms. However, researchers emphasize that effective digital governance requires strong institutional frameworks, reliable digital infrastructure, and appropriate regulatory mechanisms to ensure that technological innovations are implemented responsibly (Indrajit, 2016; Nugroho, 2021). Without adequate governance structures, the adoption of AI technologies may create new challenges related to information security, ethical standards, and public accountability.

Furthermore, the implementation of AI communication systems also requires sufficient institutional capacity and technological expertise within government organizations. Developing and maintaining AI-based systems involves not only technical infrastructure but also trained personnel who can manage digital platforms, update information databases, and monitor system performance. Informants in this study noted that government institutions must invest in digital skills development and inter-agency coordination to ensure that AI technologies are used effectively in public communication.

Overall, the findings suggest that artificial intelligence has significant potential to improve government communication and enhance digital governance practices. By automating routine inquiries, improving information accessibility, and increasing service efficiency, AI technologies can support more responsive and citizen-centered public administration. However, the successful implementation of AI-driven communication systems requires careful consideration of transparency, accountability, and citizen trust. Governments must ensure that AI systems operate within clear ethical and regulatory frameworks while maintaining open communication with citizens regarding the use of these technologies.

By developing responsible AI governance frameworks, strengthening institutional capacity, and maintaining transparency in digital communication practices, governments can maximize the benefits of AI technologies while minimizing potential risks associated with automated communication systems. Such approaches will be essential for ensuring that AI-driven innovations contribute positively to the development of inclusive, transparent, and effective digital governance systems.

E. CONCLUSION AND SUGGESTION

This study examined the role of artificial intelligence in government communication and its implications for citizen trust in digital governance. The findings demonstrate that artificial intelligence has the potential to transform government communication by improving efficiency, accessibility, and responsiveness in public service delivery. AI-powered communication tools such as chatbots and automated messaging systems enable governments to provide faster responses to citizen inquiries and disseminate public information more effectively. These technologies can significantly enhance the accessibility of public services and support the development of more efficient digital governance systems.

The study also reveals that artificial intelligence can contribute to strengthening citizen engagement with government communication when implemented effectively. Citizens may benefit from quicker access to public information and simplified communication processes through automated systems. However, the success of AI-driven communication systems depends heavily on citizens' perceptions of transparency, reliability, and accountability in the use of such technologies.

Despite the opportunities offered by AI technologies, the study identifies several challenges that governments must address. Concerns related to data privacy, algorithmic bias, and limited human interaction may influence public trust in AI-based communication systems. Citizens may question how AI systems process personal data and whether automated responses accurately reflect government policies. These concerns highlight the importance of responsible AI governance that ensures transparency and ethical use of technology in public administration.

Based on these findings, several recommendations can be proposed. First, governments should develop clear

policies and regulatory frameworks that ensure transparency and accountability in the implementation of artificial intelligence technologies. Governments should communicate openly with citizens about how AI systems operate, how data is used, and how decisions generated by AI technologies are monitored.

Second, governments should adopt a hybrid communication approach that combines AI-powered systems with human support. While AI can improve efficiency in handling routine inquiries, human communication remains essential for addressing complex citizen concerns and maintaining trust in public service delivery.

Third, governments should invest in improving digital literacy and public awareness regarding AI technologies. Educating citizens about the benefits and limitations of AI communication systems can help reduce skepticism and encourage greater acceptance of digital governance innovations.

Finally, future research should explore the long-term implications of AI-driven government communication on citizen trust, public participation, and governance effectiveness. Expanding research to different governance contexts and technological environments may provide deeper insights into how artificial intelligence can be responsibly integrated into government communication systems.

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