Management of Social Media Instagram @humas.lldikti3 in Strengthening the Function of Government Public Relations

Istiqfarha Sojapani
Universitas Muhammadiyah Jakarta
istiqfarha.sojapani@student.umj.ac.id

Tria Patrianti
Universitas Muhammadiyah Jakarta
tria.patrianti@umj.ac.id

Abstract

Verified information from the government must be provided by the Region III Higher Education Service Institution, the government institution that oversees universities in the Jakarta area. This requires strengthening the public relations function because the use of social media is not yet optimal in each tertiary institution in LLDikti Region III. This research aims to determine the management of Instagram LLDikti Region III as an official social media platform to strengthen the function of government public relations. This research uses a qualitative descriptive method, with data collection techniques in the form of interviews and documentation. The theories used in this research are the Social Media Management Theory by Chris Heuer and the Government Public Relations Function Theory by Rusady Ruslan. The research results show that social media management has provisions and policies for packaging, disseminating, and responding to messages and collaborating with stakeholders. Apart from that, LLDikti Region III safeguards government policies of the Ministry of Education and Culture, provides information services based on the KIP Law, and acts as a proactive mediator in bridging the interests of the institution with the public, as well as creating political security stability in each uploaded content.

Abstrak

Penyampaian informasi pemerintah yang terverifikasi harus diberikan oleh Lembaga Layanan Pendidikan Tinggi Wilayah III, sebagai lembaga pemerintahan yang menaungi perguruan tinggi di wilayah Jakarta. Hal ini memerlukan penguatan fungsi kehumasan karena penggunaan media sosial yang belum optimal di masing-masing perguruan tinggi di lingkungan LLDikti Wilayah III. Penelitian ini bertujuan untuk mengetahui pengelolaan media sosial Instagram LLDikti Wilayah III dalam memperkuat fungsi *government public relations*. Penelitian ini menggunakan metode deskriptif kualitatif, dengan teknik pengumpulan data berupa wawancara dan dokumentasi. Teori yang digunakan pada penelitian ini adalah Teori Pengelolaan Media Sosial oleh Chris Heuer dan Teori Fungsi *Government Public Relations* oleh Rusady Ruslan. Hasil penelitian menunjukkan pengelolaan media sosial yang dilakukan memiliki ketentuan dan kebijakan untuk mengemas, menyebarkan, dan merespon pesan, serta berkolaborasi dengan para pemangku kepentingannya. Selain itu, LLDikti Wilayah III melakukan pengamanan kebijakan pemerintah Kemendikbudristek, memberikan pelayanan informasi berlandaskan UU KIP, lalu sebagai mediator proaktif dalam menjembatani kepentingan lembaga dengan publiknya, serta menciptakan stabilitas keamanan politik pada tiap konten unggahannya.

Kata Kunci: *government public relations, instagram, LLDikti Wilayah III, pengelolaan media sosial*

A. Introduction

The development of internet technology is one of the reasons for an organization, where the use of the internet or digital media has changed how an organization interacts with the public. This is because the internet can provide unlimited access to the organization for the public and vice versa. Based on a survey by Hootsuite (We Are Social): Indonesia Digital Report 2022. The number of internet users in Indonesia has reached 204.7 million people, with 191.4 million active social media users. In terms of current use of social media, Indonesia's population has entered third place in the world (We Are Social & Hootsuite, 2022). The phenomenon of many active social media users in Indonesia proves that social media has become an inherent part of the daily lives of Indonesian people. Where from this data, as many as 80.1% of the 204.7 million internet users in Indonesia have the main reason for using the internet to find information.

Currently, government institutions are experiencing a transformation in their public relations practices. The use of digital media in government public relations practices has become common. Jakarta Region III Higher Education Service Institution is one of the government institutions that uses digital media in its public relations practices. Grunig (2009) also ensures that by optimizing the potential of social media, public relations practices will be more global, strategic, two-way communication and interactive, symmetrical or dialogical, and socially responsible. For government institutions, using information technology in work activities aligns with the electronic government (e-government) concept. The use of information technology in government institutions such as LLDikti III aims to achieve good

governance and improve public services, access, and management of public information effectively and efficiently. LLDikti III actively manages the various social media it owns, including Facebook, Twitter, Instagram, YouTube, and TikTok. Submitting information via social media is not only time and energy-efficient but also pays attention to the effectiveness of the digital world, which can more easily reach a wider audience.

LLDikti (Higher Education Service Institute) Region III Jakarta is a work unit of the Ministry of Research, Technology, and Higher Education of the Republic of Indonesia. As one of the government institutions that oversees universities in the Jakarta area, LLDikti III needs to continue to convey verified information from the government effectively and efficiently. LLDikti III has used various kinds of digital media channels. For government institutions, the use of information technology in work activities aligns with the electronic government (e-government) concept. In Indonesia itself, regulations related to e-government have been established by the President through Presidential Instruction Number 3 of 2003 concerning National Policies and Strategies for E-Government Development. The use of information technology in government institutions is aimed at achieving good governance, improving public services, and accessing, managing, and utilizing public information effectively and efficiently(Yazid et al., 2015).

LLDikti Region III has more than 10,900 followers and 2,044 posts on its Instagram account (accessed on 3 January 2023). From many posts, LLDikti III displays government information and some informative and interactive content with its followers. Based on pre-research data, the social media most actively used by LLDikti Region III is Instagram. The social media account with the username @humas.lldikti3 already has a blue tick or has its authenticity verified by Instagram. Where the blue tick cannot be owned or used by all users. As reported from the website of the Directorate General of Higher Education Research and Technology, for 3 consecutive years (2020, 2021, 2022), LLDikti Region III received awards at the Anugerah Diktiristek event, Ministry of Education, Culture, Research and Technology of the Republic of Indonesia, especially in the Social Media category (Humas LLDikti Wilayah III, 2022; Jakarta Review, 2020; LLDIKTI Wilayah III, 2022; Sindonews, 2022). Where LLDikti Region III public relations can utilize social media to assist various public relations performances quickly and efficiently.

Based on the analysis of the data that has been described, LLDikti Region III has a significant differentiation and position in strengthening the government's public relations function, which LLDikti III aims to establish good governance by managing and utilizing public information effectively and efficiently by using social media which has been proven to have won awards for 3 consecutive years in the social media category. On social media Instagram @humas.lldikti3, it was found that LLDikti Region III is a government institution that uses social media to provide information and interact. Seeing this phenomenon, the author is interested in researching further regarding the management of LLDikti Region III social media, looking at the function of government public relations.

B. Methods

This research uses a qualitative descriptive approach, which aims to understand a particular phenomenon from various phenomena so that the research carried out obtains in-depth data. According to Bogdan and Taylor, in (Ruslan, 2016)Qualitative research is expected to produce an in-depth description of speech, writing, and behavior obtained from a company, individual, or particular organization, which is studied from a comprehensive, holistic, and complete point of view.

The data collection technique used is primary data obtained by interviewing key informants related to the issues raised and secondary data in the form of documentation from both the parties concerned, websites, and the internet. The determination of informants in this research was based on the purposive sampling technique. According to (Sugiyono, 2012) states that purposive sampling is a technique for sampling data sources with specific considerations. This research collected primary data by interviewing key informants about the problems raised. Techniques like this are carried out to obtain data that is truly credible and can be verified. The key informant and supporting informant used in this research is someone who is directly involved in government public relations and social media management, such as the head of the general department for strategy and supervision (NV), as well as the publication material preparation team (DW) and public service staff (SN).

To test the validity of the data in this research, using the triangulation method by comparing or double-checking the degree of trustworthiness of information obtained from different sources (Kriyantono, 2012). The triangulation sources for this research are experts from New Media Studies and Government Public Relations of Nasrullah, where the in-depth interview was conducted entirely online.

C. Results and Discussion

The Region III Higher Education Service Institute, commonly known as LLDikti Region III, is a work unit that helps improve the quality of higher education delivery. Based on the Minister of Education and Culture of the Republic of Indonesia Regulation Number 35 of 2021, LLDikti is under and responsible to the Minister. LLDikti development is technically carried out by the Director General of Higher Education, Research and Technology and the Director General of Vocational Education in their field of duties, and administratively carried out by the Secretary General of the Ministry.

1. Management Social Media

From the results of observations and analysis of social media management carried out by the public relations team and under the authority of the Head of the General Section, LLDikti Region III, Instagram social media management is based on public relations attention regarding existing trends accompanied by surveys conducted. In its management, the context for conveying messages is based on Law Number 14 of 2008 concerning the Openness of Public Information. As a Government Institution directly under the Directorate General of Higher Education,

Research and Technology, LLDikti Region III has provisions based on existing regulations and technical instructions. As conveyed by the key informant (NV):

"As a bureaucratic institution, it certainly will not be separated from the provisions of laws and regulations. So the information presented does not pass the public information disclosure law." (Interview result on 28/06/23).

In a context element, the LLDikti Region III public relations team has a format that has been previously formulated by classifying each existing piece of information into the rubric they have created. They use the font type they have determined, namely Monsserrat, which is expected to represent urbanity, indicating that LLDikti Region III is in the center of the capital. This is in line with the 4C theory explained by Chris Heuer in (Solis, 2010) which explains that context is how we frame our stories. The public relations team also chose a color combination to represent the LLDikti Region III values of serving with heart. Where there is white, which means perfection; blue writing means consistency and trust; and orange means creativity.

In the context of the uploads that LLDikti Region III public relations always publish, they have their way of conveying messages to the public. Where the LLDikti Region III public relations team has its greeting/call for its social media admins, namely "el" and "Threes" for netizens; this is a name taken from the term "LLDikti Region III" itself. Apart from that, the LLDikti Region III public relations team also included the typical DKI Jakarta rhyme culture outlined in the caption on the Instagram social media post @humas.lldikti3. LLDikti Region III public relations strives to create a contemporary and engaging atmosphere from every upload on its Instagram social media. This aligns with the function of social media, as stated by Kotler and Keller (2017), namely, building personal branding. This was revealed directly by informant I (DW) that:

"The combination of colors, the selection of image objects, to special calls/greetings from the admin to the audience, are all done so that we focus on the expertise we have and the target audience, which is a student and young lecturer who is an active user of social media." (Interview result on 31/05/23). It is Luttrell's statement that although the audience of an Institution is the general public, activities carried out on social media platforms must still be aimed at specific target audiences (Luttrell, 2015).

Furthermore in terms of disseminating messages, the LLDikti Region III public relations team tries to always provide value in every content upload. The public relations team also reduces as much as possible the form of communication that is "sales speak" and emphasizes the needs of the public, namely students and lecturers and the academic community, to embrace them by also showing the outcomes of existing programs. The dissemination of information must be consistent and continuous while keeping in mind that the content must be well organized (Pienrasmi, 2015). To maximize the dissemination of messages or information, the LLDikti Region III public relations team also develops messages that must meet the 5 capabilities: finable, readable, understandable, actionable, and shareable. Every upload on LLDikti Region III's Instagram social media must contain these things. This is done so that the information sharing can be conveyed well to students, lecturers, and the academic community in the LLDikti Region III environment. This section also includes social media management in listening,

responding, and developing messages to the public; this is in line with the communication elements in Chris Heuer's theory (Solis, 2010).

The LLDikti Region III public relations team has a policy of responding to messages within a maximum time limit of 24 hours in terms of listening to and responding to messages on social media Instagram @humas.lldikti3. The public relations team will ensure that every response follows high principles of ethics and professionalism by maintaining polite, informative, and relevant language in every interaction with the public. In responding to a message, the public relations team will provide solutions, resolve complaints, and maintain privacy/confidentiality for the public with the Public Information Openness Law as the basis.

Associated with the definition of social media according to Van Dijk (Nasrullah, 2020), that social media focuses on the existence of users, which facilitates their activities and collaboration and strengthens relationships between users to create a social bond. LLDikti Region III often collaborates with its stakeholders, where the public relations team uses co-creation content involving the Instagram social media account @humas.lldikti3 with other accounts. This collaboration is carried out in creating uploaded content and facilitating the quality of higher education, where apart from that, LLDikti Region III public relations also involves the media. As of 2021, LLDikti Region III is holding a digital education exhibition from universities throughout Jakarta via @gempitajakarta. By collaborating, LLDikti Region III can expand the reach and quality of the content produced.

In managing social media Instagram @humas.lldikti3, the public relations team often involves universities by inviting students to participate in filling in content in the form of impressions and messages specifically from the programs and benefits of the Ministry of Education and Culture's policies. Apart from seeking high reactions on Instagram social media, LLDikti Region III prioritizes public involvement. Collaboration or cooperation is also closely related to audience involvement in @humas.lldikti3 Instagram posts. As stated by informant I (DW), that:

"The PR team often involves universities by inviting students to participate in filling content, such as achievements, testimonials in the KATA KITA rubric, or sharing questions at the Klinik Dikti Monas. This has increased audience engagement and participation in social media management." (Interview result on 31/05/23). This is in line with the collaboration element in Chris Heuer's 4C theory, which includes cooperation between the sender and recipient of the message so that the message conveyed can be more effective and efficient (Solis, 2010).

The Region III Higher Education Service Institution maintains good relations with its public on Instagram and social media. The LLDikti Region III public relations team carries out various active interactions with its audience. Based on the results of the interviews obtained, the public relations team often replies to comments, responds to private messages, and is involved in discussions on social media Instagram @humas.lldikti3. This is done to build sustainable relationships so that users feel closer to the @humas.lldikti3 account and to LLDikti Region III as an institution. The LLDikti Region III public relations team also carries out continuous improvements. They are not quickly satisfied with the positive impacts that have been achieved. The public relations team continues to strive to improve and

optimize the content of their social media uploads. This is in line with the definition of social media according to Meike and Young (2012) (Nasrullah, 2020), referring to social media as being shared one-to-one. The various practices carried out by LLDitki Region III public relations in building good relations on an ongoing basis still need to be adjusted to the appropriate content plan so as not to defeat the main function of government public relations.

2.   The Function of Government Public Relations

One of the parties that plays an important role in regulating public information and implementing public information disclosure is Government Public Relations, which is obliged to build communication both internally and externally, providing information to the government and the public that aims to advance government performance (Pratiwi & Fitriani, 2021). The main function of government public relations is carried out by the LLDikti Region III government public relations team and the Head of the General Section of LLDikti Region III the part in charge of the public relations team. This certainly has a positive value for strengthening the government public relations function of LLDikti Region III through managing social media, such as Instagram @humas.lldikti3, which involves a series of steps. Starting with activities to socialize government policies carried out on social media, such as Instagram. In general, the scope of government policy secured by LLDikti Region III is government regulations and policies from the Ministry of Education and Culture and the Directorate General of Higher Education. As stated by Edward L Bernays in (Nillasari, 2012), the function of government public relations is to provide information to the public.

Region III Higher Education Service Institutions, in managing their social media to provide information to the public, also have special formats or criteria for creating uploaded content for each existing government program, such as the column on Monday, which contains the impressions and messages of students who have participated in the *Merdeka Belajar Kampus Merdeka* program that is being promoted by the Minister of Education, Nadiem Makarim. In addition, informant II (SN) also stated government policies within the scope of LLDikti Region III that must be known to the public:

"For the scope of LLDikti III that must be known to the public, such as about policies, about the new Permendikbud, about what is echoed by the minister of education, namely Merdeka Belajar Kampus Merdeka or MBKM, then also the kedaireka program, matching funds, etc. For lecturers and joint research with industry, creating activities with industry, all of which are conveyed through social media, especially Instagram @humas.lldikti3 with interesting infographic content." (Interview result on 31/05/23).

Based on the rationale for the role of government public relations(Moore & Trimo, 2004), and linked to the results of interviews and various data obtained, LLDikti Region III is currently continuing to secure the Permendikbud policy and socialize it so that the public understands the policies and programs contained in it.

Table 1: Rubrications on Instagram @humas.lldikti3

Rubric Name	Definition or Explanation of the Rubric	Example of Rubrication Upload Results
Kata Kita	Discusses testimonials from students who took part in the *Merdeka Belajar Kampus Merdeka* program	
Klinik Dikti Monas	Discusses incoming questions and will be answered directly by the Head of LLDikti III	
Presisi (Prestasi dan Inovasi)	Discusses the achievements and innovations of higher education in the LLDikti Region III environment	
Elsiklopedia	Discusses research conducted by students or college lecturers in the LLDikti Region III environment	
AADL (Ada Apa Dengan LLDikti Wilayah III)	Discusses what activities have been carried out by LLDikti Region III, which are uploaded occasionally every time there is an important activity	

Trailblazer	Discussing university collaboration programs in the LLDikti Region III environment	
Unik dan Menarik	Discussing unique and interesting study programs in the LLDikti Region III environment	

Source: Instagram @humas.lldikti3

The main function of government public relations is also to provide services and disseminate information or messages regarding policies and work programs to the community (Ruslan, 2016). LLDikti Region III aims to provide easy access to the public and transparency and clarity of information regarding government policies and programs, as well as various public services related to the scope of government policy from the Ministry of Education and Culture, especially in facilitating the quality of higher education in the LLDikti Region III environment. In this information service, there is a mechanism that the public relations team requires permission and review from the Head of General Affairs first before it can be published or publicized through various digital channels, especially social media, Instagram as the main channel. The management of Instagram social media in information services is carried out to enable LLDikti Region III to reach more and more widely in an efficient way.

The results of interview analysis and documentation were obtained using triangulation techniques. Linked to the theory of the Main Function of Government Public Relations by Rosady Ruslan(Ruslan, 2016) in the function of providing information services, the results obtained are that the public relations section, which is under government agencies is very natural if there must be validation from the leadership. However, if the mechanism is in place, it is hoped that public relations can sort itself out with a sense of government public relations so that the permit and approval procedures can be shortened. This is based on social media which requires speed in providing information services. This is in line with the words of the key informant (NV), as Head of the General Section in charge of the Public Relations Subcoordinator, explaining that:

"Indeed, in the detailed tasks and functions of LLDikti III, I have the authority to manage public relations, but I give the freedom to the public relations team to improvise and innovate in carrying out their mandates." (Interview result on 28/06/23).

Region III Higher Education Service Institutions act as proactive communicators and mediators in bridging the interests of government institutions with the public. In this case, Instagram's social media management helps LLDikti Region III to provide open and transparent communication. The fulfillment of the public's right to obtain information from the government is closely related to the readiness of public agencies to mobilize their resources to create an effective bureaucracy that can serve and meet the needs of the community (Pratiwi & Fitriani, 2021). From interviews with the LLDikti Region III public relations team, it is proven that government institutions always try to listen and respond to the needs, problems, and aspirations of the public, especially regarding government policies and programs within the Ministry of Education and Culture and the Directorate General of Education and Technology, such as the *Merdeka Belajar Kampus Merdeka* program; *KIP-Kuliah* Scholarship; Promotion of Lecturer Functional Position; and so forth.

Communication carried out both listens to input and responds to concerns or aspirations expressed by the public by learning about public desires and aspirations expressed by John D. Millett (Ruslan, 2016). LLDikti Region III prioritizes being responsive to input and feedback provided by the public so that open dialogue can be created between government institutions and the public. Apart from implementing two-way communication on social media, such as Instagram @humas.lldikti3, there is also a clear and easy mechanism for the public to submit complaints or even questions regarding government policies or services. Triangulator (NS) explained communication on social media:

"*Because social media is different from unidirectional mass media. Social media has the characteristics of user-generated content, where anyone can produce messages so that interesting messages will be widely used, whether quoted, reshared, or just liked. And that increases engagement. LLDikti must be consistent with its brand, as its characteristics are immediately visible from visuals or images that are visible at a glance to netizens. There must be differentiation from other social media accounts such as videos that look more engaging and interesting.*" (Interview result on 07/07/23)

Based on the public relations duties of government agencies or institutions as stated by Dimock and Koenig (1987) (Ruslan, 2016), government public relations can instill confidence and trust and invite the public to participate in the implementation of development programs in various fields such as social, cultural, economics and politics as well as maintaining national stability and security. Scott M. Cutlip (2005) (Suprawoto, 2018) define government public relations as a legitimate management function that helps make institutions, departments, and other public entities responsive to citizens and all created for them. In creating political security stability, LLDikti Region III as a government agency or institution is important to maintain community security so that everything runs conductively. Region III Higher Education Service Institutions have various ways of creating political security stability, starting from the uploaded content on Instagram @humas.lldikti3, which was confirmed directly by the leadership (Head of the Institution), which was done so that LLDikti Region III's Instagram social media had reliable information and avoided inaccurate information. In addition, choosing the

right word diction, which does not cause noise, is the most important thing to pay attention to in every content upload.

Not only in social media uploads, but LLDikti Region III is also making innovations to create security and political stability. In this election year, LLDikti Region III has held meetings and outreach in the context of signing the civil service neutrality pledge and integrity pact in the 2024 General Election. Based on the results of interviews with related parties, LLDikti Region III is also making efforts to increase political education and public awareness. In this case, LLDikti Region III provides official explanations from verified resources for educating and helping the public understand and follow the political process well.

D. Conclusion

Based on the results of research and discussion in LLDikti Region III Instagram social media management research in strengthening the function of government public relations, as well as applying it to literature theory and the overall results of the research, the following conclusions are obtained:

1. LLDikti Region III Instagram social media management has its provisions, starting from context, which has a design format for grading each piece of information; communication, where the public relations team has a policy for spreading and responding to messages; collaboration using content co-creation; and frequent connections involving stakeholders in content creation.
2. LLDikti Region III government public relations function in managing social media Instagram @humas.lldikti3. Region III Higher Education Service Institutions safeguard government policies, especially policies and programs issued by the Ministry of Education and Culture. Apart from that, in providing information services both directly and online it is based on the Public Information Openness Law. LLDikti Region III, as a proactive mediator in bridging the interests of the institution and the public always strives to listen to and respond to the needs, problems, and aspirations of the public. In creating political security stability, this is proven by the content uploaded on Instagram @humas.lldikti3 which was confirmed directly by the leadership to avoid inaccurate information, accompanied by choosing the right diction for each content upload. LLDikti Region III Public Relations also provides official explanations from verified resources to educate and help the public understand and follow the political process well.

Based on the research results obtained, the author has several suggestions that are expected to be useful for other agencies and researchers who want to carry out similar activities. Currently, the Instagram feed only displays a little video content. In contrast, according to the results of interviews with triangulators, the use of video reaches a broader audience because video content is more interactive and interesting. Therefore, LLDikti Region III can develop Instagram social media management through content in the form of reels and short videos so that the Instagram feed does not seem monotonous.

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