

# NYIMAK

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# NYIMAK

## Journal of Communication

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## Transformative Governance: Utilizing Social Media Dynamics to Improve Public Service Implementation in the Digital Age in Indonesia

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### Abstract

The widespread use of social media has fundamentally changed the way people communicate, collaborate, and interact and led to significant shifts in the social structure and contemporary cultural order. This study aims to analyze the role of social media in revolutionizing the implementation of public services in the digital era. The method used is a qualitative approach by utilizing Google Collab and Nvivo's analysis tools. Key findings show that internet use is dominated by adolescents and adults, which accelerates the adoption of public services through social media, mainly due to the high level of technological literacy among users. The results of this study contribute to the literature by emphasizing the role of social media as an effective tool to overcome the limitations of conventional communication in public services. The practical implications of this study show the potential for improving public service standards at the international level through the optimization of social media in reaching the community more widely and efficiently.

**Keywords:** social media, e-government, e-governance, innovation division, web 2.0

Penggunaan media sosial yang meluas telah secara fundamental mengubah cara orang berkomunikasi, berkolaborasi, dan berinteraksi, serta menyebabkan perubahan signifikan dalam struktur sosial dan tatanan budaya kontemporer. Penelitian ini bertujuan untuk menganalisis peran media sosial dalam merevolusi pelaksanaan pelayanan publik di era digital. Metode yang digunakan adalah pendekatan kualitatif dengan memanfaatkan alat analisis Google Collab dan Nvivo. Temuan utama menunjukkan bahwa penggunaan internet didominasi oleh remaja dan dewasa, yang mempercepat adopsi layanan publik melalui media sosial, terutama karena tingginya tingkat literasi teknologi di kalangan pengguna. Hasil penelitian ini memberikan kontribusi terhadap literatur dengan menekankan peran media sosial sebagai alat yang efektif untuk mengatasi keterbatasan komunikasi konvensional dalam pelayanan publik. Implikasi praktis dari penelitian ini menunjukkan potensi peningkatan standar pelayanan publik di tingkat internasional melalui optimalisasi media sosial untuk menjangkau masyarakat secara lebih luas dan efisien.

**Kata kunci:** media sosial, e-government, e-governance, inovasi, web 2.0

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## INTRODUCTION.

Rapid advancements in technology and the widespread use of social media platforms have significantly transformed how people communicate, collaborate, and interact (Rabbani & Maret, 2023). Online communication has become a crucial aspect of the digital era (Harahap et al., 2021). In this context, social media is considered part of internet-based applications built on the principles of Web 2.0 (Khafhi, Rian ashabul; Mulyana, 2018). These platforms allow users to create and share content, commonly referred to as User Generated Content (UGC) (Webark, 2023). The concept of Web 2.0, introduced by O'Reilly in 2007, describes a media model that leverages collective intelligence to generate value (Bro, 2019). Unlike its predecessor Web 1.0, Web 2.0 moves beyond hypertext networks by adopting new participatory architectures that enable collaborative content production, social connectivity, and shared experiences among users (Kaplan & Haenlein, 2010). Recognizing this potential, governments and public organizations have begun utilizing social media to enhance public services and engagement.

Ensuring effective public services is a top priority for governments, as it directly impacts citizens' satisfaction, engagement, and overall well-being (Addinni, 2023). Traditionally, public services have relied on conventional communication channels such as hotlines, face-to-face meetings, and paper-based documentation. However, these methods often have limitations regarding accessibility, efficiency, and real-time engagement (Aziz et al., 2021). As a result, there is a growing need for innovative approaches that leverage technology and social media to enhance service delivery and foster stronger connections between governments and citizens. By adopting digital platforms, governments can improve the accessibility and responsiveness of public services, enabling citizens to access information and support more easily and efficiently (Lee-Geiller & Lee, 2019). Additionally, integrating feedback mechanisms through social media can empower citizens, allowing their voices to be heard and leading to more effective governance (Arshad & Khurram, 2020).

The limitations of conventional communication have given rise to social media as a valuable opportunity for governments to connect directly with citizens in a more accessible and interactive manner (Saud et al., 2020). By leveraging social media platforms, governments can overcome communication barriers, reach a wider audience, gather real-time feedback, and enhance the effectiveness of public service delivery (Abduh & Cangara, 2022). This shift not only fosters greater transparency and accountability but also encourages citizen engagement, empowering individuals to participate actively in the decision-making processes that affect their communities. Furthermore, the dynamic nature of social media allows for timely updates and information dissemination, ensuring that citizens remain informed and involved in public affairs.

Improved public service delivery through social media as a means for government to engage with the public (Criado et al., 2013; Mossberger et al., 2013). Social media is seen as a tool for implementing open government, as it allows interaction, collaboration, and co-creation between governments and citizens (Bertot et al., 2012; Knox, 2016; Mergel, 2016). An example of optimizing social media in government agencies is the Instagram account of the Pontianak Class I A Immigration Office. The office implemented the Online Passport Queuing Registration Application (APAPO) V.2 in 2018. However, obstacles arise because people often miss information related to quota opening and the number of quotas available at the Immigration Office every day. To solve this problem, the office makes use

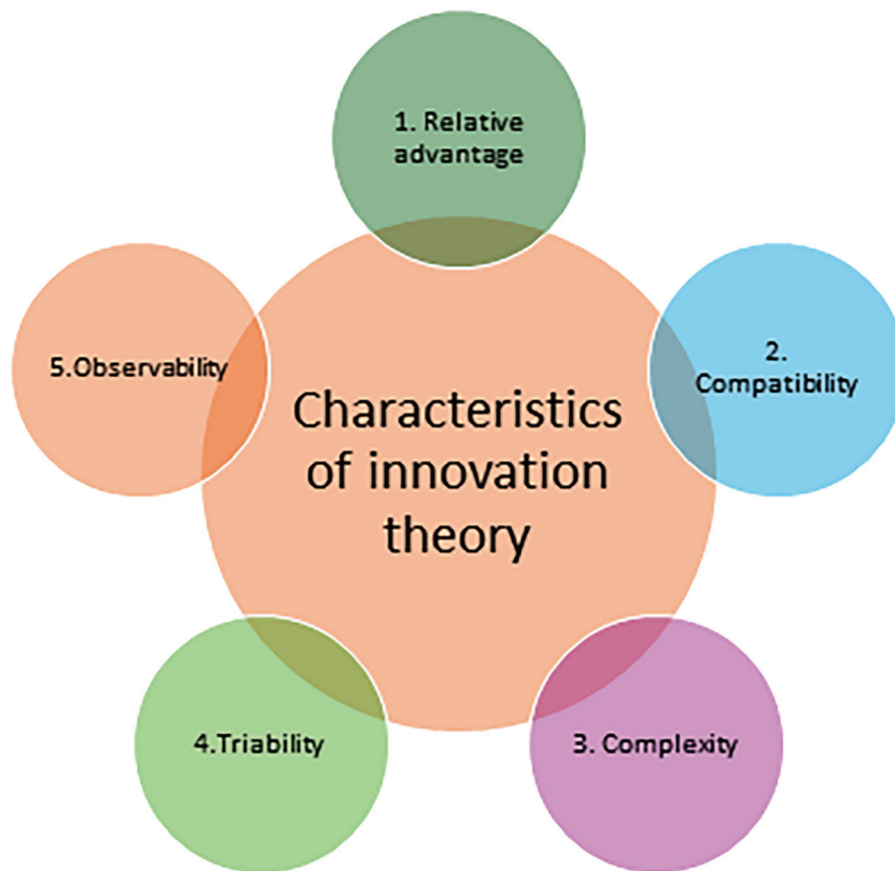
of Instagram to provide updated information about daily and weekly times and the number of queue quotas.

This approach not only makes it easier for the public to obtain queue numbers but also increases transparency and accountability and minimizes corrupt practices in passport applications. Another example is the use of the TikTok application used by the Ministry of Finance Public Relations to convey targeted information to young people (Gen Z) (Setyorini, 2022). This includes analyzing the power of social media as a communication tool, examining features that enable instant engagement and feedback, understanding the potential of social media analytics for data-driven decision-making, and exploring the role of social media in fostering collaboration between citizens and government agencies (Muzahid Akbar Hayat et al., 2021). However, the full potential of social media as a governance tool has not been fully explored and optimized, especially in the context of Indonesia, which has varying infrastructure challenges and digital skills.

Previous research, such as that conducted by Criado, emphasizes the importance of e-governance in promoting public participation and accelerating government responses (Criado & Villodre, 2022). Another study in East Africa by Nnenna also shows that digital transformation through e-governance has provided wider access and increased citizen engagement (Nnenna et al., 2024). However, these studies still lack specifics on how social media can be systematically used in the context of developing countries, such as Indonesia, which have unique social and geographical characteristics. In addition, the existing literature has not fully addressed the specific challenges faced in implementing social media-based transformative governance in Indonesia, including the digital divide, technological literacy, and organizational cultural barriers. To help improve public services through social media, the Indonesian government applies the theory of diffusion of innovation.

### **Diffusion of innovation**

The diffusion theory of innovation has been used to explain how technology spreads within organizations. According to Rogers (2003), organizations can be classified into five groups based on their role in the process: innovators, early adopters, early majority, late majority, and laggards. The theory of innovation diffusion can be applied to the use of social media dynamics to improve public service delivery in the digital era. This theory explains how new ideas, technologies, or innovations spread and are adopted by individuals or organizations in social systems (Sanaji, 2015). When applied to the context of social media and the implementation of public services, innovation diffusion theory provides insight into the factors influencing the adoption and utilization of social media platforms by governments and public organizations (Irianto et al., 2020). The characteristics of innovation theory are:



**Figure 1. The characteristics of innovation theory are**

1. This theory suggests that individuals or organizations are more likely to adopt an innovation if they consider it advantageous compared to existing methods. In the context of public service implementation, social media platforms offer relative advantages over traditional communication channels, providing real-time engagement, broader reach, accessibility, and data-driven decision-making. By highlighting the benefits and advantages of leveraging social media dynamics, governments can encourage the adoption of these platforms to improve public service delivery.
2. **Compatibility:** The compatibility of innovations with existing social systems and practices is another key factor influencing adoption. The government needs to ensure that the integration of social media dynamics is in line with existing processes and regulations. By demonstrating how social media platforms can seamlessly complement traditional methods and improve public service outcomes, governments can promote compatibility by utilizing social media dynamics (Taufik, 2007).
3. **Complexity:** The complexity of innovation can affect adoption. Social media platforms can vary in terms of complexity, features, and functionality. Governments and public organizations should choose user-friendly and intuitive social media platforms that are easy to navigate and use. Simplifying the complexity of social media platforms and providing training and support can drive their adoption among public service providers (Kosasi, 2017).



4. **Trialability:** Trialability refers to the opportunity to experiment with innovations on a limited scale before making a full commitment. Governments can initiate pilot projects or small-scale implementation of social media dynamics in public service delivery to demonstrate its benefits and demonstrate its potential. By enabling public service providers to try and experience the advantages of social media platforms in a controlled environment, governments can encourage wider adoption among the public sector.
5. **Observability:** The observability of an innovation, or the visibility of its results, plays a role in adoption. Governments can present successful case studies and best practices in utilizing social media dynamics in the implementation of public services. By highlighting the positive outcomes and impact of social media platforms, governments can inspire and motivate public organizations to incorporate these strategies into their service delivery.

Apply innovation diffusion theory in social media dynamics to improve the implementation of public services, help governments understand barriers, and act as facilitators between governments. By emphasizing the excellence, compatibility, piloting, and observability of social media platforms, governments can foster a culture of innovation, facilitate the diffusion of these technologies, and ultimately improve public service delivery in the digital age.

### **Social Media**

Social media, one form of web 2.0-based media, allows interactive communication and social interaction among its users (Sari et al., 2018). Unlike traditional media, social media allows the public to not only consume information but also contribute as a source of information. Users can share various information, whether personal or not, with other users. In contrast, traditional media only serves as a one-way channel of information and often lacks direct feedback or participation from the public (Watie, 2016). With the existence of social media as a facilitator of digital public servants, it can provide feedback on the information received, thus encouraging increased community involvement and participation (Oktavia, 2015). The types of social media that can be used to implement e-government are as follows (Abdillah, 2022):

1. **Facebook**  
Used to convey information related to government policies. Allows the public to provide feedback, ask questions, or file complaints through comments or direct messages.
2. **Twitter**  
Ideal for delivering quick updates, announcements, or information. Hashtags can be used to increase the visibility and searchability of government-related topics.
3. **Instagram**  
Utilize visual media to share photos, videos, and stories related to government activities. Instagram Live can be used for Q&A sessions or live discussions.
4. **YouTube**  
Allows governments to share educational videos, documentaries, or recordings of

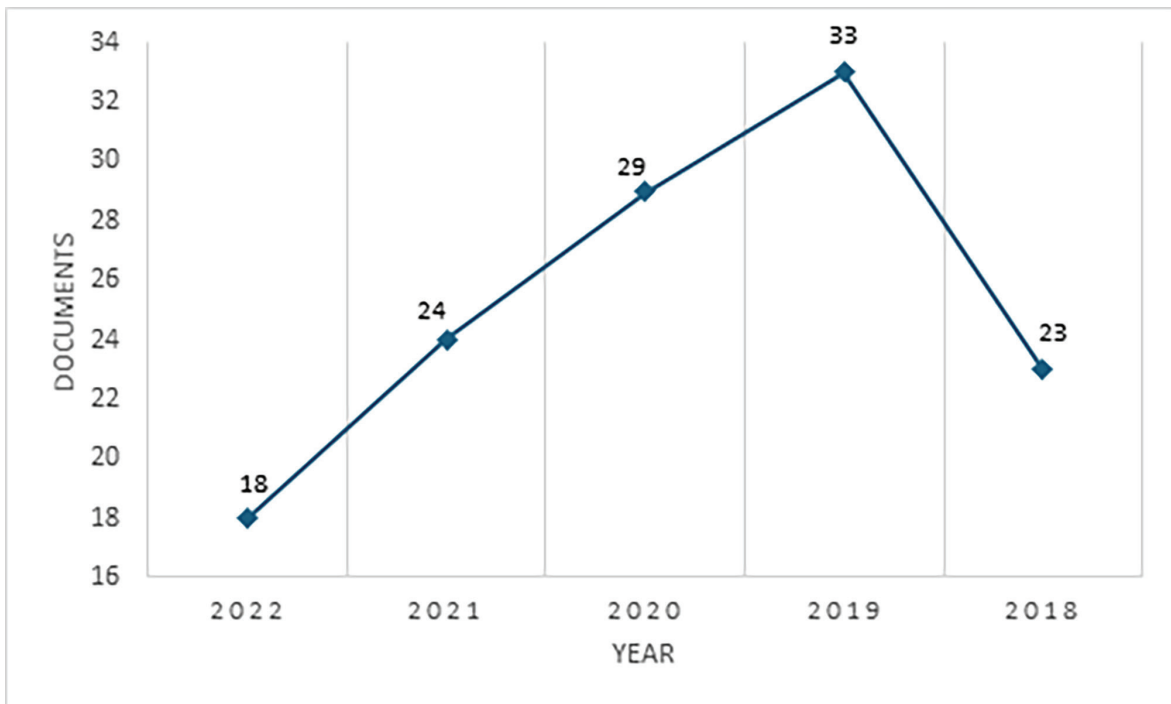
important events. Live streaming can be used for Q&A sessions or live events.

5. TikTok

Ideal for conveying information creatively and interestingly, especially to the younger generation. Short videos can be used to educate the public about government policies or programs.

Social media provides a platform for governments to interact with the public and drive traffic to their websites. However, there are risks associated with the use of social media, such as feedback and protests. These risks must be considered, and strategies must be developed to ensure the effectiveness of social media in achieving e-government goals. The effectiveness of social media in improving public services can be seen in several studies from 2018 to 2023, which show an increase in public services in Indonesia through social media.

**Document by year**



**Figure 2. Grafik Documents per year**  
Source: Scopus Database

During the 5-year publication period from 2018-2022, the highest publication was in 2021 with 33 articles. The top discussion is the thematic trend analysis of Iranian articles in the field of Library and Information Science based on the Topic Model (LDA) and linear regression model. The population of this study consisted of 709 articles registered in Scopus in 2008-2009 (Baghmohammad et al., 2021). The second most was in 2020, with 29 articles published. The most frequently discussed article on the adoption of social media in the

health sector, especially to monitor health risks during the COVID-19 pandemic, is also the most frequently discussed about the implementation of social media on e-government services, including its impact on the community in terms of efficiency and effectiveness. Furthermore, the third most in 2019 with the publication of 24 documents. The most frequently featured top article is a case study in Sweden related to the use of social media in support of citizens' choices in education, health care, and public pensions (Ranerup & Henriksen, 2019). Then, in 2022, published 23 articles. Articles published on the adoption of social media in public services, ranging from health institutions, government, tourism, and also education. Finally, in 2018, it became the smallest in publishing articles, namely, as many as 18 publications. The most studied theme in the publication was the benefits of social media in the field of public servants in the fields of health and government, as well as information systems. In addition, to further examine the opportunities and challenges of using social media in digital public services or its use in e-government.

**Table 1. Taxonomy**

<b>Author</b>	<b>Year</b>	<b>Results</b>	<b>Summarized Abstract</b>
(Mwai et al., 2020)	2020	The analysis identified a total of 27 variables related to personalized integrated service delivery within government portals. From these, a final selection resulted in 7 factors that were used to construct the Personalized Integrated Service Delivery (PISD) framework.	The study aims to combine social media and Web 3.0 in government portals to enhance personalized service delivery. Six key factors have been identified to establish a framework for Personalized Integrated Service Delivery.
(Arief et al., 2022)	2022	The utilization of social media in e-government has both positive and negative effects, which can be influenced by various strategies and success factors. However, there is a need for further research to explore the specific outcomes of using social media in e-government based on country or region segmentation to obtain more targeted and accurate results.	Utilizing social media can serve as a promising platform for enhancing public engagement in e-government. It is crucial to develop effective approaches that can fully exploit its benefits while mitigating potential risks.

- |                             |      |   |   |
|-----------------------------|------|---|---|
| (Padeiro et al., 2021)      | 2021 | The main factor that predicts e-disclosure is financial autonomy. During the crisis, sociodemographic factors became more important as explanatory factors.   | The study examines the factors that influence the e-disclosure practices of local governments during the COVID-19 pandemic. The main predictor identified is financial autonomy, while sociodemographic factors play a more significant role. |
| (Alguliyev & Yusifov, 2022) | 2022 | Social media has a substantial influence on public administration as it facilitates the exchange of feedback between e-government and citizens.   | The rapid advancement of information and communication technology (ICT) has significantly influenced the way governments operate and people communicate. Social media has become a crucial tool in public administration and e-government.    |
| (Criado & Villodre, 2022)   | 2021 | Local governments have yet to establish social media institutionalization fully. Barriers such as security concerns, resource limitations, and organizational culture hinder progress in this area. | The development of social media institutionalization in government has not reached its full potential as yet. Security concerns, insufficient resources, and governance issues pose significant barriers to its institutionalization.         |
| (Popovych et al., 2021)     | 2021 | Experts and clients have a higher-than-average level of awareness about electronic social services. Social service clients have a favorable attitude towards the provision of electronic services.  | Exploring the possibilities of implementing electronic social services in Ukraine through the use of information technology.  |

(Rojas-Martín & Criado, 2020)	2020	Both experts and clients show above-average awareness of electronic social services, and clients maintain a positive attitude toward the availability of these services in social provision.	This proposal presents an analysis model of social networks in public administration, focusing on the dynamics between public administrations and (ICT).
(Eric Kwame Ada, Kojo Kakra Twum, Robert Ebo Hinson, 2023)	2023	The utilization of social media in Africa has greatly improved the efficiency of providing e-government services. It is highly recommended to integrate e-government portals with social media accounts to maximize their effectiveness.	The integration of social media platforms into e-government services in Africa has improved the delivery of public services. It is highly advisable to connect e-government portals with social media accounts.
(Nugroho & Ma'ruf, 2019)	2019	There is a growing trend of increased community involvement in electronic-based public services, with the community taking an active role in accessing the Lukadesi program.	There is a growing trend in community participation as a result of the availability of electronic-based public services.
(Kotnis, 2020)	2020	The paper discusses the extent of informational and promotional efforts by public institutions in Poland on social media platforms. The study reveals that the level of activity on social media varies among these institutions in the country.	Conducting research on the engagement of Polish public institutions on social media, with a specific emphasis on their dissemination of information and promotion of electronic services.
(Sano, 2019)	2019	Applying technology to services has a positive impact on enhancing usability and providing benefits to users. The model discovered can serve as a valuable reference for the government to elevate public trust and satisfaction.	The study aims to assess and determine the factors that impact e-government services. The data analysis for this research will be conducted using the Structural Equation Modelling-Partial Least Squares (SEM-PLS) method.

(Aburumman & Szilágyi, 2020)	2020 Social media presence is found in 77% of Jordanian governmental institutions, while 38% of these institutions actively engage with users on social media.	The utilization of social media by governments enables effective two-way communication with citizens. The Jordanian government specifically employs various social media platforms to engage with the public.
(Wijaya, 2022)	2022 Dynamics of Increasing and Decreasing Government Social Media Studies Most contributing journal sources, productive authors, and cited journal articles	This paper explores the scientific advancement of social media themes in governmental public services. Through bibliometric analysis, it identifies the primary sources, authors, and clusters of themes that have made the most significant contributions in this field.

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Based on the taxonomy above, it can be found that the implementation of social media in public services has a significant impact. The impact makes it easier for the government to improve public services to the community. Therefore, the author wants to examine more deeply the dynamics of the use of social media in improving the implementation of public services in Indonesia.

## RESEARCH METHOD

This research uses qualitative methods by utilizing machine learning in Python to understand the dynamics of social media use and its impact on the implementation of public services in Indonesia. The results obtained are further processed using Google Collaborative Research. Python is used for initial quantitative data analysis, such as calculating the frequency of occurrence of key terms and topic distribution, as well as performing simple linear analysis. Some of the Python modules used include NumPy and Pandas for matrix data processing and linear algebra, as well as Matplotlib for data visualization (Raschka et al., 2020). Python was chosen because of its ability to handle large data analytics and ease of integration with other tools such as Nvivo12, which improves the efficiency and accuracy of data processing. The analysis was conducted using a survey of social media users in Indonesia in 2023, assisted by graphs from Matplotlib (Gelar Guntara, 2023). The code used on internet users is (matplotlib, 2023):

```

import matplotlib.pyplot as plt

fig, ax = plt.subplots()

fruits = ['Teenager', 'Young Adult', 'Adult', 'Old']
counts = [98, 97, 84, 47]
bar_labels = ['98,20%', '97,17%', '88,04%', '47,62%']
bar_colors = ['tab:red', 'tab:blue', 'tab:green', 'tab:orange']

ax.bar(fruits, counts, label=bar_labels, color=bar_colors)

ax.set_ylabel('Number of Internet Users in percent')
ax.set_title('Age Level of Internet Users')
ax.legend(title='Age')

plt.show()

```

In addition, the code used to see data from the use of social media that is most often used by Indonesians based on a survey from (APJI, 2023) is:

```

import matplotlib.pyplot as plt
genres= ['Youtube','Facebook','Instagram','Tiktok','x(twitter)']
people=[65,60,30,27,10]

colors=['red','yellow','green','blue','orange']
plt.barh(genres,people,color=colors)

plt.ylabel('Genres')

plt.xlabel('Total in percent')

plt.title('Most Used Social Media')

plt.show()

```

**Figure 3. The code used on internet users**

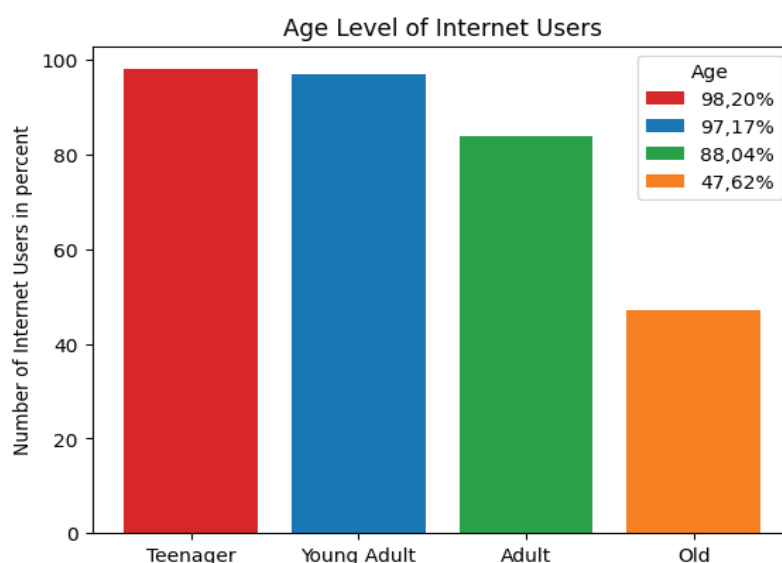
After the results of the initial analysis with Python, the data was analyzed qualitatively using Nvivo 12 software. Nvivo12 allows data encoding and extraction of key themes from the analyzed documents. Through the coding process, qualitative themes such as increased public participation through social media and transparency in public services are further identified and analyzed (Endah et al., 2020). The data source is based on data from Scopus using the search for “social AND media” and “e-government”, with a duration of 5 years from 2018 to 2023. The number of documents obtained was 127 documents, then the download became Ris and analyzed using the help of the Nvivo12 application.

The use of Nvivo12 supports a more in-depth text analysis process, especially in identifying qualitative patterns and themes that are difficult to express with quantitative analysis. The selection of qualitative methods in this study is based on the aim of exploring the complex relationship between the use of social media and the implementation of e-government, which requires a deeper analysis than just statistics. The use of digital tools such as Python and Nvivo12 enables efficient and systematic analysis, as well as in-depth analysis, which is in line with international standards in technology-based qualitative research.

**RESEARCH FINDING AND DISCUSSION.**

The use of social media in the implementation of public services makes it easier for the government to involve citizens directly. Social media platforms provide a space for governments to have real-time interactions and conversations with citizens, address their concerns, and receive feedback. That way there is a sense of ownership among citizens and strengthens their trust in the government. In addition, social media enables better inclusivity, reaches a wider and more diverse population, and ensures that public services are accessible to everyone.

**1 Internet User Rate in Indonesia**

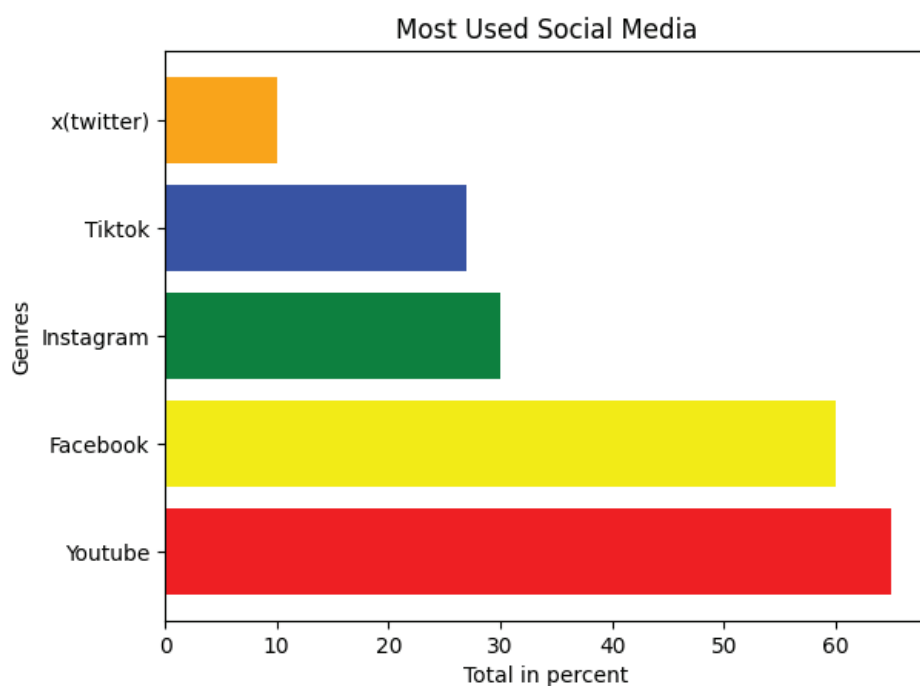


**Figure 4. Age level of internet user**  
 Source : (APJI, 2023)



The survey took place between January 10 and January 27, 2023, in 38 provinces, and received responses from 8,510 participants. The survey used a multistage random sampling technique with a margin of error of 1.14% and a confidence level of 95%. Based on the number of internet users in Indonesia, starting from teenagers using the internet as much as 98.20%, young adults amount to 97.17%, then adult internet users as much as 88.04%, and finally the elderly amounting to 47.62%. From the survey, it can be seen that internet use is more widely used by teenagers than adults. This, of course, makes it easier for the government to implement public services through social media supported by tech-savvy people.

## 2 Intensity of Social Media Use



**Figure 5. MOST USED SOCIAL MEDIA**

Source : (APJI, 2023)

The role of social media in facilitating the transformation of government into the digital age is very important. Therefore, the provision of social media data that is most often used to measure the use of social media is most effectively used by the government to implement public services through social media. Based on a survey from (APJI, 2023) the most often used by Indonesian people is YouTube, which has an intensity of 65.41%, then the second most is Facebook with 60.24%. In addition, the third highest use of Instagram is 30.51%, Tiktok has a user intensity of 26.80%, and lastly, X previously named Twitter has the fewest users, amounting to 0.91%.

The study found that social media plays an important role in changing the way governments communicate and interact with citizens. The use of social media, dominated by

teenagers and adults with high levels of technological literacy, has accelerated the adoption of public services in the digital age. Platforms such as Facebook, Twitter, and Instagram allow governments to reach people more widely and efficiently compared to traditional communication channels. These findings are in line with previous studies that show that social media can reduce the gap between governments and citizens through more direct and interactive communication (Alenzi & Miskon, 2024).

In an international context, social media is not only a communication tool but also serves as a platform for public collaboration and participation. In some countries, such as the United States and the United Kingdom, social media has been used to increase citizen participation in government decision-making processes (Tagoe & Zhang, 2024). The study adds empirical evidence that similar dynamics are occurring in Indonesia, where the government is increasingly using social media to receive feedback from the public and respond to public needs in real-time. This shows that the use of social media can overcome the limitations of conventional communication, such as slow bureaucracy and limited information coverage.

It can be concluded. The use of social media allows for a more inclusive transformation in public services, where citizens are not only recipients of information but also play the role of active contributors in the process. This is related to the concept of digital democracy, which emphasizes the importance of community involvement in government through digital technology (Fischli & Muldoon, 2024). Thus, this study reinforces the argument that social media is an effective instrument to strengthen the relationship between the government and society in the digital era. In addition, make it easier for the government to provide public services and be responsive and informative to complaints or problems related to public servants in Indonesia.

### 3 Results Through NVIVO

Figure 6. Through NVIVO



The two words most often mentioned in discussions about implementing e-government through social media are “Government” and “Public.” This shows that all articles have the same research focus. In addition, there are other words related to the main topic, such as “Social media,” “Participation,” “Nigeria,” “E-government,” and “Administration.” These words are important to achieve maximum interoperability in e-government services. A few words then provide insight into the progress of research on the dynamics of social media in digital public servants or e-government.

### **Future Workability**

The development of a comprehensive social media policy is essential to establishing clear guidelines and policies regarding the use of social media in governance. These policies should address issues such as privacy, security, and misinformation to ensure ethical and responsible practices. By establishing these guidelines, governments can build public trust and ensure that social media is used effectively and responsibly for the implementation of public services. To support the implementation of this policy, it is important to conduct capacity-building and training programs for government officials and civil servants. These programs should focus on improving their digital literacy and social media skills, equipping them with the knowledge necessary to effectively utilize social media platforms for public service purposes.

By improving their skills in this area, government officials will be better equipped to engage with citizens, disseminate accurate information, and address public concerns or questions through social media channels. In addition to capacity building, fostering collaboration with the tech industry is critical in keeping up with the latest social media trends and innovations. By partnering with technology companies, governments can stay abreast of technology developments and explore opportunities to co-develop platforms or tools that specifically meet transformative governance needs. This collaboration can help leverage the expertise of the technology industry to create effective and innovative solutions that increase citizen participation, improve service delivery, and address governance challenges.

Overall, developing comprehensive social media policies, providing training programs, and fostering collaboration with the tech industry are important steps toward the effective use of social media in governance. Thus, governments can harness the power of social media to engage directly with communities, improve service delivery, and build public trust.

However, this study also has some limitations. The limited use of data from social media and literature in Scopus may not fully cover the variation in communication dynamics in other countries with different socio-political conditions. More research is needed to explore how social media is used in different contexts, especially in countries with less developed digital infrastructure or with lower levels of technological literacy. In the future, broader research with mixed methods could provide a more comprehensive picture of the impact of social media on public communication globally.

Thus, the results of this study provide significant practical implications. Governments in various countries can optimize the use of social media to improve the quality of public services, increase citizen engagement, and create greater transparency in the government

process. However, it is important to continue to evaluate the effectiveness of social media in the long term and ensure that the use of these platforms remains inclusive for all levels of society.

## CONCLUSION.

Based on the above statement, it can be concluded that the limitations of conventional communication give rise to social media as an opportunity for the government to connect directly with the community. Social media makes it easier for the government to interact and communicate with the public, thereby helping in conveying information, receiving input, and providing faster and more effective solutions. In addition, social media has also facilitated data-driven decision-making and encouraged collaboration among various stakeholders. This study uses a qualitative method using Google Collaborative Research and Nvivo 12. These findings have significant practical implications, especially for governments and policymakers who aim to increase citizen engagement and transparency in the governance process.

In the context of international standards, the use of social media has been proven to accelerate decision-making, improve access to public services, and strengthen collaboration between the government and citizens. However, to optimize these benefits, a comprehensive policy on the use of social media is needed that includes aspects of privacy, security, and misinformation prevention. In addition, training for government officials to improve their digital literacy and cooperation with the technology industry is very important in order to keep up with the latest trends and innovations in social media. Specific recommendations include the development of clear policies, digital capacity building programs for public officials, and partnerships with the technology sector to create innovative and inclusive solutions to improve the quality of public services and public trust in the government.

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