

Public relations strategies of BPKP RI in public information dissemination through instagram social media

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Abstrak

Media sosial menjadi alat strategis dalam mendukung transparansi dan keterbukaan informasi publik. Humas instansi pemerintahan dituntut untuk adaptif dalam menyampaikan informasi yang relevan, cepat, dan menarik kepada masyarakat. Penelitian ini bertujuan untuk menganalisis strategi komunikasi yang digunakan oleh Humas Badan Pengawasan Keuangan dan Pembangunan Republik Indonesia (BPKP RI) dalam mempublikasikan informasi publik melalui media sosial Instagram. Penelitian ini menggunakan teori model komunikasi SMCR (Source, Message, Channel, Receiver) dari David K. Berlo menggunakan pendekatan kualitatif deskriptif dengan metode observasi, wawancara, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa Humas BPKP RI bertindak sebagai sumber komunikasi yang kredibel dengan perencanaan konten yang matang dan didukung oleh tim komunikasi yang terstruktur. Pesan yang disampaikan bersifat informatif dan edukatif dengan gaya visual yang menarik serta bahasa yang komunikatif. Kanal yang digunakan, yaitu Instagram, dinilai efektif dalam menjangkau publik, terutama generasi muda. Penerima pesan (audiens) menunjukkan respons positif melalui interaksi di kolom komentar dan jumlah impresi yang tinggi. Penelitian ini menyimpulkan bahwa strategi komunikasi Humas BPKP RI melalui Instagram telah sesuai dengan prinsip komunikasi efektif dan mampu meningkatkan transparansi serta keterlibatan publik terhadap program kerja pemerintah.

Kata kunci : humas digital; komunikasi digital; komunikasi pemerintah; konten; model SMCR

Abstract

Social media has become a strategic tool in supporting transparency and the openness of public information. Public relations departments in government institutions are required to be adaptive in delivering relevant, timely, and engaging information to the public. This study aims to analyze the communication strategy used by the Public Relations Division of the Financial and Development

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Supervisory Agency of the Republic of Indonesia (BPKP RI) in disseminating public information through the social media platform Instagram. This research employs the SMCR communication model theory (Source, Message, Channel, Receiver) developed by David K. Berlo, using a qualitative descriptive approach with methods including observation, interviews, and documentation studies. The results show that BPKP RI's Public Relations acts as a credible source of communication, supported by well-planned content and a structured communication team. The messages conveyed are informative and educational, presented with engaging visuals and communicative language. The chosen channel, Instagram, is considered effective in reaching the public, particularly the younger generation. The audience (receivers) has shown a positive response, as evidenced by active interactions in the comments section and a high number of impressions. This study concludes that the communication strategy of BPKP RI's Public Relations through Instagram aligns with the principles of effective communication and has succeeded in enhancing transparency and public engagement with government programs.

Keywords : content; digital communication; digital public relations; government communication; SMCR model

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Introduction

Public Relations (PR), commonly referred to as **hubungan masyarakat** (humas), is a specific function required by every organization, whether commercial (business entities) or non-commercial (Alfiani, 2022). The role of PR within an institution serves as a vital bridge for information dissemination. PR is responsible for organizing public-related activities and carrying out public service duties, including providing the public with various pieces of information regarding policies or internal institutional matters (Lestari et al., 2023). Public Relations plays a crucial role in any agency, especially in delivering information to the public. In performing its duties, PR utilizes media as a channel between the institution and the public, and ensures that messages are received accurately without causing misunderstandings. PR focuses on both internal and external audiences and is tasked with building good relationships and preventing psychological conflicts between the organization and its publics (Nugraha et al., 2022). Based on this theory, PR also plays a role in maintaining good relations between the institution and relevant stakeholders.

The presence of PR in government agencies is essential for establishing effective communication with the public. PR is responsible for maintaining a positive image of the agency and fostering mutual understanding between the institution and society. The role of government PR has become increasingly important since the reform era (Sani et al., 2020). The main tasks of government PR include monitoring public opinion, providing advice and guidance to the institution, fostering satisfactory relationships between the public and the government, and disseminating information about government activities (Giffari et al., 2024). Therefore, PR does not merely spread information but must also listen to public responses to foster more effective communication.

One government institution that has a PR function is the Badan Pengawasan Keuangan dan Pembangunan Republik Indonesia (BPKP RI). As a Non-Ministerial Government Agency, BPKP RI is tasked with overseeing the accountability and effectiveness of governance. Within its organizational structure, BPKP has the Legal and Communication Bureau, which includes the Public Communication and Public Information Division. This division is responsible for building strong communication with the public and increasing public trust in BPKP.

Transparency and openness of public information are key aspects of accountable governance. The government has an obligation to ensure that all members of society can easily access the information they need. This allows citizens to participate in decision-making, understand implemented policies, and enhance trust in government institutions.

According to Law No. 14 of 2008 concerning Public Information Disclosure, every public agency is required to provide accurate, complete, and accessible information to the public. The required information includes institutional identity, performance reports, financial statements, and other information relevant to the public interest. Furthermore, such information must be presented in an easy-to-understand language and made available through various media, including social media, which has become increasingly popular.

In today's digital era, social media has become a highly effective tool for spreading information to the public. Social media offers a simpler, broader, more detailed, faster, and more effective communication model (Nadhila et al., 2024). It enables governments to communicate quickly and directly with the public. One platform widely used by government agencies to convey information is Instagram. Through features such as photo uploads, videos, and live broadcasts, the government can deliver messages in a more engaging and accessible way to the public.

Instagram has proven to be an effective platform for public information dissemination. Through its official Instagram account @bpkp_id, BPKP's PR team manages information to make it easier for the public to understand and more engaging. With the right communication strategy, BPKP's PR can increase public engagement and build public trust. Therefore, it is important to analyze the communication strategies used in managing this Instagram account.

This research refers to David K. Berlo's SMCR (Source, Message, Channel, Receiver) communication theory. According to this theory, communication consists of four key elements: the source (the message sender), the message (the content being communicated), the channel (the medium used to transmit the message), and the receiver (the intended audience). This theory is used to understand how the communication process takes place and what factors influence the success of message delivery.

A relevant previous study was conducted by Hanafi and Kholil (2024), titled "Implementation of the SMCR Model in Public Service Communication Strategies at the Medan City Communication and Informatics Office," which analyzed the effectiveness of public communication using the SMCR model in government services.

Consistent with Pemadi and Habibullah's (2022) research, which explained that government communication strategies, as analyzed through the SMCR (Source-Message-Channel-Receiver) theory, involve the Indonesian National Narcotics Agency (BNN) utilizing various media channels—print, online, and visual—to deliver messages. The Head of Public Relations, as the communicator, ensures effective messaging by considering factors such as expertise, attitude, knowledge, social systems, and culture. This approach enables BNN to uniformly disseminate information to the public, regardless of the individual's status involved in narcotics cases.

Based on the above background, this study focuses on the communication strategies used by BPKP RI's PR in publishing public information via the Instagram social media platform, using the SMCR theory. This research is expected to contribute to the development of effective communication strategies within government institutions, particularly in the digital era.

Research Methodology

This study employs a descriptive qualitative method aimed at understanding and in-depth describing the communication strategies used by BPKP RI's Public Relations (PR) in publishing public information through the Instagram social media platform. This method was chosen because it allows researchers to capture social realities holistically within their natural contexts, enabling an in-depth exploration of the meanings behind the observed phenomena (Alaslan et al., 2023). The research utilized three data collection techniques: observation, in-depth interviews, and literature review.

Observation was conducted through direct monitoring of the research site from January to April 2025. This method serves as a powerful tool for gathering accurate and detailed information, particularly when analyzing complex systems (Prayogo, 2023). To strengthen the findings from

observation, in-depth interviews were conducted with two internal informants—namely, the Head of Public Communication and a social media officer from BPKP RI—as well as one external informant who is an active follower of the @bpkp_id Instagram account. The external informant was selected using purposive sampling based on their engagement and active interaction with each Instagram post.

In addition, a literature review was carried out to support and complement the field data by referring to relevant theories and previous research findings through various sources such as books, scientific journals, articles, and similar materials.

The collected data were analyzed using three stages of analysis: data reduction, data presentation, and conclusion drawing. During the data reduction phase, important information was filtered from the results of interviews, observations, and literature. The data were then presented in descriptive narrative form, resulting in several key themes such as communication strategies, social media utilization, message formats, and public interaction. After the data were organized, conclusions were drawn by linking the findings to the SMCR theory as the main analytical framework.

To ensure data validity, this study employed method triangulation by comparing data obtained from interviews, observations, and literature reviews. Method triangulation was conducted to strengthen data validity by examining the consistency of information across different data collection techniques. This technique helps researchers ensure that the findings are not derived from a single source but are verified through multiple perspectives. Data collection also involved external sources, specifically active followers of the @bpkp_id Instagram account. By doing so, the researcher was able to compare responses from both internal and external informants, cross-reference them with observational findings, and ultimately obtain more objective, accurate, and in-depth data as a basis for addressing the research questions.

Results

Publication is an activity aimed at conveying or disseminating information to the general public through various communication channels. Publishing information has become one of the key strategies implemented by the Public Relations (Humas) unit of BPKP RI in carrying out its role as a public communication manager. In this context, publication is not merely understood as the process of spreading information, but also as an active involvement of public relations in shaping positive public perception toward BPKP. Publications are carried out by considering content types, messages to be conveyed, and the media used.

The Public Relations Unit of BPKP RI classifies publications into several categories based on the type of information and communication objectives, such as internal event publications, official information, public education, and institutional image campaigns. Publication content is not created arbitrarily, but goes through various processes such as planning, brainstorming, evaluation, and public sensitivity testing. This strategy also takes into account public response and sentiment, given that BPKP is a government institution closely related to state oversight and finance.

In accordance with Law Number 14 of 2008 regarding the principle of public information openness, every public body has an obligation to provide, disseminate, and ensure open access to information for the public in a fast, accurate, and easily understandable manner. In fulfilling this responsibility, BPKP RI actively utilizes various communication media to deliver information to the public, ranging from social media platforms such as Instagram, YouTube, X (formerly Twitter), and TikTok, to print media like magazines, and online media in the form of the official BPKP RI website.

The information disseminated by the Public Relations Unit of BPKP RI is not only one-way communication, but is designed with strategies that consider digital trends and algorithms, as well as audience characteristics. Furthermore, the information covers various topics such as internal events, educational programs, campaigns and branding, and other important announcements. These messages are not only delivered in textual or lengthy narrative formats, but are packaged in more communicative forms such as infographics, short videos (reels), and event documentation. The purpose of this approach is to make information easier to understand and to reach broader layers of society.

Thus, BPKP RI does not merely fulfill its obligation regarding public information transparency, but also applies principles of visual-based, interactive, and audience-responsive public communication. The use of multiple media platforms serves as an effective step in reaching wider segments of society. By packaging public information in engaging and accessible formats, BPKP RI aims to build and strengthen its institutional image as a transparent, communicative, and accountable government agency.

In the current digital era, social media has become one of the most effective communication channels for delivering information widely, quickly, and interactively. Like many other institutions, BPKP RI chooses social media as one of its primary tools for publishing public information due to its relevance to today's audience characteristics. One of the chosen platforms is Instagram.

Instagram was selected based on its wide audience reach and its strong visual features that support the delivery of messages in an engaging and interactive manner. The official Instagram account @bcpk_id serves as a social media platform for BPKP RI to share various informative and educational content related to oversight activities, development, and values of transparency and accountability, especially since it has a total of 112,000 followers. Through this account, the Public Relations Unit of BPKP RI manages daily content planned around weekly themes such as #SeninSemangat (Motivational Monday), #SelasaBercerita (Storytelling Tuesday), #KamisKuis (Quiz Thursday), and #InfoPengawasan (Oversight Info). The content formats include reels (short videos), infographics, event photos, and narrative captions, which serve as a key approach to capturing public attention and simplifying complex technical information.

In addition to serving as an information channel, Instagram is also used as a medium for two-way interaction, allowing the public to comment, ask questions, or even express their aspirations directly. These interactions serve as important indicators in assessing the effectiveness of the messages conveyed and provide feedback on public perception of BPKP RI. Although no specific engagement targets have been set, the Public Relations Unit emphasizes that the main goal of using Instagram is to increase information visibility and build emotional closeness with the public. Thus, Instagram has become one of the most effective social media platforms used by BPKP RI in disseminating information. Based on research findings, the application of the SMCR theory by the Public Relations Unit of BPKP RI can be explained as follows:

1. Source

In public information dissemination, the source refers to the party sending the message. In this case, the source of the information comes from the Public Relations (Humas) team of BPKP RI, which operates under the Legal and Communication Bureau. Humas BPKP RI consists of two subdivisions: Public Communication and Public Information, each with its own respective roles and responsibilities.

The Public Relations unit serves as the main executor in managing various forms of communication. Based on interview results, particularly within the Public Communication Subdivision, this division is responsible for managing inter-institutional relations, covering both internal and external activities, managing public relations services, and handling public complaints and services. Thus, public communication focuses on what occurs in the field.

Furthermore, the public communication team has the authority to convey messages to society, explain various issues, and actively contribute to building the institution's reputation, while the Public Information Subdivision acts as the "kitchen" responsible for managing internal data. In other words, the public relations unit plays a key role in shaping public perception of BPKP RI's performance and image.

2. Message

Message, in the context of communication, refers to the substance or core content conveyed to the public. Based on observations and interviews, the messages delivered through BPKP RI's Instagram account are informative, educational, and persuasive in nature. The content is designed to build public understanding of BPKP RI's performance and functions, reinforce transparency and accountability values, and enhance public trust in the institution.

Messages are packaged in various formats such as infographics, short videos (reels), event photos, and positive narratives tailored to predetermined themes and concepts. For example,

#SeninSemangat features motivational quotes from inspirational figures presented with visually appealing visuals drawn from BPKP's activity archives. #SelasaBercerita presents engaging audiovisual content combined with storytelling based on BPKP's oversight findings. Then there's #RabuSeru, which includes trending and entertaining content aligned with social media algorithms. Additionally, there is #KamisKuis, which features quizzes, questions, and puzzles aimed at encouraging participatory engagement and increasing interaction with BPKP followers. Finally, #InfoPengawasan contains audiovisual content about various BPKP oversight activities, presented narratively and informatively using formal language.

Each message published by Humas BPKP RI is developed through a collaborative brainstorming process. Various aspects are considered, such as public sentiment, visual effectiveness, and relevance to current issues. The team ensures that every message remains consistent with institutional values and established communication ethics. Moreover, the messages are not only informative and educational but also include creative elements to make them more engaging for the audience without compromising the institution's professional image.

3. Channel

Channel or communication channels play an important role in bridging messages from the source to the receiver. BPKP RI uses multiple channels for public communication. Among these platforms, Instagram holds a strategic position as a medium for public information dissemination. The selection of Instagram as a social media platform is based on its wide reach, high audience engagement levels, and user characteristics largely consisting of productive age groups such as millennials and Gen Z. This aligns with the majority of BPKP's audience, who fall within the active Instagram user demographic.

The Humas BPKP RI team does not merely use Instagram as a one-way information channel but also as a medium that enables two-way interaction with the public. The applied strategy includes professionally managed, scheduled, and structured content. The most frequently used upload formats are short videos (reels), infographics, and event photographs, which are considered effective in simplifying technical information for broader public understanding. These visual contents also have greater potential to go viral through trending algorithms, thereby expanding the organic reach of the messages.

In addition to Instagram, BPKP also disseminates information through other social media platforms such as YouTube, Facebook, and Twitter (X). However, Instagram remains the most impactful channel in terms of visual appeal and engagement compared to other platforms. Therefore, the channel element in the SMCR model within BPKP RI's communication strategy has been appropriately, effectively, and adaptively implemented.

4. Receiver

The success of the BPKP RI Public Relations communication strategy through social media is highly dependent on their ability to understand the characteristics of the audience as message recipients. In this context, the message recipient is not viewed merely as a passive receiver of information, but as an active actor capable of responding to, evaluating, and even influencing the quality of ongoing communication. Therefore, communication management depends not only on the content and medium of the message but also on how well the institution understands its audience's needs and information consumption patterns.

Humas BPKP RI recognizes that social media, especially Instagram, is used by diverse segments of society, but is predominantly accessed by younger audiences, including students, civil servants (ASN), and digital-savvy users accustomed to accessing information quickly and visually. Therefore, the communication approach is adapted to the style and habits of the target audience. Content formats such as short videos, infographics, and light narrative uploads are chosen so that the messages are easy to understand, engaging, and likely to be commented on or shared by followers.

Public responses to uploaded content serve as an important indicator for assessing communication effectiveness. Through comment features and direct messages, the public provides feedback in the form of questions, criticism, or support regarding the information shared. These responses are not only monitored but also managed by the PR team as a form of public engagement

that deserves appreciation. This demonstrates reciprocal communication, where the public has space to express aspirations and receive immediate responses from the institution, ultimately building trust and strengthening institutional relationships.

Moreover, the openness of the PR team in responding to public input is part of efforts to foster healthy communication relations. The public that feels heard tends to be more trusting and engaged with institutional activities, even if only through social media. In this context, the audience is not merely a target for information dissemination but an important partner in creating transparency, accountability, and a positive institutional image.

Discussion

The communication strategy carried out by the Public Relations (Humas) of BPKP RI through the Instagram social media platform reflects a digital communication approach that has become increasingly important in the era of information openness. This study confirms the findings of Hanafi and Kholil (2024), which state that the main elements in the SMCR model have a strategic role in determining communication effectiveness when managed in a directed and consistent manner to achieve optimal communication results. The use of digital media has proven to efficiently reach a broader audience. However, the use of digital media must also be accompanied by an understanding of audience segmentation to avoid digital gaps that could potentially reduce the reach of messages.

Based on the SMCR communication model, the role of the communicator (source) in delivering messages is a key aspect in shaping public perception. Previous research by Pemadi and Habibullah (2022) shows that the Public Relations unit of Indonesia's National Narcotics Agency (BNN) conveys information verbally through mass media and social media, paying attention to message clarity, narrative structure, and the use of neutral and polite language. Information is delivered regularly to maintain consistency. This is in line with the findings of this study, which indicate that the process of delivering information by Humas BPKP RI also takes into account message values, visual aspects, language guidelines, and public sensitivity testing. All these elements are packaged creatively through content such as #SeninSemangat, #SelasaBercerita, #RabuSeru, #KamisKuis, and #InfoPengawasan as a form of communication consistency.

Nevertheless, challenges remain in maintaining the sustainability of digital communication strategies. One of the main challenges is maintaining message consistency without losing institutional identity and values. This study shows that the success of digital communication strategies does not only depend on visual quality, but also on the ability of public relations officers to respond adaptively and quickly to current issues and public input. In this regard, public relations play a dual role as information managers and image and credibility guardians of the institution.

Therefore, the SMCR-based communication strategy applied by Humas BPKP RI is not only functional, but also plays a role in building social legitimacy. In line with the research of Yuliana & Hartanto (2024), public institutions in the digital era need to integrate their content strategies with the principles of participation, transparency, and public accountability in order to meet societal expectations and increase trust in government institutions.

Overall, BPKP RI's communication strategy through the Instagram social media platform has reflected the integration of the SMCR communication model. The source of the information comes from a professional team that understands the substance and communication techniques, the messages are packaged attractively and tailored to the audience, the channels are selected based on reach effectiveness, and the receivers are actively responded to. Although there are no specific engagement rate targets yet, the main focus of BPKP RI's public relations remains on information dissemination (output) and overall institutional image. This study shows that the public communication strategy conducted by BPKP RI does not only rely on its presence on social media,

but also on systematic, collaborative, and responsive content management that addresses public needs.

Conclusion

This study shows that BPKP RI has utilized Instagram as a strategic channel in carrying out its public communication function, not only to disseminate information but also to build two-way interaction with the public. The use of social media is carried out systematically through content planning, message management, and the selection of visual formats suited to the characteristics and habits of digital audiences, particularly young people and active social media users. Based on the SMCR (Source, Message, Channel, Receiver) communication model, the Public Relations unit of BPKP RI has demonstrated alignment and integration between the source of the message, the message content, the communication channel, and an understanding of the characteristics of message recipients. The messages published use visual, interactive, and adaptive approaches, which help increase institutional visibility while strengthening the image of BPKP RI as a transparent, accountable, and communicative institution. In addition to serving as an information medium, Instagram also functions as a channel for public aspirations, where the public can submit comments, criticism, or questions directly. This public engagement serves as an important indicator in measuring message effectiveness and reflects the existence of healthy two-way communication between the institution and society. Thus, it can be concluded that the use of Instagram by BPKP RI has successfully become part of a public communication strategy that is not only informative, but also participatory and capable of building emotional connections with the public. This success reinforces the role of public relations as the front line in shaping public perception and bridging communication between government institutions and society in the digital era. These findings imply that social media, when managed appropriately and strategically, can serve as an effective tool for establishing two-way communication and strengthening the relationship between government and the public. However, this study has several limitations that need to be considered. The focus of the research being limited solely to the Instagram platform represents one of the main constraints, considering that BPKP RI also utilizes other platforms such as YouTube, TikTok, X (Twitter), and its official website for information dissemination activities. Additionally, the limited scope of observation to just one platform means that this study's findings cannot yet provide a comprehensive picture of the overall communication strategy. Therefore, further research with broader coverage is needed, encompassing other social media platforms used by BPKP RI. This would aim to obtain a more comprehensive understanding of the effectiveness of the SMCR model implementation in the digital communication strategies employed by BPKP RI.

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