

Use of Social Media by the Communication, Informatics, Statistics and Cryptography Service in Disseminating Information to the Community of East Luwu Regency

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Abstract

This study aims to determine the effectiveness of using social media in disseminating information and to identify the supporting and inhibiting factors for its success. This research uses qualitative methods with data collection techniques through observation, interviews, and documentation. The results showed that the use of social media by the Communication, Informatics, Statistics and Signals Office of East Luwu Regency had a significant success rate. Social media facilitates the delivery of information without having to go directly to the field, allows rapid and wide distribution of information, and increases satisfaction both internally (Diskominfo staff) and externally (the community). Active users show interest in and comfort with Diskominfo's official accounts, as evidenced by various forms of interaction such as likes, comments and resharing. Supporting factors for success include information disclosure and regulations that support transparency and accountability. Meanwhile, inhibiting factors include limited internal human resources and low public digital literacy, which hinder the optimization of information dissemination evenly.

Keywords: *information, social media, government*

Abstrak

Penelitian ini bertujuan untuk menentukan efektivitas penggunaan media sosial dalam menyebarluaskan informasi serta mengidentifikasi faktor-faktor pendukung dan penghambat keberhasilannya. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa penggunaan media sosial oleh Kantor Komunikasi, Informatika, Statistik, dan Sinyal Kabupaten Luwu Timur memiliki tingkat keberhasilan yang signifikan. Media sosial memudahkan penyampaian informasi tanpa harus langsung ke lapangan, memungkinkan penyebaran informasi yang cepat dan luas, serta meningkatkan kepuasan baik secara internal (staf Diskominfo) maupun eksternal (masyarakat). Pengguna aktif menunjukkan minat dan kenyamanan terhadap akun resmi Diskominfo, sebagaimana terlihat dari berbagai bentuk interaksi seperti likes, komentar, dan resharing. Faktor pendukung keberhasilan meliputi keterbukaan informasi dan regulasi yang mendukung transparansi dan akuntabilitas. Sementara itu, faktor penghambat meliputi keterbatasan sumber daya manusia internal dan rendahnya literasi digital masyarakat, yang menghambat optimalisasi penyebaran informasi secara merata.

Kata kunci: informasi, media sosial, pemerintah

1. Introduction

The development of the era has made information technology increasingly developed, so that now it has become digital where all information can be obtained anywhere via the internet. The Indonesian Internet Service Provider Association (APJII) has conducted a survey so that it finds data and reveals that internet users in Indonesia have increased in the last 5 years, starting from 2018

internet users have reached 64.84% and in 2024 the Indonesian presentation rate has reached 221,563,479 (79.5%) people from 278,696,200 total population of Indonesia and this year APJII estimates internet users will increase in the range of 1-2% (Hidayati, 2025).

The emergence of new media is part of the acceleration of the development of information technology that provides wide and

fast access. The convenience offered by new media allows its users to be more adaptive and able to build social interactions flexibly (Madhani et al., 2021). This makes new media very influential on people's preferences in choosing sources of information. The diversity of information available is also supported by various features that facilitate access, so that new media is able to bridge communication and remove the distance between individuals (Akedo, 2024). In today's digital era, most individuals live in two dimensions of life simultaneously, namely the real world and the virtual world. This is possible thanks to the presence of the internet and social media that bridge the two. Since its emergence, social media has become an active space for digital society (netizens) to interact, express themselves, and build their existence and virtual realm (Angga et al., 2023).

Communication has become an important part of human life. The internet in today's era has become a necessity for society, especially the millennial generation, who cannot be separated from technology and their smartphones in their daily lives. With the rapid development of technology, the world has entered an era that is advanced and modern. In this case, it certainly makes it easier for humans to communicate and access all information easily (Angga et al., 2023).

Social media is currently developing very rapidly where everyone is already using it, especially now it is very easy because social media can be opened anywhere via gadgets, unlike a few years ago where social media could only be accessed via computers. The presence of the internet with smart phones has brought convenience and speed to various aspects of life. The internet is one form of significant achievement in the field of technology that is now widely used by the community. It is not surprising that various innovations continue to emerge along with the rapid development of technology in the digital realm (Deri, 2023).

Social media that are widely used today are Instagram, Facebook, Twitter, WhatsApp, YouTube, and others. In disseminating information, social media has become one of the choices used because of its fast and wide distribution. In this case, the government must also take part in disseminating information

through social media so that the public can easily access information. The public also has the right to obtain information related to services, news, education, infrastructure and environmental issues.

Social media is a popular platform today. In social media, we can easily communicate, interact with others and also easily see or search for the latest information that has been shared by someone or a certain institution.

With the existence of social media and the convenience provided, the East Luwu Regency Communication and Information Service utilizes social media platforms to disseminate information related to government policies, work programs and government activities or actions in the East Luwu Regency area.

One of the most common challenges we encounter in disseminating information through social media is that not all people have social media accounts. Limited internet access in some areas makes it difficult for people to access information provided by the Diskominfo-SP of East Luwu Regency.

From the explanation above, the government utilizes social media as a means of communication to the public (Haykal, 2016). So, in writing the problem above, the author raises the title "The Use of Social Media by the Communication, Informatics, Statistics and Cryptography Service in Disseminating Information to the Public of East Luwu Regency.

2. Research Methods

This study uses a qualitative research method with a descriptive type. This method is used to understand in depth how the East Luwu Regency Communication and Information Service utilizes social media as a communication tool to disseminate information to the public (Ilhami et al., 2024). Qualitative research method is often called a natural narcissistic condition because the research is carried out in natural conditions because (natural setting) as a research method in the field, this method was initially used more for cultural anthropology, referred to as a qualitative method because the data collected and its analysis are more qualitative, post-positivism philosophy is also often referred to

as an interpretive and constructive paradigm, which views social reality as something holistic, complex, dynamic, meaningful, and the relationship between symptoms is interactive.

The data in this study were collected through observation, in-depth interviews, and documentation. Observation was conducted by collecting data through observation of how the Communication and Information Service utilizes social media in conveying information to the community in East Luwu Regency. Interviews were conducted directly with informants selected based on certain criteria, namely Social Media Admin, Public Relations and Information Division Staff of the Communication and Information Service (IKP) of the Communication and Information Service and the community of East Luwu Regency. The documentation collected by researchers was in the form of photos, videos, and voice recordings as well as photos and videos posted by the Communication and Information Service on every activity of the East Luwu Regency government.

Data sources are divided into two, namely primary data and secondary data. Primary data is obtained directly from interviews and observations of informants, while secondary data comes from documentation uploaded by informants and also references such as books, journals, articles, and relevant previous research.

The determination of informants in this study used purposive sampling technique. Purposive sampling technique is used to take informants or sources based on criteria that have information in accordance with the research problem. The subjects of this study were social media admins, Public Relations and IKP Division Staff of Diskominfo-sp and the people of East Luwu Regency.

Data analysis is carried out through the stages of data reduction, data presentation, and drawing conclusions. After the data is collected, the researcher filters the important data, then presents it in a systematic narrative form, then draws conclusions from the existing findings. To ensure that the data obtained is truly accurate and reliable, the researcher uses several data validity techniques with credibility tests.

3. Results and Discussion

This study aims to determine how the use of social media by Diskominfo-sp can be effective in disseminating information to the public, especially the people of East Luwu Regency. Based on the results of observations, in-depth interviews and documentation, five main findings were found which were analyzed using the theory introduced by Fred Davis in 1989, namely TAM (Technology Acceptance Model) this theory has several versions that the author uses, namely TAM version 1 about Making work easier (Make Job Easier) related to the perception of user convenience (Perceived Ease of Use), Useful (Usefull) related to the perception of usefulness (Perceived Usefulness), Satisfaction with use (satisfaction with use) related to the perception of attitude toward using (Attitude toward Using) Favorability of using (Favorability of using) related to the perception of behavioral intentions (Behavioral Intention), and Forms of interaction carried out by users related to perceptions (Actual System Use). In addition, there are also supporting and inhibiting factors.

1. Make Job Easier

The results of the study show that one of the purposes of using social media by Diskominfo-SP Luwu Timur Regency is to facilitate the dissemination of information to the public quickly and widely. In addition, social media is also designed to be easy to use by employees, especially social media admins.

Based on the statements of informants in this study, it is known that the use of social media has helped to streamline work in conveying information, because it is no longer necessary to always go directly to the field, so it is more efficient in terms of time and costs, and is able to reach a wider audience.

This shows that the use of social media in the Luwu Timur Regency Communication and Information Service environment makes it easier for employees to disseminate information, and one of the indicators in the Technology Acceptance Model, namely the perception of ease of use in supporting work is fulfilled (Yusuf et al., 2024).

2. Usefull

According to Davis (1989), the perception of usefulness is a key factor that

influences a person's intention to adopt a technology. Every social media used by Diskominfo-sp Luwu Timur Regency in disseminating information is seen from its usefulness, and the information provided through social media is a community need.

The results of the study showed that in addition to the staff of the Communication and Information Office who felt helped by the presence of social media as one of the options for disseminating information because it was fast and its distribution was very wide, the community also felt helped by the dissemination of information through social media, the information presented was not only in the form of announcements, but also provided education, service schedules or local government activity agendas.

In addition, social media also acts as a means of two-way communication, where the public can provide responses and questions which are then responded to directly by the East Luwu Regency Communication and Information Service (Gunawan et al., 2023). This shows that the use of social media is not only a one-way communication tool but also a bridge of interaction between the government and the public.

3. Satisfaction With Use

Satisfaction with use in this context refers to the extent to which users, both from internal management and the public as users of social media, feel satisfied with the process and results of using Diskominfo-sp social media as a channel for disseminating public information.

The results of the study showed that satisfaction with the use of social media was considered quite high. Social media admins stated that they were satisfied because they could convey information quickly and the public gave positive responses, such as liking and sharing content.

From the community side, variations were found in the level of satisfaction. Informants who actively follow Diskominfo-SP social media feel satisfied because the information presented is considered relevant, fast, and easy to access.

The research results are in accordance with the concept of user satisfaction put forward by Davis (1989) in the Technology Acceptance

Model (TAM), which states that perceptions of the usefulness and ease of use of a system have a significant influence on the level of user satisfaction (Han & Sa, 2022).

The author can conclude that the level of satisfaction with the use of DiskominfoSP social media is generally in the fairly good category, especially from the side of active users and managers. However, there are challenges in reaching inactive community groups, which need to be overcome through more inclusive, varied, and local community-based communication strategies.

4. Favorability of using

Likelihood of use refers to the extent to which customers feel happy and interested in accessing the social media of the East Luwu Regency Communication and Information Service as a source of information.

The results of the study showed that internal parties felt enthusiastic because the content they uploaded received a positive response from the public, such as likes, comments, and re-sharing of content. They also recognized the importance of presenting visually appealing and communicative information so that it is liked by the public.

The results of this study are in line with the TAM theory by Davis (1989), which states that perceptions of the usefulness and ease of technology will influence attitudes and preferences in using a system (Oktaviani et al., 2024). In general, the preference for using Diskominfo-sp social media is quite high among digitally literate people, but special strategies are still needed to reach people who are not yet accustomed to or interested.

5. Forms of Interaction Carried Out by Users

User interaction on social media of Diskominfo sp Luwu Timur Regency varies, from giving likes, sharing content, to giving comments. Social media admins said that the most common interaction is a passive response such as liking and sharing uploads, while direct comments or questions are still limited. Active users admit to often liking and sharing information that is considered important, and occasionally asking questions in the comment's column. Conversely, inactive users rarely interact directly and rely more on information from other sources such as WhatsApp groups.

The results of the study show that the form of interaction still tends to be one-way. To increase public participation, two-way interaction through social media needs to be increased by increasing responses and opening up discussion space (Kent & Lane, 2025).

6. Supporting and Inhibiting Factors

- a. The main supporting factors are openness and regulation, this openness encourages agencies to convey information transparently and accountably to the public. In addition, the existence of regulations governing the openness of information and government policies related to the use of information technology further strengthens the role of the East Luwu Regency Communication and Information Service in conveying information digitally. With the existence of these two supporting factors, the East Luwu Regency Communication and Information Service is able to carry out its public communication function optimally through social media, which is fast and interactive.
- b. Inhibiting Factors

Based on the results of the study, the author found that the inhibiting factors in the process of disseminating information through social media are from the communicator, namely from the Diskominfo-sp agency and the communicant or recipient of information in this case the people of East Luwu Regency.

The lack of human resources who are experts in their fields is one of the inhibiting factors in the process of disseminating information (Oktarina et al., 2022).

From the community side, the main challenge is the low level of digital literacy and the lack of awareness to follow the official accounts of the local government. Not all people understand how to access information through government social media; this is what causes the dissemination of information by the Diskominfo-sp

of East Luwu Regency to not fully reach or be accepted by all levels of society.

4. Conclusion

Based on the research findings that have been explained by the author in the discussion, it can be concluded that:

The Communication, Informatics, Statistics, and Cryptography Service of East Luwu Regency actively utilizes social media such as Facebook, Instagram, YouTube, and Twitter to disseminate information to the public. The content shared includes government activities, policy announcements, and public services. The use of social media is carried out routinely and in a targeted manner to increase transparency and facilitate access to information.

In addition, social media is a means of interaction that strengthens the relationship between the government and the community. Supporting factors in the dissemination of information are openness and regulations that support the effectiveness of information delivery. The obstacles consist of limited human resources (internal) and low digital literacy of the community (external).

The author's suggestion to the Communication, Informatics, Statistics, and Cryptography Service of East Luwu Regency is expected to increase socialization activities, both directly and through digital media, so that the public is more aware of the importance of following government social media accounts as a trusted source of information.

In addition, a more interesting and easy-to-understand communication strategy is needed, especially for people who are not used to using social media. Active participation of the community in following, listening to, and spreading information from the official Diskominfo-SP account is also important in order to build effective communication between the government and citizens.

For further research, it is recommended to dig deeper into the digital communication strategies of government agencies, such as language style, content visualization, publication time, and level of public involvement as indicators of the effectiveness of information delivery.

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