PUBLIC COMMUNICATION STRATEGY IN INCREASING COMMUNITY INVOLVEMENT IN CENTRAL JAVA

Muhammad Amril Pratama Putra[1*], Muhammad Rusdi[2]
[1]Program Studi Ilmu Pemerintahan, Universitas Muhammadiyah Makassar
[2]Program Studi Pembangunan, Universitas Muhammadiyah Makassar

*E-mail: muhammadamrilpratamaputra@unismuh.ac.id

ABSTRACT

The role of public communication is of utmost significance in changing the dynamics of society, encompassing social, political, and economic aspects. This research analyzes the public communication strategy through social media, particularly Twitter, conducted by Ganjar Pranowo, the Governor of Central Java. The research method used in this study is content analysis with social media. Hashtags, as a key element in the communication strategy, play an important role in building a positive image of Central Java. Hashtag analysis reveals Ganjar Pranowo's focus on promoting comfort, infrastructure and handling COVID-19 in his region. Interaction patterns with official government and media accounts show strong collaboration in disseminating transparent information and increasing public engagement. Governor Ganjar Pranowo's active engagement on social media reflects an effective strategy to build trust and increase public engagement in modern governance. The results of this study provide insights into the potential and role of social media in strengthening public communication in the realm of government.

***Keyword** : Public Communication Strategy, Social Media, Twitter*

INTRODUCTION

The importance of social media as a broad communication platform in the context of contemporary advances in information technology and wireless internet is critical in facilitating engagement and fostering communication across diverse populations (Siregar, 2022). The widespread accessibility of practical communication devices, such as WiFi-enabled gadgets and internet-based cell phones, coupled with the proliferation of social media platforms such as Facebook, Twitter, and Instagram, has facilitated the dissemination of information from various countries quickly and conveniently. sources, including individuals, press agencies, and government entities. This phenomenon has an impact on the widespread dissemination of information about events occurring in

a region, making it an important and interesting topic of discussion (Demircioglu, 2018; Mergel, 2011; Reddick et al., 2017; Setyaning et al., 2022). In particular, these discussions tend to revolve around matters relating to public services, the state of development, social and political issues, and government policy. (Yovinus, 2018). Social media allows various groups of people with different backgrounds, views and interests to engage in easier and broader communication. With increasingly widespread access to communication devices such as internet-based gadgets and cell phones, individuals from various backgrounds can participate in various discussions and share their views (Indrawan, 2017).

The advent of easily accessible communication tools and social media platforms has significantly transformed the manner in which information is distributed. The dissemination of information across different nations can be rapidly and effortlessly facilitated by the utilisation of social media platforms, engaging a wide range of actors including individuals, media organisations, and governmental bodies. This influences the widespread dissemination of information about important events in a region and becomes an important and interesting topic of discussion (Shu et al., 2017). The advent of easily accessible communication tools and social media platforms has significantly transformed the manner in which information is distributed. The dissemination of information across different nations can be rapidly and effortlessly facilitated by the utilisation of social media platforms, engaging a wide range of actors including individuals, media organisations, and governmental bodies. The aforementioned factor has a significant impact on the extensive distribution of information pertaining to significant occurrences within a given geographical area, consequently rendering it a noteworthy and engaging subject of discourse (Bennett & Segerberg, 2012; Housley et al., 2014).

The role of public communication is of utmost significance in changing the dynamics of society, encompassing social, political, and economic aspects (Priadji & Rusadi, 2023). In conjunction with the swift advancement of information and communication technologies, the significance of public communication has escalated as a crucial tool in fostering broader community

engagement within the development process. (Göksel & Serarslan, 2015; Kunczik, 2009). Numerous research findings indicate that leveraging social media platforms to garner public attention is quite efficacious, owing to its expeditious nature and widespread accessibility (Allagui & Breslow, 2016; Enke & Borchers, 2019; Hudders et al., 2021; Zhang et al., 2019). The Governor of Central Java, Ganjar Pranowo, is one person who has effectively used public relations techniques to boost community involvement. Governor Ganjar Pranowo is recognised for his proactive utilisation of several communication channels in order to effectively exercise his leadership and enhance community engagement within the Central Java area. In the contemporary era characterised by the proliferation of information and advancements in technology, the scope of public communication has expanded beyond traditional means, such as delivering speeches to large audiences or disseminating information through print media like newspapers. Governor Ganjar Pranowo demonstrates a keen awareness of the significance of employing diverse digital platforms, including social media and official websites, as effective means of expeditiously and accurately disseminating information to the general public. By utilising social media platforms, he is able to engage in direct communication with the local population, gain insights into their hopes and ambitions, and effectively address the various challenges and issues encountered by the residents of Central Java.

In addition to this, Governor Ganjar Pranowo has also implemented an inclusive communication strategy. The author takes measures to ensure that the messages being delivered are comprehensible to individuals across different strata of society, including those with inadequate technological resources. By means of direct conversation programmes conducted in diverse regions, he facilitates a platform for community members to engage in discussions, offer their perspectives, and seek clarification regarding policies that have been implemented in the province of Central Java. Community engagement is more than just communication; it also encompasses the process of decision-making. Governor Ganjar Pranowo engages in collaborative efforts with the community during the development planning process, facilitating open meetings and actively seeking

diverse perspectives. This approach aims to guarantee that the policies implemented genuinely align with the community's needs and goals.

In spite of this, Governor Ganjar Pranowo has also implemented an inclusive communication strategy. The author takes measures to ensure that the messages being delivered are comprehensible to individuals across different strata of society, including those with inadequate technological resources. By means of direct conversation programmes conducted in diverse regions, he facilitates a platform for community members to engage in discussions, offer their perspectives, and seek clarification regarding policies that have been implemented in the province of Central Java. Community engagement is more than just communication; it also encompasses the process of decision-making. Governor Ganjar Pranowo engages in collaborative efforts with the community during the development planning process, facilitating open meetings and actively seeking diverse perspectives. This approach aims to guarantee that the policies implemented genuinely align with the community's needs and goals.

By conducting an extensive examination of the public communication strategy employed by Governor Ganjar Pranowo, this study aims to enhance our understanding of the pivotal role that public communication plays in shaping public sentiment, cultivating a favourable perception of the government, and fostering active engagement from the community. In addition to this, the present study is anticipated to offer valuable perspectives on the efficacy and pertinence of the communication tactics employed by Governor Ganjar Pranowo within the specific milieu of Central Java, a region characterised by significant social, cultural, and economic heterogeneity. This study aims to examine the current landscape of public communication in the modern era, emphasising the significant role it plays in contemporary leadership. Additionally, it will introduce Central Java as a specific region of interest for further investigation. This essay will now proceed to examine the research methods employed in the analysis of Governor Ganjar Pranowo's public communication strategy. This paper aims to provide valuable insights into the intricate dynamics of public communication, community engagement, and effective leadership in the context of Central Java.

RESEARCH METHOD

The research methodology employed in this study is content analysis. The content analysis methodology is employed to examine data sourced from social media platforms, with a particular focus on Twitter, in order to gain insights about communication patterns and trends pertaining to Ganjar Pranowo. This study utilises data in the form of hashtags frequently employed in the author's Twitter posts. Hashtags, denoted by the symbol #, are employed to label or classify specific subjects within a communication on social media platforms. The objective of content analysis is to discern and examine recurring patterns in the use of hashtags, with the purpose of comprehending the underlying messages given by these hashtags. The dataset utilised in this study comprises information pertaining to the frequency of usage of hashtags, together with corresponding explanations elucidating their significance and contextual relevance. These data were acquired through a comprehensive investigation of the Twitter social media platform belonging to Ganjar Pranowo.The data collection process involved accessing the Twitter social media platform and finding the hashtags utilised by Ganjar Pranowo in his posts. These hashtags were then recorded for further analysis. The hashtags were thereafter subjected to analysis and categorization according to their thematic content, including but not limited to infrastructure, COVID-19, positive initiatives pertaining to Central Java, and other relevant topics. The frequency of hashtag utilisation was also computed in order to ascertain the extent of emphasis on communication. The findings of the content analysis are utilised to interpret the communication strategy implemented by Ganjar Pranowo on social media platforms. In this particular scenario, it is possible to derive conclusions pertaining to the transmitted messages facilitated by the utilisation of hashtags, as well as the primary themes of communication pertaining to infrastructure and solutions to the COVID-19 pandemic. The utilisation of the content analysis method on social media platforms, such as Twitter, serves as a valuable tool for comprehending the communication patterns, preferences, and focal points of messages that specific leaders or institutions aim

to express. This tool enables academics to investigate and analyse trends and patterns in online communication that are pertinent to a certain research environment.

RESULT AND DISCUSSION

The communication landscape of individuals worldwide has been significantly transformed by the progressions in information technology, particularly in the realm of social media. The employment of social media platforms as a method of public communication has emerged as a significant approach in enhancing community engagement across several domains, including the region of Central Java. This study examines the public communication strategy implemented using social media platforms and its impact on enhancing community involvement within the region of Central Java. Central Java, being a prominent region within the nation of Indonesia, possesses a heterogeneous populace and a multitude of concerns that necessitate the collective focus of the public. Within this particular setting, the present study endeavours to assess the efficacy of public communication techniques that employ social media as a means to enhance community involvement in diverse initiatives and programmes within the region.

The objective of this study is to investigate the many public communication tactics used via social media platforms in the region of Central Java. This includes an examination of the different types of material, communication techniques, and methodologies employed to foster community involvement. This research aims to identify useful patterns that can serve as a basis for the future development of enhanced communication tactics. The anticipated outcomes of this research endeavour are poised to offer a more lucid and all-encompassing perspective on the efficacy of social media as a means to mobilise communities and engage them in development initiatives and programmes that yield communal benefits.
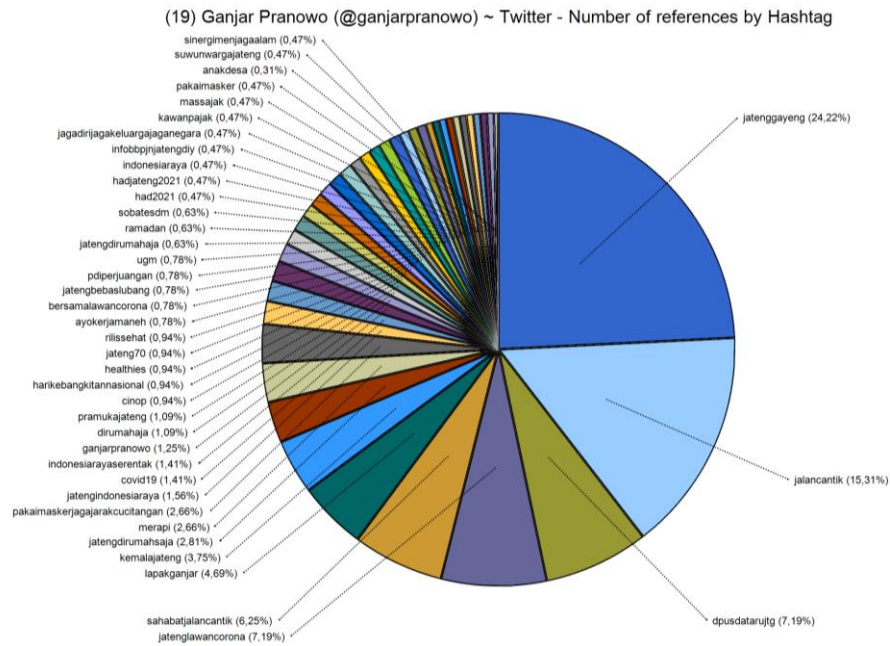
Figure 1. Number of references by hastag

Source : analysis by nvivo12 plus

The results of Ganjar Pranowo's Twitter social media analysis revealed several hashtags that are frequently used in his posts. The hashtag with the highest frequency is #jatenggayeng, which covers 22% of the total posts. "Jateng Gayeng" is a slogan introduced in 2015, describing passion, courage, resilience, honesty, friendliness, joy, harmony, and warmth. The high frequency of using the hashtag #jatenggayeng shows Ganjar Pranowo's efforts to introduce Central Java as a region that is comfortable and open to all. In addition, there are some other interesting hashtags, such as #dpusdataru, which refers to the Central Java Water Resources and Spatial Planning Public Works Office with a frequency of 7.19%. Ganjar Pranowo intensely communicates through social media related to road and infrastructure improvements in the region. There are also other hashtags related to infrastructure information, such as #jalancantik (15.31%), #sahabatjalancantik (6.25%), and #Jatengbebaslubang (0.78%). This shows that Ganjar Pranowo actively shares information related to infrastructure improvements, especially related to the state of roads in Central Java. In addition to infrastructure issues, Ganjar Pranowo also intensely shares information about the COVID-19 pandemic.

51

Some of the hashtags related to COVID-19 used are #jatenglawancorona (7.19%), #jatengdirumahsaja (2.81%), #covid19 (1.41%), #dirumahaja (1.09%), #healthties (0.94%), #bersamalawancorona (0.78%), and #pakaimasker (0.47%). This shows that Ganjar Pranowo is trying to share important information related to the COVID-19 pandemic and encourage public awareness to remain compliant with health protocols.

Hashtags play an important role in social media communication strategies. In the context of Ganjar Pranowo, the use of various hashtags reflects a strategic effort to build a positive image around Central Java. Hashtags such as #jatenggayeng and #jalan cantik promote the beauty, comfort and quality infrastructure development in the region. This strategy can attract public attention and shape positive perceptions of Ganjar Pranowo's leadership and efforts in advancing Central Java. The focus on infrastructure improvements, particularly related to roads, is an integral part of Ganjar Pranowo's agenda. The use of hashtags such as #jalancantik, #sahabatjalancantik, and #Jatengbebaslubang shows a commitment to the development of adequate infrastructure to support community mobility and convenience. The use of social media to share infrastructure-related information is a smart move to build transparency, generate participation, and communicate government achievements. In a COVID-19 pandemic situation, an important role of a leader is to provide the right information and motivate people to follow health protocols. Ganjar Pranowo utilized social media, especially Twitter, to share information related to the pandemic by using various hashtags such as #jatenglawancorona and #jatengdirumahsaja. This shows his sensitivity and social responsibility as a leader, as well as his efforts to address the pandemic through education and public awareness.

Hashtags that have a high frequency such as #jatenggayeng show consistency in the message to be conveyed. This consistency can help build a strong identity and make it easier for people to remember and identify the message. Repetition of messages through certain hashtags can also strengthen understanding and emphasis on important issues to be conveyed. Using social

media with a good communication strategy, including the selection and use of appropriate hashtags, allows leaders to interact more effectively with the public, garner support, and promote important messages according to the context and priorities of the moment.

The communication of the Governor of Central Java through social media is very intense, ranging from answering public complaints to disseminating important information about government conditions. The transformative ability of social media technology has great potential for the government sector, the potential will increase when collaboration between government, researchers, business, and society is created (Bertot et al., 2010). The government's ability to utilize social media technology in achieving active communication with the community has been carried out by the Central Java government.

Figure 2. Word Cloud of Ganjar Pranowo's Social Media

Source : analysis by nvivo12 plus

The image presented is a Word Cloud visualization of the Twitter account @Ganjar Pranowo, Governor of Central Java. Word Cloud is a visual representation of the most frequently occurring words in recent tweets. In this case, the most frequently tweeted words are related to "covid" and " jalan". Ganjar Pranowo, as Governor, appears to be very active in conveying information regarding the handling of the COVID-19 pandemic in Indonesia. This reflects his

concern and responsibility for the state of public health and efforts to prevent the spread of the virus. In addition, tweets that often talk about "roads" show the Governor's attention to infrastructure, especially public complaints about road damage. Local governments, such as the Central Java Bina Marga and Cipta Karya Public Works Agency seem to play an active role in providing information about infrastructure improvements, especially roads, to the public. There are two accounts that interact most frequently with @Ganjar Pranowo's account, namely @dpubmckjateng and @tajyasinmz. @dpubmckjateng is an account representing the Public Works Office of Bina Marga and Cipta Karya of Central Java Province, which actively provides information about infrastructure improvements. While @tajyasinmz is an account belonging to the deputy governor of Central Java, who allegedly has good communication with Governor Pranowo on the Twitter social media platform. In this context, the interaction built by @Ganjar Pranowo's Twitter account reflects the government's openness in delivering information to the public through social media. This helps the public to get updates related to activities carried out by the government, including COVID-19 handling and infrastructure improvements. Previous studies on social media have revealed that government use of social media can increase transparency, citizen participation, inter-agency collaboration and trust in government. This shows how important it is to utilize social media in the context of modern governance to build a better relationship between the government and society (Linders, 2012).

The Word Cloud visualization reflects Governor Ganjar Pranowo's openness in using social media, especially Twitter, to communicate with the public. Dominant words such as "covid" and "*jalan* (road)" show the focus taken in the information conveyed. This openness is an effective strategy to provide clear and transparent information to the public regarding important issues such as handling COVID-19 and improving road infrastructure. The presence of the word "covid" in the Word Cloud signifies Governor Ganjar Pranowo's responsiveness to crucial health issues such as the COVID-19 pandemic. His active participation in providing information related to preventive measures, developments, and

government policies in dealing with COVID-19 reflects a responsive and responsive leadership to the needs of the community in the midst of a health crisis. The frequent occurrence of the word *"jalan"* in Word Cloud shows that Governor Ganjar Pranowo pays special attention to road infrastructure in Central Java. Public complaints regarding road conditions are issues that are actively responded to by the government, including through the governor's social media accounts. This quick and informative response illustrates a commitment to improving infrastructure for the welfare and safety of the community (Agani et al., 2022).

There is also visible interaction with the accounts of *@dpubmckjateng (Dinas Pekerjaan Umum Bina Marga dan Cipta Karya)* and @tajyasinmz (Deputy Governor of Central Java) showing collaboration between the government and related agencies. This strengthens communication and coordination in an effort to improve infrastructure and health services in the province. This finding demonstrates that the utilisation of social media platforms by governmental entities has the potential to enhance citizen engagement and foster more confidence in the government. Governor Ganjar Pranowo's active and responsive engagement on his official account demonstrates a deliberate endeavour to foster transparency, encourage citizen engagement, and enhance public trust in the governance of Central Java. The incorporation of social media into the realm of government serves as a significant tool for fostering increased proximity with the public, disseminating precise and reliable information, and cultivating more robust connections between the government and its citizens. Through strategic utilisation of social media platforms, the government can effectively attain significant advantages in fostering a community that is more knowledgeable, actively involved, and characterised by a heightened sense of trust.
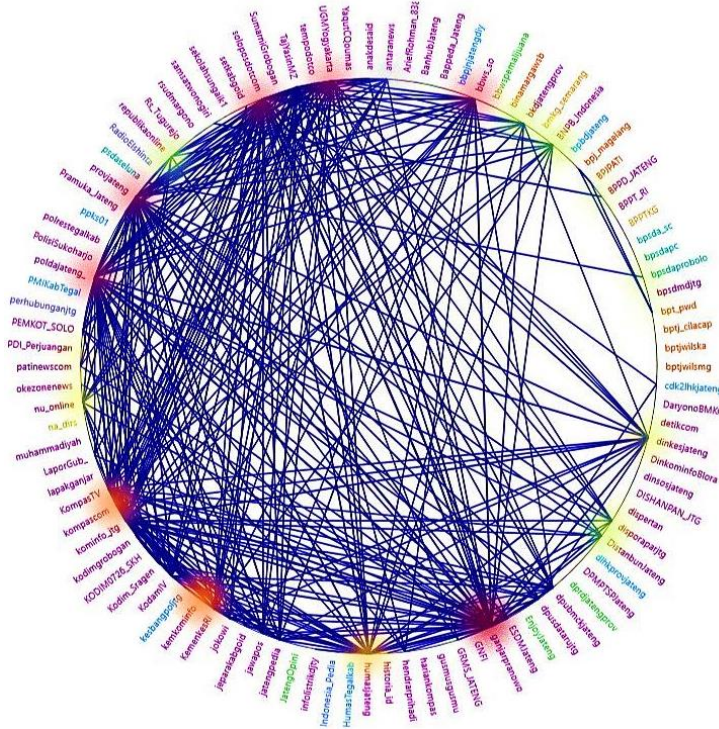
Figure 3. Cluster Analysis of Ganjar Pranowo's Social Media

Source : analysis by nvivo12 plus

All usernames that have colored communication patterns are clusters in communication on Ganjar Pranowo's twitter account, the more intense the color, the stronger the interaction in social media. the account with the largest communication cluster is @humasjateng. Then there is active interaction with @provjateng account which is the official account of the Central Java provincial government. Then there is also a media that often interacts with Ganjar on social media, namely the @kompastv account.

Based on the data presented, there is a communication pattern in Ganjar Pranowo's Twitter account that raises a "cluster" with a visual representation in the form of color. The more intense the color, the stronger the interaction that occurs in social media. In this case, usernames that have colored communication patterns form clusters and represent different levels of interaction. Communication Cluster with Username @humasjateng, Username @humasjateng shows the most interaction in the communication cluster. This may indicate that

the @humasjateng account has significant engagement and interaction with Ganjar Pranowo's Twitter account. This high engagement can come from various aspects, such as sharing official information, responding to questions, or discussing important issues.

Then interaction with @provjateng Account (Central Java Provincial Government), @provjateng Account, which is the official account of the Central Java provincial government, is also seen to have active interaction with Ganjar Pranowo's account. This suggests that Ganjar Pranowo as Governor has a strong engagement with the provincial government and may show inter-governmental coordination and communication in the context of the province. Meanwhile, the @kompastv account also appears to interact frequently with Ganjar Pranowo's account. The media's involvement in interactions with the government, especially important figures such as the governor, reflects the media's role in disseminating information and participating in discussions related to policies, social issues, and government activities.

The results of this Visualization allow for a better understanding of the interaction patterns and communication networks formed on social media platforms, particularly on Ganjar Pranowo's Twitter account. The existence of clusters and different levels of interaction can provide insight into the role and contribution of each account in shaping discussions and information in cyberspace. In addition, this can also be a reference for more effective communication strategies in the future, both from the government and mass media. In previous studies, it was revealed that the use of social media by government officials formed strong communication patterns with government agencies (Praselanova, 2019; Yovinus, 2018), such as Governor Ganjar Pranowo, can form communication patterns with other government agencies. This includes intense interaction with official government accounts, such as the @provjateng account. This result is in line with research findings that state that governments often use social media to facilitate inter-agency communication and improve coordination in government policies and activities.

The engagement between the @kompastv account and Ganjar Pranowo's account exemplifies the significant influence of mass media in moulding and impacting public discourse. Prior studies have also underscored the influential role of the media in moulding public opinion, facilitating information dissemination, and fostering government-public proximity via social media platforms.

The substantial level of engagement observed with the @humasjateng account, which serves as the public relations platform for the Central Java Provincial Government, can be associated with prior research findings that underscore the significant role of public relations in effectively managing and disseminating information to the public via social media channels. Public relations accounts inside the government often serve as a conduit for communication between the government and the general public. The obtained results are consistent with prior research that highlights the significant significance of social media and the engagement of government and media in establishing efficient communication channels with the general population. Based on the aforementioned findings, it is imperative for the government to develop a communication strategy on social media that prioritises active engagement with official government accounts, media accounts, and public relations accounts. This approach is crucial in enhancing the dissemination of information and cultivating robust relationships between the government and the general public.

CONCLUSIONS

The utilisation of social media platforms, particularly Twitter, by government and public officials assumes a significant function in developing efficacious contact with diverse stakeholders. It provides for a more open, transparent and clear transmission of information to the public, and helps to create close collaboration between relevant agencies and parties. The local government's effective collaboration with numerous stakeholders, such as government public relations and the official account of the provincial government, is evidenced by their active and meaningful involvement. This engagement demonstrates a strong

partnership between the local government, relevant agencies, and the media. The establishment of a positive relationship is crucial for facilitating efficient communication and fostering enhanced collaboration in the context of addressing public concerns. The observed pattern of interaction on the social media platform Twitter demonstrates a significant collaborative dynamic among governmental entities, media organisations, and the general people. Governor Ganjar Pranowo's openness and active engagement on social media indicates an effective strategy in establishing transparency and public trust.

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