

Public Relations Strategy of the Directorate General of PSDKP in Socializing the Utilization and use of the Vessel Monitoring System (VMS)

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Article history

Submitted: 2026/06/01; Revised: 2026/07/11; Accepted: 2026/08/09

Abstract

This study analyzes the communication strategy of the Public Relations Division of the Directorate General of Marine and Fisheries Resources Surveillance (Ditjen PSDKP) in socializing the Vessel Monitoring System (VMS) to fishing vessel owners and fisheries business operators. Using a qualitative case study approach, data were gathered through participant observation, semi-structured interviews with PR staff, and documentation of socialization activities. Data analysis involved reduction, presentation, and conclusion drawing. The findings reveal that the PR Division employed an integrated communication strategy utilizing digital media, social media, mass media, face-to-face communication, public outreach forums, and exhibitions to engage diverse audiences. A two-way communication approach enhanced public understanding of VMS functions, benefits, and importance while fostering participatory government-public relationships. The study concludes that a well-planned communication strategy, supported by appropriate media selection and effective message delivery, significantly contributes to VMS socialization effectiveness and strengthens Ditjen PSDKP's institutional image as an informative and responsive government agency.

Keywords

Communication Strategy, Government Public Relations, Socialization, Vessel Monitoring System (VMS), Directorate General of Marine and Fisheries Resources Surveillance.



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INTRODUCTION

The development of information and communication technology has brought significant changes to organizational communication patterns, including in government institutions in conveying information to the public. In the digital era, the government is not only required to produce the right policies, but also to be able to communicate these policies effectively so that they can be understood, accepted, and implemented by the public. In this

context, the public relations (PR) function has a strategic role as a liaison between the government and the public through the delivery of communicative, educational, and participatory information. The right communication strategy is an important factor in building public understanding while increasing public trust in government programs (Widiarningrum et al., 2022). One of the government agencies that carries out this function is the Directorate General of Marine Resources and Fisheries Supervision (Ditjen PSDKP), Ministry of Maritime Affairs and Fisheries. In carrying out the task of monitoring marine and fishery resources, the Directorate General of PSDKP utilizes the Vessel Monitoring System (VMS) as a satellite-based ship monitoring system used to monitor the position, movement, and activities of fishing vessels in real time. The use of this technology is an important part of supporting the supervision of marine resources, preventing the practice of Illegal, Unreported, and Unregulated Fishing (IUU Fishing), and increasing the compliance of fisheries business actors with applicable regulations (Ministry of Maritime Affairs and Fisheries, 2020).

Despite its great benefits, VMS implementation still faces various challenges. Some ship owners and fishery business actors do not fully understand the functions, benefits, and mechanisms of using the system. In addition to the limited understanding, there is still a perception that the use of VMS only adds to the operational burden without providing direct benefits to users. This condition shows that the success of the implementation of a technology-based policy does not only depend on the readiness of infrastructure, but is also influenced by the effectiveness of communication carried out by the government in conveying information to the target community (Rogers, 2003). Therefore, socialization activities are an important instrument to increase understanding and build public acceptance of the use of VMS. As an effort to expand the dissemination of information about VMS, the Public Relations of the Directorate General of PSDKP implements various communication strategies through the use of digital media, social media, mass media, discussion forums, face-to-face activities, and participation in national exhibitions. One of the implementation of this strategy is carried out through participation in the Indo Defence exhibition, where the Directorate General of PSDKP presents an interactive booth that displays information about the functions, benefits, and working mechanisms of VMS to the public. This approach provides an opportunity for visitors to obtain information directly as well as dialogue with officers so that the communication process takes place more interactive and participatory (Grunig & Hunt, 1984).

Various previous studies have shown that government communication strategies play an important role in increasing the effectiveness of information delivery and building public trust in public policies. Research conducted by Widiarningrum et al. (2022) shows that the Probolinggo Regency Government's public communication strategy is carried out through systematic message planning, appropriate media selection, and the involvement of credible communicators. This strategy contributes to increasing public understanding and trust in government programs. Furthermore, the research of Diniati et al. (2023) examined

the use of Instagram social media as a Peruri public relations strategy in building communication with the public. The results of the study show that social media is able to create more intensive interactions between organizations and the public, thus supporting the formation of closer relationships with the public. Oktari's research (2023) discusses the South Sumatra Provincial Government's public relations strategy in building a positive image of the institution. The results of the study show that transparent, consistent, and supported by accurate information can strengthen the government's image in the eyes of the public. Research by Abdul Kohar et al. (2025) highlights the government's digital communication strategy in increasing public participation in government programs.

The study concluded that the delivery of persuasive messages through digital media can increase understanding while encouraging public involvement in supporting government policies. Meanwhile, research by Yuliastuti et al. (2024) explains that public relations has a strategic role in building the government's image through information management, relations with the media, and the delivery of government programs in an informative and responsive manner. Based on these previous studies, it can be concluded that most of the research still focuses on government communication strategies in building the image of institutions, public communication, and the use of digital media. Research on public relations communication strategies in the socialization of Vessel Monitoring System (VMS) technology within the Directorate General of Marine Resources and Fisheries Supervision has not been widely carried out. Thus, there is still room for research to examine how public relations communication strategies are applied to support the successful implementation of technology-based policies in the marine and fisheries sectors.

This study uses the Innovation Diffusion Theory from Everett M. Rogers as a foundation to understand the process of accepting technological innovation by the community, the Symmetrical Two-Way Communication Theory from Grunig and Hunt to explain the importance of mutual communication between organizations and the public, and the concept of Public Communication Strategy as a basis for analyzing the process of message preparation, media selection, and the implementation of socialization carried out by the Public Relations of the Directorate General of PSDKP. All three approaches are seen as relevant to explain how communication strategies can affect the level of public understanding and acceptance of the use of VMS. Based on this description, this study aims to analyze the communication strategy of the Public Relations of the Directorate General of PSDKP in socializing the use and use of the Vessel Monitoring System (VMS), identifying the media and communication approaches used, and explaining how these strategies contribute to increasing public understanding of the use of VMS. The results of the research are expected to make an academic contribution to the development of public communication studies, especially in the field of government public relations, as well as become evaluation material for the Directorate General of PSDKP in developing more effective communication strategies in the future.

METHODS

This study uses a qualitative approach with a case study method to analyze the communication strategy of the Public Relations of the Directorate General of Marine Resources and Fisheries Supervision (Ditjen PSDKP) in the implementation of socialization of the use and use of the Vessel Monitoring System (VMS). The qualitative approach was chosen because this study aims to understand the phenomenon of communication in depth based on experiences, perceptions, and information obtained from informants. The case study method is used so that the researcher can obtain a comprehensive overview of the communication strategies implemented by the Public Relations of the Directorate General of PSDKP in the context of implementing VMS socialization.

The research informants were selected using the purposive sampling technique, which is based on the consideration that the informants have knowledge, experience, and direct involvement in socialization activities on the use and use of VMS. The informants in this study consist of Public Relations staff of the Directorate General of PSDKP who play a role in planning and implementing communication strategies. Data collection techniques are carried out through observation, semi-structured interviews, and documentation. Observations were made to obtain an overview of the implementation of VMS socialization activities. Interviews were conducted to gather information about the communication strategies implemented by the Public Relations of the Directorate General of PSDKP, while documentation was used to complete research data through the collection of documents, photos of activities, media publications, and archives related to the implementation of VMS socialization. The data analysis in this study uses the Miles and Huberman model which includes data reduction, data presentation, and conclusion drawn. To ensure the validity of the data, the study applied the source triangulation technique by comparing the results of interviews, observations, and documentation so that the data obtained had a good level of credibility.

RESULTS AND DISCUSSION

Public Relations Communication Strategy of the Directorate General of PSDKP in Socialization of the Utilization and Use of the Vessel Monitoring System (VMS)

The results of the study show that the Public Relations of the Directorate General of Marine Resources and Fisheries Supervision (Ditjen PSDKP) implements a planned communication strategy in the implementation of socialization of the use and use of *the Vessel Monitoring System* (VMS). The strategy was prepared to increase public understanding, especially ship owners and fishery business actors, regarding the functions, benefits, and importance of using VMS as a satellite-based ship monitoring system. In its implementation, the Public Relations of the Directorate General of PSDKP not only focuses on delivering information, but also builds communication that is educational and participatory so that the public has the opportunity to obtain direct explanations about the policies implemented.

Based on the results of interviews with informants, communication strategies begin with the process of identifying the characteristics of the target audience. Public Relations of

the Directorate General of PSDKP adjusts the socialization material to the information needs of each target group so that the message conveyed is easier to understand. The preparation of communication materials is carried out using simple language that is easy to understand by the community, especially fishermen and boat owners who have diverse educational backgrounds and experiences. This approach aims to reduce misunderstandings about the functions of VMS and increase public acceptance of the policies implemented.

In addition to paying attention to the content of the message, the Public Relations of the Directorate General of PSDKP also considers the selection of communication media that is in accordance with the characteristics of the target. Information delivery is carried out through a combination of direct communication and digital media-based communication. This approach allows the dissemination of information to reach a wider community while providing space for the public to obtain accurate information about the use and use of VMS. The communication strategy that combines various communication channels shows that the Public Relations of the Directorate General of PSDKP seeks to adapt the method of delivering information to the development of communication technology and the needs of the community.

The implementation of socialization is also carried out through various face-to-face activities, such as discussion forums, meetings with stakeholders, and participation in exhibition activities. One of the activities that became a socialization medium was the participation of the Directorate General of PSDKP in the Indo Defence exhibition, where visitors had the opportunity to see firsthand information about VMS through visual media, publication materials, and explanations from officers on duty at the exhibition booth. This activity provides a space for direct interaction between the government and the community so that the communication process takes place more effectively than just through one-way information delivery.

The findings of this study show that the communication strategy implemented by the Public Relations of the Directorate General of PSDKP is in line with the concept of communication strategy which emphasizes the importance of message planning, media selection, communication determination, and identification of target audiences in achieving communication goals. These four elements can be seen in the VMS socialization process, starting from the preparation of communication materials to the implementation of various socialization activities directly and through digital media. Thus, the communication strategy implemented not only functions as a means of conveying information, but also as an effort to build understanding and increase public participation in the implementation of VMS.

The results of this study also support the Innovation Diffusion Theory proposed by Everett M. Rogers. The socialization carried out by the Public Relations of the Directorate General of PSDKP is part of the process of spreading innovation to the community through various communication channels. Information about the benefits, functions, and mechanisms of using VMS is conveyed in stages so that the public gains knowledge, forms understanding (persuasion), and is encouraged to accept and implement the use of VMS in accordance with

applicable regulations. This shows that communication strategies have an important role in supporting the process of innovation adoption by the community.

In addition, the communication strategy applied also reflects the application of the Two-Way Symmetrical model of Grunig and Hunt. During the socialization process, the public was given the opportunity to submit questions, inputs, and obstacles faced in the use of VMS. This interaction allows the Public Relations of the Directorate General of PSDKP to obtain direct feedback so that the delivery of information can be adjusted to the needs of the community. With two-way communication, the relationship between the government and the public becomes more open, participatory, and mutual understanding so that the goal of socialization can be achieved more effectively.

Communication Media Used in Vessel Monitoring System (VMS) Socialization

The results of the study show that the Public Relations of the Directorate General of Marine Resources and Fisheries Supervision (Ditjen PSDKP) utilizes various communication media in the implementation of socialization of the use and use of the Vessel Monitoring System (VMS). The use of these various media aims to ensure that information about VMS can reach the community more widely and is adjusted to the characteristics of each target group. This strategy shows that information delivery is not only carried out through one communication channel, but uses an integrated communication approach that combines digital media, mass media, and face-to-face communication.

Digital media is one of the main means of disseminating information about VMS. Public Relations of the Directorate General of PSDKP utilizes official websites and social media as publication media to convey information about policies, socialization activities, and education to the public. Through digital media, information can be accessed faster, easier, and reaches people in various regions. In addition, social media is also used to support the dissemination of information in a more interactive manner through the delivery of visual content, activity documentation, and information related to the implementation of the Directorate General of PSDKP program. In addition to digital media, the Public Relations of the Directorate General of PSDKP also uses mass media as one of the communication channels in conveying information to the public. Publication through the mass media is carried out to increase the reach of information while strengthening the credibility of the message conveyed by government agencies. The presence of mass media provides an opportunity for the wider public to obtain information about the importance of using VMS as part of efforts to monitor marine and fisheries resources.

In addition to communication through the media, the Public Relations of the Directorate General of PSDKP continues to prioritize direct communication through various socialization activities. Activities such as discussion forums, coffee mornings, coordination meetings, and participation in exhibitions are communication media that provide opportunities for the public to interact directly with officers. The face-to-face approach is considered more effective because it allows the public to obtain a more detailed explanation as well as convey questions and obstacles faced related to the use of VMS. Thus, the

communication process not only takes place in one direction, but also creates a constructive dialogue between the government and the community.

One form of implementation of the communication strategy is directly shown through the participation of the Directorate General of PSDKP in the Indo Defence exhibition. In this activity, the Public Relations of the Directorate General of PSDKP presented a booth that displayed various information about the duties and functions of the Directorate General of PSDKP, including the use of the Vessel Monitoring System (VMS). Information delivery is carried out through visual media, videos, brochures, and direct explanations from officers to visitors. The presence of the supporting media makes the process of conveying information more interesting and easy to understand by the public who visit the exhibition location. The findings of the study show that the use of various communication media contributes to the effectiveness of the implementation of VMS socialization. The use of digital media makes it easier to access information, while face-to-face communication provides a more intensive interaction space between the government and the community. The combination of these two approaches shows that the Public Relations of the Directorate General of PSDKP is not only oriented towards the dissemination of information, but also seeks to build more participatory and sustainable communication.

The results of this study are in line with the concept of communication strategy which emphasizes the importance of selecting media according to the characteristics of the target audience. The use of various communication media allows messages to be conveyed through different channels so as to increase the chances of information being received and understood by the public. In addition, these findings also reinforce the Two-Way Symmetrical theory which emphasizes that effective communication requires interaction and feedback between the organization and the public. Through the use of digital media and face-to-face communication, the Public Relations of the Directorate General of PSDKP is able to build a more open communication relationship, so that the public not only receives information, but can also participate in the communication process through the submission of questions, suggestions, and responses to the implementation of the VMS program.

Application of Communication Strategies in Increasing Public Understanding of the Vessel Monitoring System (VMS)

The results of the study show that the communication strategy implemented by the Public Relations of the Directorate General of Marine Resources and Fisheries Supervision (Ditjen PSDKP) contributes to increasing public understanding of the functions, benefits, and use of the Vessel Monitoring System (VMS). This can be seen from the implementation of socialization which is not only oriented to the delivery of information, but also prioritizes the educational process, two-way communication, and providing opportunities for the public to directly understand the policies implemented. Through this approach, the public obtains more comprehensive information about the purpose of using VMS as a ship monitoring system to support the sustainable management of marine and fishery resources.

Based on the results of the interviews, socialization activities were carried out through various communication methods that were adjusted to the characteristics of the target. The delivery of information is carried out using easy-to-understand language, supported by visual media, publication materials, and direct explanations by officers. This approach helps the public understand the mechanisms of using VMS and the benefits obtained from implementing the system. In addition to conveying information about the obligation to use VMS, the Public Relations of the Directorate General of PSDKP also explained the benefits of this technology in improving shipping safety, supporting the supervision of fishing activities, and encouraging more responsible use of marine resources.

The implementation of two-way communication is one of the factors that support the success of socialization. In each activity, the public is given the opportunity to submit questions, responses, and obstacles faced related to the use of VMS. The information obtained through this process is an evaluation material for the Public Relations of the Directorate General of PSDKP in perfecting socialization materials and determining communication approaches that are more in line with the needs of the community. Thus, the communication process not only takes place as a delivery of information from the government to the public, but also creates relationships that provide mutual feedback.

The findings of this study show that the communication strategy implemented by the Public Relations of the Directorate General of PSDKP is in line with the Innovation Diffusion Theory proposed by Everett M. Rogers. Through socialization activities that are carried out in an ongoing manner, the community gains knowledge about VMS, then forms an understanding and belief (persuasion) of the benefits of the system. Furthermore, the public is encouraged to make a decision in accepting the use of VMS, implementing the technology in accordance with applicable regulations, and maintaining its use (confirmation) after understanding the benefits obtained. Thus, the communication strategy implemented plays a role as a means in accelerating the process of adopting innovation among the community.

In addition, the results of the study also show compatibility with the Two-Way Symmetrical Theory developed by Grunig and Hunt. The implementation of two-way communication provides an opportunity for governments and communities to build a more open relationship through the process of dialogue and information exchange. Public Relations of the Directorate General of PSDKP not only conveys policies, but also listens to input, criticism, and community needs as evaluation material in the implementation of the next socialization. This approach reflects that the success of public communication is not only measured by the amount of information conveyed, but also by the organization's ability to build a mutually understanding relationship with the public.

The results of this study also reinforce the findings of previous research that stated that the success of the government's communication strategy is influenced by the selection of the right media, the preparation of messages that are in accordance with the characteristics of the audience, and the involvement of the community in the communication process. However, this study has different characteristics because it focuses on the communication

strategy of the Public Relations of the Directorate General of PSDKP in the socialization of satellite-based surveillance technology, namely the Vessel Monitoring System (VMS). This focus makes a new contribution to the study of public communication, especially regarding the implementation of the government's public relations communication strategy in supporting the implementation of technology-based policies in the marine and fisheries sector.

Overall, the results of the study show that the communication strategy of the Public Relations of the Directorate General of PSDKP has been implemented in a planned manner through a combination of direct communication and complementary digital communication. The implementation of the strategy is able to increase public understanding of the use of VMS, strengthen the relationship between the government and the public, and support the successful implementation of marine and fisheries resources monitoring programs. Therefore, an adaptive and participatory communication strategy is one of the important factors in supporting the implementation of government policies that involve the community as the main users of technology.

CONCLUSION

Based on the results of the research, it can be concluded that the Public Relations of the Directorate General of Marine Resources and Fisheries Supervision (Ditjen PSDKP) has implemented a planned communication strategy in the implementation of socialization of the use and use of *the Vessel Monitoring System* (VMS). The communication strategy is carried out through the preparation of messages tailored to the characteristics of the audience, the selection of competent communicators, and the use of various communication media including digital media, mass media, face-to-face communication, discussion forums, and exhibition activities. The implementation of these various communication channels allows information about the functions, benefits, and mechanisms of using VMS to be conveyed more effectively to the target community.

The results of the study also show that the use of diverse communication media contributes to the effectiveness of the implementation of socialization. The use of digital media is able to expand the reach of information dissemination, while direct communication through socialization forums, coffee mornings, and exhibitions provides opportunities for the public to obtain more detailed explanations as well as submit questions and inputs to the Directorate General of PSDKP. This approach creates a more interactive communication process that supports the creation of better relationships between the government and the community.

In addition, the implementation of communication strategies carried out by the Public Relations of the Directorate General of PSDKP has been proven to support increasing public understanding of the use of the Vessel Monitoring System (VMS). The findings of the study show that communication strategies that combine direct communication and digital communication can help the community understand the benefits of VMS as a supporting

technology for marine and fisheries resource monitoring. These results are in line with the Innovation Diffusion Theory which explains the process of receiving innovation through the dissemination of information, as well as the Two-Way Symmetrical Theory which emphasizes the importance of two-way communication in building a mutually understanding relationship between the organization and the public. Thus, the communication strategy implemented by the Public Relations of the Directorate General of PSDKP not only functions as a means of delivering information, but also contributes to the successful implementation of government policies through increasing public understanding and participation.

Based on the results of the research, the Public Relations of the Directorate General of PSDKP is advised to continue to develop a more adaptive communication strategy by utilizing digital technology developments and increasing the intensity of socialization to the community, especially ship owners and fishery business actors. In addition, information delivery needs to be carried out on an ongoing basis through various communication media so that public understanding of the use of the Vessel Monitoring System (VMS) increases. For future researchers, this research can be used as a reference to develop a study on government public relations communication strategies on the implementation of technology-based policies in other sectors. Subsequent research can also use quantitative approaches or mixed methods to obtain a more comprehensive picture of the effectiveness of communication strategies in improving public understanding.

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