



THE ROLE OF COMMUNICATION OF PPID IN THE PANDEMIC SITUATION

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ABSTRACT

The Information Management and Documentation Officer (PPID) is government spokesman that provide public information and function as Government Public Relations. PPID has provided good and correct information to public include providing information about COVID-19. In 2021, the Central Java Provincial Information Commission (KIP JATENG) hold Public Information Disclosure Assessment themed "Information Disclosure and Optimization of Public Information Services in the Covid-19 Pandemic Period" through a Self Assessment Questionnaire (SAQ). The main aspect of the assessment is the accessibility public agency websites, followed by the ranking of best public agency at the Regency/City scope. This study aims to see how the role of PPID through the Public Agency Website in the COVID-19 pandemic situation in Karanganyar Regency. This study uses qualitative research methods with data triangulation techniques. The informants in this study were the main PPID of Karanganyar Regency and the Implementing PPID of the Public Agency. In this study, it was found that the The Office of Trade, Labor, Cooperatives. Small and Medium Enterprises are considered to be more optimizing technology media in terms of websites and social media providing information that is quite effective in Covid-19 pandemic era at Karanganyar Regency.

Keywords: *PPID, Information, websites, covid-19.*

1. INTRODUCTION

Information is a basic need for everyone, and the right to obtain information is a human right. Indeed the disclosure of public information is an important characteristic of a democratic country that upholds the sovereignty of the people and realizes good state administration (Law Number 14 of 2008). Public information guarantees the public's right to know what the public is doing. Therefore, every public organization must appoint an Information Management and Documentation Officer (PPID). PPID is the official responsible for storing, documenting, providing, and providing information in the Public Agency.

In Karanganyar Regency, PPID institutions consist of PPID superiors, PPID, implementing PPID, Advisory Team, and Public Information Service Officers. Each Public Agency creates and develops a system for providing information services quickly, easily, and fairly based on the standard technical instructions for public information services. PPID is also part of the function of Public Relations (PR).

PR creates a positive image and supports the positive reputation of the organization. The positive

image is formed from perception, and perception arises from the information. In order to have a common understanding between the public and the organization, the public must be well-informed about the organization to prevent information gaps. Organizations must help the public to reduce uncertainty by being more open to providing information [1].

The challenge of providing accurate public information increased after the Coronavirus outbreak attacks. Coronavirus Disease 2019 (COVID-19) is an infectious disease caused by Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). This virus has never been previously identified in humans [2]. This virus spread massively to various countries, and the World Health Organization (WHO) has designated it a pandemic. The COVID-19 pandemic caused thousands of deaths and is responsible for the global economic downturn. Not all countries were affected equally, and with the initial response, some countries were successful in suppressing the transmission of the SARS-CoV-2 virus [3].

Indonesia has declared COVID-19 a non-natural disaster that must be taken seriously until the cases stop.

The community needs COVID-19 pandemic information to prevent the spread of the disease. The Government is required to be more transparent in providing information related to COVID-19 [4]. Direct information has been reduced, but the demands for public information services must be continued. Information technology is a solution providing information services to the public.

KIP JATENG held SAQ to monitor and evaluate the implementation of public information disclosure themed "Information Disclosure and Optimization of Public Information Services in the Covid-19 Pandemic Period" mandatory periodical, website, and social media assessment. The Karanganyar Regency website is at www.karanganyarkab.go.id, while the PPID website is at www.ppid.karanganyarkab.go.id. SAQ results become the basis for the next step of the assessment.

Five Public agencies manage the Covid-19 response budget sampled in the SAQ assessment. The main public agencies are the Health Service (DINKES), Social Service (DINSOS), Regional Disaster Management Agency (BPBD), plus the implementing public agency Department of Trade, Manpower, Cooperatives, and Small and Medium Enterprises (DISDAGNAKERKOPUKM) and the Village Community Empowerment Service (DINPERMADES).

The SAQ assessment was followed up with a district-level ranking of public agencies. This paper attempts to explain the role of PPID through public agency websites during the COVID-19 pandemic situation in Karanganyar Regency and which public agencies can optimize websites and social media owned in the dissemination of general information during the COVID-19 pandemic.

2. LITERATURE REVIEW

2.1. *Uncertainty Reduction Theory (URT)*

One theory in the socio-psychological tradition is uncertainty reduction theory, which is focused on cognitive processes that affect communicative behavior in people. The decisions made by a person regarding how to deal with ambiguity and broken expectations can impact how our interactions turn out [5]. Charles Berger and Richard Calabrese created this theory in 1975. It is a post-positivist communication theory. It is the only communication theory that specifically examines the preliminary interactions that occur before communication occurs. The basic goal is to remove any remaining ambiguity. Seeking information is the key strategy for reducing ambiguity; the more knowledge

people have about one another, the more certain they are of one other's attitudes and conduct [6].

In his work, Miller (2205) outlined the importance of URT's two key components: information-seeking tactics and initial conversational motivation to lessen the uncertainty. The three types of strategies are interactive, active, and passive [7].

URT is recommended by Rob Grace and Jason Chew Kit Tham (2021) as a normative framework for crisis communication that offers guidance on crisis communication during the response, management, and recovery phases and, on the other hand, benchmarks for assessing the development and efficacy of crisis communication campaigns [8]. Some recognize that the main goal of crisis communication between people using services and organizations is to manage risk and maintain operations to reduce uncertainty [9]. Therefore this theory is used during a pandemic situation; clarity of information is very important for the community.

3. METHODS

This study uses descriptive qualitative research methods. Qualitative research is used to provide an overview and understanding of how and why a communication phenomenon or reality occurs [10]—the symptom of communication for ranking public agencies based on the 2021 SAQ. In qualitative research, the information obtained can be in the form of transcripts of interviews, field notes, documents, and or visual materials such as photos, videos, materials from the internet, and documents. Other documents about human life, individually or in groups, are also used. Qualitative research analyses and interprets texts and interview results intending to find the meaning of a phenomenon [11].

There are primary data sources and secondary data sources in this study. Primary sources are data sources that directly provide data to data collectors. Secondary sources indirectly provide data to data collectors; for example, through other people or documents. [11]. The primary data sources in this study are collected by interviews face-to-face with PPID of Karanganyar Regency (Informant 1), PPID of Communication and Information Office (Diskominfo) (Informant 2), and one of the public information service officers from DISDAGNAKERKOP UKM (informant 3).

The secondary data sources for this research were obtained from documents relevant to the research topic. Such as laws and regulations, Public Agency SAQ Documentation, and other sources. The analysis technique uses an interactive model from Miles and Huberman (1994), which consists of data reduction,

data presentation, and drawing and testing conclusions. [10].

4. RESULTS AND DISCUSSIONS

4.1. The Role of PPID in Providing Information in General and During a Pandemic

The role of PR taken by PPID is to provide information to the public, providing responses and responding to public complaints. The basis for implementing PPID is the Law on the Disclosure of Public Information Number 14 of 2008 [12].

There are classifications of information. First, information that must be provided consists of namely information that must be provided and announced periodically; Information that must be announced immediately; and information that must be available at all times and announced periodically. Last, the information that is excluded consists of the following:

1. Information harming the country;
2. Information relating to the interests of protecting a business from the unfair business competition;
3. Information relating to personal rights;
4. Information related to job secrets;
5. The requested information has not been mastered or documented; and
6. Public information is excluded under the provisions of legislation [13].

Information that is excluded is a simplification of the indicators or criteria for excluded information contained in the Law on Public Information Disclosure, article 2 paragraph (2) in conjunction with Article 17 of the UU KIP. However, both have the same conclusion, namely the principle of maximum disclosure, where all public information must be accessible to the public. This provision is only limited in very little matters and situations. [4], [14]

This is the statement of informant 1 in the interview.

“.... So, the basis for PPID is the Law on Public Information Disclosure No. 14 of 2008. PPID is responsible for storing, then documenting, providing and/or providing information in public agencies. Then with the issuance of Information Commission Regulation No. 1 concerning Public Information Service Standards, the management of information and documentation consists of PPID superiors. The former Main PPID is now PPID, implementing PPID which was formerly Auxiliary PPID, Advisory Team, and public information service officers..”

Informant 2 supports the above information; the interview emphasized that PPID must exist in every sector line of government organizations.

“.. The PPID is a function to manage, document, and service information controlled by all public agencies. In essence, public agencies are institutions or institutions whose funds are all sourced from the APBN or APBD. So the government, DPRD, political parties, even villages, all should carry out this PPID function as well as possible because it is a mandate from the Law that we support information disclosure at every level.....”

It can be interpreted that there is an obligation to immediately convey information to the public about the potential dangers that threaten during this COVID-19 pandemic. The right to have public information is important because the community needs to be involved in governance, development, and public services to realize good governance. Community participation or involvement does not mean much without guaranteeing public information disclosure [14].

During the pandemic, there are gaps in public knowledge due to insufficient information causing inaccurate transmission. When the Government issued rules for self-locking to break the virus spread, work from home rule emerged, but some people violated this rule with no clear sanction. The emergence of miss information and disorder of information in the community that accepts the flow of information, both official and hoaxes, to the point of ignoring health protocols, creates community conflict. People are spitted between believing and refusing the existence of the Covid-19 virus. In other words, information asymmetry is often a source of problems and exacerbates the handling of a disaster [15]

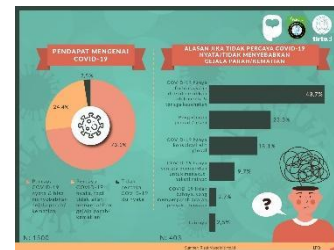


Figure 1: The level of public trust in the Government during Covid (source: tirtio.id)[16]

Suppose the availability of information is lacking and the channels for asking questions do not go both ways, based on the Uncertainty Reduction Theory (URT). In that case, the public will tend to use passive and active strategies in reducing information rather than the strategy of asking directly to the organization. In addition to interpreting the results of their observations

(passive strategy), the public will seek information from third sources; sometimes, the truth cannot be guaranteed, which makes it more confusing. [1]. The emergence of rumors such as hoaxes, if not immediately anticipated, can cause friction in the public or community.

Based on URT, Heath (2005) advises PR practitioners to minimize uncertainty by implementing the following communication strategies [1]:

1. Announce various changes as early as possible for all the public who may feel the impact of the changes;
2. Facilitate staff participation in the decision-making process to resolve a problem;
3. Maintain a well-scheduled flow of information;
4. If you cannot provide good information, PR must explain why;
5. PR must explain all policies or decisions taken by management, including the reasons behind them;
6. Always maintain public trust in the organization. Providing information that employees need.

The role of PPID is needed because information about the pandemic is categorized as information that threatens many people's lives, given the speed and extent of the virus spread. Examples of information that must be submitted are the number of COVID-19 patients, prevention procedures, and mitigation efforts carried out by the Government.[4]. Due to the large-scale social restrictions (PSBB), public agencies' access to public information services must continue by prioritizing services through online media. The Central Information Commission (KIP) issued Circular Letter (SE) Number: 02 of 2020, which regulates Guidelines for Public Information Services in Public Health Emergency Periods due to Corona Virus Disease 2019 (covid-19).

In Karanganyar Regency, according to the interview results, informant, 1 mentioned PPID activities during the pandemic.

"... PPID Karanganyar Regency, in this case, the leading is the Karanganyar Regency Communications Office, even though Indonesia is currently experiencing a pandemic outbreak, activities continue, namely with limited zoom meetings and face-to-face meetings...with limited people, however, we continue to comply with the Health protocol, namely wearing a mask and keeping a distance. Our Communication and Informatics office routinely conducts monitoring and evaluation to the public agency, both agencies/agencies, and the sub-districts....regarding the disclosure of public information in each public agency...."

Informant 2 described and added PPID activities during the pandemic. How district PPIDs encourage public agency PPIDs to share important information related to the pandemic.

"...How do we as a district government public agency deal with this, even from prevention, handling, even later if there are cases like what, all of that is integrated with one goal to deal with Covid. Now, through our channels, we convey how to prevent being exposed to Covid through social media or the website; even at that time, vaccines must also be intensified. Now, we encourage the health office, directly to the head of the health office so that data about vaccines can be submitted. It wasn't yet....we only got the affected data at that time. Then we pushed for this data to be needed ma'am. So that we have a target right, how many are vaccinated, now what percentage is....data can be submitted, that is our role too..."

The role of PPID in providing information to the public is very important, especially when the Government is facing a crisis like covid-19 pandemic situation. However, community engagement and response to public health information and messages are strongly influenced by cultural and social identity, age, gender, and access to resources. These factors influence people's preferred modes of communication, who and what they consider a 'trustworthy authority,' and, most importantly, their capacity to act on and respond to information. [3]

4.2. SAQ Assessment As One Of The Instruments of Public Information Disclosure.

KIP JATENG conducted an assessment as a form of monitoring and evaluation to determine the compliance of public agencies in implementing public information disclosure to the public. The assessment's theme was "Information Disclosure and Optimization of Public Information Services during the Covid-19 Pandemic", so the main PPID and five Implementing PPIDs with a budget for handling Covid were DINKES, DINSOS, BPBD, DISDAGNAKERKOP UKM, and DISPERMADES.

There are four (4) stages in this assessment. The first assessment is the accessibility of the website, as stated in the SAQ, in addition, although the form is a self-assessment, PPID is required to attach supporting evidence in the form of a website link that will be tested for correctness, then enter next stage, namely the visitation stage and the public test.

This was conveyed by informant 1 and informant 2 at the Department of Communication and Informatics (DISKOMINFO) Office on 9 June 2022:

"...So, the first thing that is assessed is the accessibility of the website. Because residents can see

the website, there is periodic information that we must convey, even without a request. There are four stages... after the SAQ, there will be a visitation and a public test.. so right there is the website link; now it's checked..”

Dhindsa et al (2013:121) stated that the government website provides convenience for the public to be able to access government information services with electronic devices. This opinion was also conveyed by Rosenbaum et al. (2011:25-47). They say that the website can increase the legitimacy of government organizations to be more transparent and more open in making public policies with stakeholders. This becomes more effective due to new intelligence and new partnerships, and primarily more accountable to the public it serves [17]. Digital media, such as websites and social media, are recognized as enabling what some would call 'Government 2.0 (Government 2.0 Taskforce, 2010). The combination of e-government focuses on delivering online services, such as submission of tax forms, and offers online participation in politics and civic affairs, such as online public consultation [18]. Local governments, health offices, and blue light services have shifted all communications into providing public information that supports the Government's response to the COVID-19 crisis. Apps, social media channels, and websites are redirected to provide local context for government guidance [19].

For the Main PPID assessment, there are three main points, with each point having a different indicator, namely Accessibility, Institutional, and Information available at any time. Meanwhile, for PPID Assistants or implementers, there are six (6) assessment criteria in the SAQ of Public agency, namely:

1. Public information relating to information on mitigation programs and activities for handling COVID-19;
2. Public information relating to the handling of the Emergency response to the Covid-19 emergency according to the main tasks and functions;
3. Public information relating to the handling of social and economic impacts according to the main task and function;
4. Public information relating to the management of the Covid-19 handling budget;
5. Public information relating to the types of procurement of goods and services specifically for COVID-19 according to the main tasks and functions; and
6. Public information related to information technology for handling COVID-19 according to the main task and function

After evaluating the completeness of periodic public information on the website and social media, it is continued to fill out the SAQ, which is sent to be carried out by KIP JATENG. Based on the SAQ results,

the visitation was carried out on the PPID of the Public Agency that became the sample. The last stage is a public test that the Regional Head must follow. From the public test results, Karanganyar became a Regency/City with an Informative category. [20]

4.3. Ranking Of Public Agencies

Based on the assessment, Karanganyar Regency made the rank of a public agency. The public agency participating in this ranking is not only the samples in SAQ 2021, but all public agencies in Karanganyar Regency are required to participate.

PPID, as the Government's PR, is increasingly being demanded to follow the development of information technology, but indeed, to reach the public, apart from traditional media, digital media must be used. Academics use many terms to write literature for research or reviews on the development of internet 2.0 communication. All of them through the roles, duties, and practice of public relations with internet media [21]. Digital Public Relations is a public relations activity carried out through the internet, through publications to customer relations management, so Digital Public Relations is an application of ICT (Information and Communication Technologies) tools for public relations purposes [22].

Castell (2010: 369) states that information technology can be used to achieve some goal, especially during a pandemic, and makes an important contribution in various fields. For education, socialization, politics, and others, including today's various social dynamics [15].

With the change in technology from traditional mass media to the new media era, public relations practice will be easier to interact with as an effort to reach and engage with stakeholders. Jim Macnamara said there is a huge opportunity for public relations practitioners to develop practices that take advantage of the unique characteristics and affordability of social media and digital communication in general. [18]. The public often uses social media to interact directly with organizations regarding organizational outcomes. In this interaction, various constructions of reality will emerge, mass-produced by an organization to the public. This reality construction then gives rise to public opinion, ultimately assessing the organization's reputation [23].

Communication channels used by organizations to reduce public uncertainty have been proven in several studies. Technological developments greatly influence the type of communication channel. Currently, URT can be used not only for face-to-face communication but also for media communication. Research by Ramirez, et al (2020) and Tidwell & Walter (2002) concluded that computer-mediated communication (CMC), such as a website, is very effective in establishing relationships with consumers. Online

media has an important function when direct communication between individuals is problematic (for example, due to distance and time constraints). Consumers, for example, can search for the information they need through the website [1]

From informant 2, it is known that the DISDAGNAKERKOP UKM won first place in the ranking of a public agency.

"...so in public agency ranking, DISKOMINFO, the leading sector in the assessment, will check all websites owned by the public agency. We will see how the websites contain, rather informative or not, periodic updates; the point is there... we will do the ranking later. As a result, the DISDAGNAKERKOP UKM ranked first...."

Regular information updating is carried out by the PPID of DISDAGNAKERKOP UKM so that it ranks first, beating 'rivals' with better website accessibility. It combines the obligation to provide periodic information, especially related to Covid, by trying to revive the website and social media with useful information for the public. The assessments team said that DISDAGNAKERKOP UKM was very massive in providing information related to assistance and integrated with information about COVID-19. There are many data shortages on public agency websites. Meanwhile, DISDAGNAKERKOP UKM meets the criteria in terms of website accessibility with information content useful for the community.

Informant 3 revealed several things in obtaining first place in the accessibility of district-level public agencies.

"... So we have a particular WhatsApp group, where we push every field to consistently update the news, such as the time for BPUM assistance, then job training info at the BLK, for us to make content on the website and social media. Including the work is providing vaccines for street vendors and traders in collaboration with the Health Office...we understand that beyond an assessment, the information provided to the public helps implement our work program..."

The COVID-19 pandemic has severely eroded economic conditions. The survey results from the Ministry of Manpower stated that in 2020 around 88 percent of companies affected by the pandemic during the last six months were generally in a state of loss. It was even stated that the pandemic directly affected 9 out of 10 companies. The data is based on online surveys, including by telephone and email, of 1.105 companies selected by probability sampling of 95 percent and a margin of error (MoE) of 3.1 percent in 32 provinces in Indonesia. [24]. Due to economic uncertainty, it could be that information about social assistance is of more interest to the public than just vaccines for health.

5. CONCLUSION

The rapid advancement of information technology is very useful in the era of the COVID-19 pandemic. The state of social distancing advocated by the Government has forced us to be more technology literate, especially for those thirsty for information, so websites and social media are where we seek information. PPID, as Government Public Relations, should be able to make better use of this media in the future. Because the importance of public information disclosure is closely related to the process of information flow provided to the public in the public sphere. The smooth flow of useful information is one of the important elements of a democratic system. Even now the idea of an 'information society is emerging, giving rise to the notion of a 'knowledge society, implying an accurate rate of growth of knowledge [25]. PPID is very important because PPID manages and protects information. PPID has carried out its role in serving the needs of the public [26]. PPID cannot manage information alone; organizational policies and leadership, especially public information officers as the frontline in publishing information on media websites and social media.

The existence of SAQ and the ranking of a public agency are expected to be a catalyst for a public agency in carrying out its obligations to comply with the mandate of the Law regarding public information disclosure. Provide understanding and motivation to every public agency to always try to improve public services so that everything related to services and information. Clear information reduces uncertainty and leads to trust, which will increase the credibility of the public agency.

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