



Digital Media Dissemination Strengthens Public Information in Tourism Policy

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Abstract. General Background: Digital media, particularly social media platforms, have become dominant channels for information dissemination, with widespread usage among the Indonesian population. Specific Background: With over 143 million social media users in Indonesia and high engagement across platforms such as YouTube, Facebook, TikTok, and Instagram, digital media plays a strategic role in delivering public information, including tourism policy communication. Knowledge Gap: However, limited studies have explored how government institutions utilize digital media to disseminate tourism policies and engage the public effectively. Aims: This study aims to analyze the use of digital platforms in disseminating public information related to tourism policy, focusing on the Ministry of Tourism. Results: Using a qualitative descriptive approach with data collected through documentation, observation, and interviews with ministry officials and communication experts, the findings indicate that digital media supports transparency, accessibility, and public engagement. The Ministry employs integrated digital channels, including official websites, social media, and online campaigns, to reach broader audiences and strengthen the national tourism image. Nonetheless, challenges persist in maintaining message consistency, improving digital literacy among users, and managing public feedback. Novelty: This study highlights the strategic integration of multiple digital communication channels in tourism policy dissemination within a governmental context. Implications: The findings emphasize the need for integrated communication strategies and cross-sector collaboration to optimize public understanding and participation in tourism development through digital media.

Keywords: Digital media dissemination; Tourism policy communication; Public information access; Social media platforms; Government communication strategy

1 Introduction

Law No 14 of 2008 Concerning Public Information Disclosure serves as the legal foundation for the Indonesian government in realizing an information society. The law stipulates that information constitutes a fundamental necessity for every individual, that access to information is a basic human right, that public information facilities function as instruments to optimize public oversight, and that the management of public

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information represents a strategic effort toward establishing an informed society. Accordingly, effective information management and the appropriate utilization of media are essential in performing public relations and public information functions across institutions, particularly within government agencies [1].

The demand for information continues to evolve alongside social change and emerging trends; there is effectively no point at which information needs are fully satisfied. Government institutions, in particular, are mandated to establish bodies or units responsible for information management as part of their duties under Law No 14 of 2008 Concerning Public Information Disclosure. Public information encompasses a wide range of sectors, including education, economics, and other strategic areas such as tourism. Preliminary interviews indicate that tourism represents a significant sector in advancing Indonesia's economy, particularly as a renewable and non-oil-and-gas source of revenue. Consequently, tourism is widely regarded as a fast-track pathway toward public welfare. Currently, approximately 33 million Indonesians depend on this sector for their livelihoods, and they require regular updates and policy-related information in the field of tourism [2].

However, access to information, especially from stakeholders and industry actors, remains limited. Information disseminated to the public tends to focus primarily on promotional content, institutional activities, or individual figures within institutions. Policy-related and strategic information has not yet become a primary focus [3]. Policy is a crucial supporting instrument for achieving institutional targets and plays a central role in coordination within organizations. Therefore, this research emphasizes policy information, particularly given that promotional information on tourism destinations is already disseminated extensively [4].

With the rapid development of digital media, information dissemination should, in principle, become faster and more accessible. Digital media has emerged as the dominant platform for information-seeking behaviour among Indonesian society. Goodstats reports that global digital media users reached five billion in 2025 [5]. In Indonesia, data from January 2025 indicate that 143 million out of a total population of 280 million actively access social media [6]. Social media has become the primary reference point for information-seeking and serves as a major source of information for Indonesian citizens. Platform-specific access figures show that YouTube is used by 143 million Indonesians, Facebook by 122 million, TikTok by 108 million, and Instagram by 103 million. Overall, internet penetration in Indonesia has exceeded 68% [7]. These figures represent a strategic opportunity for public information dissemination in Indonesia. In 2024, the average daily duration of social media use was 2 hours and 23 minutes, with longer usage times recorded during weekends and public [8].

Within this context, the Public Relations function of the Ministry of Tourism, specifically the Bureau of Communication of the Ministry of Tourism (Kemenpar), has been recognized for its achievements in various public relations awards at both governmental and institutional levels over the past five years. In 2024, Kemenpar received the "Informative" predicate in the 2024 Public Information Disclosure Award, achieving a score of 97.40 [9]. From a digital perspective, Kemenpar demonstrates strong research relevance due to its active, diverse, and regularly updated digital media presence.

This study examines the dissemination of public information through digital media conducted by Kemenpar, with a particular focus on policy-related information. The

scope of this research is limited to the public information dissemination strategies implemented by the Bureau of Communication during 2024. The objective of the study is to analyse how policy-related public information is disseminated through digital media by the Bureau of Communication of Kemenpar. The findings are expected to contribute to performance evaluation and strategic improvement within the Bureau of Communication, provide insights for similar institutions in assessing communication effectiveness, and identify emerging patterns that may enhance the dissemination of tourism policy information

2 Literature Review

2.1 Government Public Relations and Public Information

According to Law No 14 of 2008 Concerning Public Information Disclosure, public information refers to information that is produced, stored, managed, transmitted, or received by a public body in relation to the administration of public institutions in accordance with the law, as well as other information related to the public interest. Information encompasses facts, data, news, and explanations that have been processed appropriately to acquire meaning and significance for individuals or organizations [9].

The Public Information Disclosure Act mandates government institutions and public bodies to establish and develop information and documentation systems that are widely accessible for public interest purposes. In practice, public information management is primarily carried out by government public relations (PR) units as part of their official duties and functions.

In addition to performing tactical and strategic roles, Indonesian government public relations also have core functions regulated under the decision of the Government Public Relations Coordinating Board [10], including:

1. Safeguarding government political policies.
2. Providing services and disseminating information to the public.
3. Acting as a communicator and proactive mediator to maintain institutional interests and foster two-way communication between government agencies and the public.
4. Creating a conducive climate and maintaining political stability and security in national development.
5. Preparing periodic reports concerning the implementation of public relations activities and programs.

2.2 Information Dissemination

Information dissemination refers to activities aimed at delivering information to target audiences, either individuals or groups, so that they achieve understanding and information fulfillment, ensuring that the information is received, recognized as relevant, and utilized [11]. Syamsuddin Haris (2005: 58) identifies transparency as a core characteristic of good governance. This principle aligns with the contemporary era marked by information revolution and openness. Transparency encompasses all aspects of activities related to public interest, ranging from decision-making processes and budget utilization to evaluation stages.

The enactment of the Public Information Disclosure Act aims to enhance the quality of public information services within public institutions, develop systems that enable fast, accessible, and reasonable information services, and establish effective and efficient documentation systems for providing and storing public information.

The objectives of information dissemination include:

1. Ensuring citizens' rights to access information regarding public policy planning, policy programs, decision-making processes, and the rationale behind public decisions.
2. Encouraging public participation in public policy decision-making processes.
3. Enhancing active public involvement in policy-making and in promoting good governance within public institutions.
4. Realizing good governance characterized by transparency, effectiveness, efficiency, accountability, and responsibility.
5. Providing clarity regarding public policies that significantly affect the lives of citizens.
6. Advancing knowledge and contributing to national intellectual development.
7. Improving information management and services within public institutions to produce high-quality information services.

2.3 Digital Media

Digital media refers to all forms of media that utilize digital technology to store, process, and disseminate information. Its distinguishing characteristics include being electronically based, enabling interactivity, and frequently connected to internet networks. According to Denis Mc Quail, digital media represents a new form of communication media that enables interactive and real-time information exchange through digital technology. Digital media functions as an internet-based communication channel that allows users to access information and interact directly using electronic devices.

The characteristics of new media according to McQuail (2011: 43) include:

1. Interconnectivity.
2. Accessibility to individual audiences as both message recipients and senders.
3. Interactivity.
4. Versatile usability as an open system.
5. Ubiquity.

According to Rulli Nasrullah [12], social media is an internet-based medium that enables users to represent themselves, interact, collaborate, share, communicate with others, and establish virtual social bonds. Nasrullah categorizes digital media into several types, including social media platforms, blogs and microblogs, digital news portals, online forums, and internet-based applications.

2.4 Relevant Recent Studies

Several contemporary studies serve as the scientific foundation for this research. Rully Nasrullah in social media utilization in public communication state that social media enables institutional representation and two way interaction. Meanwhile Dennis McQuail state that digital media is interactive, interconnected and participatory. Arifin on this research concept and objectives of public information dissemination state that

dissemination ensures information is understood and utilized. Various study on Implementation Law No 14 of 2008 Concerning Public Information Disclosure state that regular compliance has improved, but the quality of policy related content remains suboptimal.

2.5 Research Gap

Based on previous studies, it can be concluded that early research primarily emphasized one-way communication models, particularly the *public information model*. Studies on digital media have highlighted interactivity and participatory features; however, they have not specifically examined policy dissemination strategies. Research on the implementation of Law No 14 of 2008 Concerning Public Information Disclosure has tended to focus more on regulatory compliance than on the effectiveness of digital communication strategies. Furthermore, studies analyzing government social media content indicate that promotional and image-building content predominates over strategic policy information. The main research gap that remains is the limited number of studies that specifically analyze digital-based policy information dissemination strategies conducted by ministerial communication bureaus within strategic sectors such as tourism. This includes insufficient examination of dissemination patterns, strategic approaches, and their effectiveness in promoting transparency and good governance.

3 Methodology

This research conduct as qualitative descriptive research design. In qualitative research, the researcher acts as the primary research instrument in the data collection process. The researcher determines the research sample, selects key informants as data sources, conducts data collection, and ultimately formulates the research conclusions [13] The primary data sources in qualitative research typically consist of words and textual data, complemented by supporting documents relevant to the study. These data are obtained through interviews and recorded in the form of written notes and documentation [14]

In this study, purposive informan was employed as the sampling technique. According to Sugiyono, purposive is a method of selecting samples based on specific considerations. This strategy requires the involvement of experts or individuals with particular competencies as primary data sources, based on their knowledge and expertise. In other words, this method determines the sample by establishing specific characteristics aligned with the research objectives [13]. In this research, the key informant is the Head of the Bureau of Communication of the Ministry of Tourism (Kemenpar), followed by three subordinate units: the Online Media Coordinator, the Social Media Coordinator, and the Content Coordinator. These informants were selected based on their official duties and functions as well as their capacity to provide data relevant to the research objectives.

The research conducted in Jakarta and Yogyakarta during July–August 2025 to facilitate interviews and data collection. The primary data consist of interview results with the selected informants, while the secondary data include document studies in the form of publication reports and observations conducted by the researcher on digital

media platforms managed by the Public Relations Division or Bureau of Communication of the Ministry of Tourism.

4 Result and Discussion

The study entitled *Public Information Dissemination in the Tourism Sector Through Digital Media (A Case Study of Tourism Policy Information Dissemination by the Communication Bureau of the Ministry of Tourism)* demonstrates that digital transformation has significantly altered the patterns of government public communication, particularly in the tourism sector. The implementation of the principle of information transparency as mandated by Law No 14 of 2008 Concerning Public Information Disclosure requires public institutions not only to provide information but also to ensure that such information is accessible, timely, and relevant to the public. In this context, digital media have become strategic instruments that enable the rapid distribution of policy information while simultaneously opening spaces for interaction between the government and the public.

The research findings indicate that the Communication Bureau of Ministry of tourism has utilized various digital media platforms such as Instagram, YouTube, Facebook, and TikTok as the main channels for information dissemination [5] The applied strategy emphasizes visualized content, concise narratives, and the optimization of current issue momentum. However, analysis of policy-related content shows that the proportion of substantive information such as new regulations, strategic policy directions, or industry support schemes is still lower than destination promotion content and reports of leadership activities. This indicates that although dissemination activities are quantitatively active, policy-related information has not yet become the main focus of the ministry's digital communication.

From a theoretical perspective, these findings suggest that the communication model applied remains within the spectrum of the *public information model*, where information delivery is primarily one-way and oriented toward distributing official messages. The interactivity that occurs through comment features or live broadcasts has not yet been fully utilized as a participatory policy dialogue space. In the era of digital communication, the effectiveness of dissemination should not only be measured through reach and engagement but also through the ability of policy messages to be understood, discussed, and internalized by tourism sector stakeholders. In practice, limited public responses have been observed through digital platforms, particularly social media channels.

This study also finds that policy information is often simplified in the form of infographics or short statements without providing in-depth explanations regarding the implications of these policies for industry actors. Such conditions may create a gap in understanding, particularly for communities and business actors who require more technical and operational information. Therefore, dissemination strategies need to be strengthened through clearer audience segmentation, better integration between social media platforms and the ministry's official website, and the provision of accessible links or documents containing comprehensive policy information.

The Ministry of Tourism of the Republic of Indonesia utilizes social media as a strategic instrument for communicating tourism policy information by integrating

informative, visual, and momentum-based communication approaches. Through platforms such as Instagram, YouTube, Facebook, and TikTok, the ministry not only publishes official policy releases but also presents them in the form of infographics, short explanatory videos, live broadcasts, and quotations from leadership statements that are easier for digital audiences to understand. This strategy reflects an adaptation to the characteristics of social media platforms that require concise, visual, and easily shareable messages. In addition, the use of hashtags, collaboration with content creators, and the optimization of momentum around current issues such as the launch of new regulations or priority programs expand the reach of policy information to industry actors, tourism communities, and the wider public.

However, analytically it can be observed that this pattern of communication still tends to be one-directional and oriented toward information dissemination rather than developing into a participatory policy dialogue. Interactions through comments or live features have not yet been systematically utilized to facilitate deeper discussions regarding policy substance. Furthermore, policy information is often presented in brief highlight formats, requiring the public to access official websites or complete documents to obtain comprehensive understanding. Therefore, although social media has been actively and adaptively utilized, the effectiveness of policy communication would be improved through audience segmentation strategies, strengthening policy literacy, and establishing structured feedback mechanisms. Such measures are important to ensure that social media functions not only as a publication tool but also as a transparent and participatory policy communication space in national tourism governance.

The communication content delivered by the Ministry of Tourism in disseminating tourism policy information is generally packaged in concise visual and narrative formats, such as infographics, short videos, digital press releases, and quotations from leadership statements regarding policy directions and strategic programs. Policy substance is simplified into key points to make it easier for social media audiences, who tend to consume information quickly and selectively, to understand. In several cases, the content also includes links to the ministry's official portal to provide access to more comprehensive policy documents. This approach reflects an effort to adapt to social media algorithms that prioritize short, engaging, and shareable messages.

However, in terms of its impact on audiences, the effectiveness of policy content still depends on the depth of the message and its relevance to stakeholder needs. Quantitatively, policy-related content can generate reach and engagement through likes, comments, and shares. Nevertheless, qualitatively, these metrics do not necessarily reflect levels of understanding or behavioral change among audiences, particularly tourism industry actors who require more detailed technical and operational information. If the content only provides surface-level information (policy highlights) without explaining practical implications, its impact tends to be limited to increasing awareness rather than enhancing policy literacy or encouraging active participation. Therefore, to achieve a greater impact, policy communication content should be designed more contextually, based on audience segmentation, and supported by dialogue and clarification mechanisms to strengthen public understanding and trust in tourism policies.

The Ministry of Tourism also integrates the functions of social media, the official website portal, and other digital services through an integrated digital communication

approach that complements each platform in the dissemination of public information. Social media serves as an entry point that is fast, visual, and oriented toward broad reach. Policy content is usually packaged in the form of summaries, infographics, short videos, or strategic statements designed to attract audience attention. Social media platforms are then used to direct audiences to the ministry's official website, which contains more comprehensive information such as policy documents, press releases, regulations, activity reports, and downloadable technical materials. In this structure, social media functions as the initial distribution channel, while the website becomes the primary information hub that is more formal and comprehensive.

Furthermore, integration is also evident in the use of supporting digital services such as e-books, electronic newsletters, public complaint channels, and online information request forms. This pattern creates a layered communication flow in which the public first receives information through social media, then accesses detailed explanations via the website, and finally provides feedback or inquiries through interactive digital services. Analytically, this strategy reflects institutional awareness of the importance of a connected digital ecosystem rather than the isolated use of communication platforms. However, the effectiveness of this integration depends heavily on the consistency of content updates, the ease of website navigation, and the responsiveness of digital service systems. When this integration operates optimally, the dissemination of policy information becomes not only informative but also participatory and accountable, thereby strengthening transparency and tourism governance based on public information openness.

On the other hand, the achievement of the "informative" category in the Public Information Disclosure Award demonstrates the ministry's institutional commitment to transparency. Nevertheless, this study emphasizes that formal recognition does not necessarily reflect the optimal implementation of policy communication in digital spaces. The effectiveness of tourism policy dissemination should also be measured by the extent to which information reaches the 33 million people who depend on the tourism sector and supports coordination processes among stakeholders.

Overall, this study concludes that the dissemination of tourism policy information through digital media by the Communication Bureau of the Ministry of Tourism has been carried out actively and adaptively in response to the development of digital platforms. However, further improvements are needed in terms of message substance, depth of information, and public participation. A more integrative, dialogic, and stakeholder-oriented dissemination model is recommended to improve the quality of policy communication in the tourism sector. In this regard, digital transformation should function not only as a promotional tool but also as a strategic instrument for building transparent, accountable, and participatory tourism governance.

5 Conclusion

The study on public information dissemination in the tourism sector through digital media conducted by the Communication Bureau of the Kementerian Pariwisata Republik Indonesia indicates that digital transformation has significantly reshaped the patterns of government policy communication. The utilization of social media platforms such as Instagram, YouTube, Facebook, and TikTok, integrated with the

official website portal and other digital services, enables the faster, broader, and more accessible distribution of tourism policy information to the public. However, the findings reveal that although dissemination activities are active and adaptive to the characteristics of digital media, substantive policy-related content remains less dominant compared to destination promotion and institutional activity publications. The communication pattern also tends to remain one-directional and primarily oriented toward information dissemination, limiting deeper public engagement and understanding of policy content. Therefore, dissemination strategies need to be strengthened through more contextual policy content, clearer audience segmentation, more effective integration of digital platforms, and the provision of dialogue and feedback mechanisms. Such improvements are essential to ensure that policy communication not only increases public awareness but also fosters understanding, participation, and public trust in tourism policies.

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