

CYBER PUBLIC RELATIONS MANAGEMENT IN THE ERA OF PUBLIC INFORMATIONS DISCLOSURE

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ABSTRACT

This research aims to analyse the implementation of Cyber Public Relations (CPR) management in the era of public information disclosure with a case study at the Department of Industry, Trade, Cooperatives, Small and Medium Enterprises abbreviated as PPKUKM DKI Jakarta Province. The theoretical framework used includes Rosady Ruslan's cyber public relations management theory and Philips & Young's cyber public relations analysis theory. Research data was obtained through in-depth interviews with CPR implementers, as well as observations of social media and related agencies' websites. The results showed that the agency, as an informative public body that has met the indicators of public information disclosure, has implemented four stages, namely planning, organising, actuating and controlling, and uses digital technology in the management of CPR. The implementation of CPR is carried out through various digital platforms with an omni-channel approach. The study also identified challenges in information packaging and public communication strategies, particularly in meeting the information needs of MSME entrepreneurs. The findings provide recommendations to improve the delivery of information that is more relevant, targeted and has a positive impact on MSME entrepreneurs.

INTRODUCTION

The era of advancement in information and communication technology requires the performance of public relations in various circles to be able to carry out tasks by using the Internet as a form of online public relations activities, called cyber public relations, (Onggo, 2020). This situation poses a challenge to local government public relations in carrying out its duties and functions through online media. Although technological developments have made it

easier for people to obtain information, there are still some information needs of the public, especially those related to the public domain. Digital information dissemination has become a key requirement for every company and institution to meet the information needs of the public. (Beilkin, 2004)

This role is also known as Government Public Relations (GPR). Especially in today's era of technological advancement and information, GPR is no longer just a conduit of information, but has

become one of the strategic elements in supporting the successful implementation of government programmes. Government Public Relations is also responsible for communicating information from the government to the public. The information that is stored, managed and documented becomes the public domain so that the information conveyed can be accessed more effectively and efficiently. (Septiyani & Sari, 2021)

The Jakarta Provincial Information Commission (DKI Jakarta), an institution that oversees information disclosure in Jakarta, notes that there will only be 17 informative public bodies in 2022 and an increase to 33 informative public bodies in 2023 (*source: kip.jakarta.go.id*). This is still far from ideal, considering that many public bodies, especially in DKI Jakarta, are not yet informative. Informative Public Bodies are an institution's best achievement in managing public information services, which are managed by the Information and Documentation Management Officer (PPID).

Although government public relations, in this case PPID, is often located within the government department, it also plays an important role in maintaining the reputation of the organisation and improving the image of the institution.

According to Ruslan (2017), the main function of public relations of the Indonesian government includes several aspects, namely, maintaining and securing government work programmes; establishing services by disseminating information and publications related to government policies to be able to socialise them; being a proactive spokesperson and mediator in balancing the interests of government agencies with the aspirations, suggestions and opinions of the public without disregarding the wishes of other parties; and playing an active role in creating a harmonious, dynamic and conducive atmosphere for the sustainability of work

programmes in both the long and short term (Ruslan, 2017).

PPIDs, which are at the forefront of public information services, should be able to manage information and documentation in accordance with public needs. One of the efforts it makes is to coordinate with each work unit to create information and data management guidelines in responding to and providing public information. This creates a two-way communication in which each public institution responds to information requests from the public as information seekers.

Based on the PPID report of the Jakarta PPKUKM Agency, it has uploaded 47 public documents with a total of 16,678 downloads by the public in 2022-2023. The documents include various information reports and data related to industry, trade, cooperatives and small and medium enterprises.(*source:disppkukm.jakarta.go.id*).

The lack of literacy and public awareness in accessing data and information is caused by a lack of understanding of digital technology, limited human resources competent in the field of digital communication and the dynamics of public interaction on social media, which can be an obstacle to implementing effective cyber public relations. Other challenges include the effectiveness of communication, the credibility of information and responsiveness to public needs. Examine the public's response to access to information provided by each public authority and the effectiveness of the strategies implemented to build transparent and accountable communication relationships (Akhmad et al., 2021).

The GPR strategy of the PPKUKM Office in implementing Cyber Public Relations management is crucial to know, especially in measuring the impact of information disclosure on public accessibility in finding and searching for

public information. The challenges of the development of information technology in managing and providing information needs with the principles of fast, precise, accurate, and low cost to increase public participation (Nurfaiza & Meisyanti, 2024).

The lack of literacy and public awareness in accessing data and information due to a lack of understanding of digital technology, limited human resources who are competent in the field of digital communication, and the dynamics of public interaction on social media can be an obstacle in the implementation of effective Cyber Public Relations.

Other challenges that need to be faced include communication effectiveness, information credibility, and responsiveness to public needs. Explore the public's response to accessing information provided by each public agency, as well as the effectiveness of the strategies implemented to build transparent and accountable communication relationships (Teguh et al., 2023).

The GPR strategy of the PPKUKM Office in implementing Cyber PR management is crucial to know, especially in measuring the impact of information disclosure on public accessibility in finding and seeking public information. The challenge of balancing information technology in the management and provision of information needs with the principles, speed, accuracy and low cost to increase public participation.

Based on the above, the researcher formulates the problem, namely how the implementation of Cyber Public Relation (CPR) management in the era of public information disclosure carried out by the DKI Jakarta Provincial PPKUKM Office, as well as how the public responds in finding and accessing public information provided and managed by the DKI Jakarta Provincial PPKUM Office in the Era of Public

Information Disclosure (Sutrisno et al., 2019).

RESEARCH METHOD

This research uses qualitative research with a case study Yin (2014) (Yin, 2014) methodology with a constructivism paradigm (Creswell, 2012), because the researcher sees behaviours that symbolise social realities that can be understood and can be constructed in the implementation of CPR management at the DKI Jakarta PPKUKM Office as a methodological foundation. Paradigm is essentially an attempt to discover the truth or to better understand the truth (Denzin & Moleong, 2010). The research object is the Data and Information Centre located at Jl. Perintis Kemerdekaan BGR 1, Kelapa Gading Baru, North Jakarta. The research used several techniques, namely: (1) interview (2) observation (3) documentation. The selected informants are Juremi (Head of Data and Information Centre), Kandidatul Maulida (Expert Assistant), Yura Tami (Social Media Management Staff) and include expert and technical staff with more than three years of experience. MSME entrepreneurs who are members of JakPreneur (3 people). Public information disclosure activists, from ICW (Indonesian Corruption Watch), 2 people. One person from Sahabat UMKM. According Semiawan (2010) Informants are people who get a mandate to provide information about the situation and conditions of the research setting.

So, informans have a lot of experience related to the research setting (Moleong, 2021), namely: 1) Data Reduction-Drawing data from various aspects of the problem being studied to assist in the analysis, validation, and transformation of the data collected in the field. The data can be in the form of notes or other forms obtained through literature study, interviews, documentation, and observation. 2) Data Review - Data that has been reduced

is arranged in a pattern of relationships, then analysed based on the problems that have been formulated. Once the data has been organised and adjusted according to the research questions, the theories that underlie it are presented. 3).Preparation of Working Hypothesis / Conclusion - In this study, the conclusion is drawn inductively, namely drawing conclusions from things that are specific to things that are general.

To test and guarantee the validity of the data, the researcher checks the triangulation method, which is collecting data that combines various data collection techniques and existing sources.

RESULTS AND DISCUSSION

The Information and Documentation Management Officer (PPID) has the role of government public relations in the delivery of information. In fact, the data and information centre considers public relations not only to be a publication of regional government policies, but also to analyse and produce data reports. The dissemination of information is also done widely through social media and websites. Through the role of Pusdatin, it has carried out socialisation and notification of information related to the duties and functions of the agency through massive digital platforms, as well as providing education to the public in accessing information and data that has been provided (Puspa et al., 2025).

Cyber Public Relations in Public Information Disclosure.

The implementation of Cyber Public Relations (Cyber PR) in the form of special programmes is attractively packaged so that the public can easily access and understand the information and data presented in a clear and open manner. For example, through YouTube there is an Info programme, while on Instagram there is the Jakpreneur Stories programme.



Picture I

Annual Report on Information Services PPID PPKUKM DKI Jakarta.

(source: disppkukm.jakarta.go.id).

The application of Cyber PR has a positive impact on information disclosure at the PPKUKM Office. Aside from being a tool in public information disclosure services, Cyber PR also increases the accessibility and inclusiveness of information. The information available covers various sectors, such as industry, trade, cooperatives, and MSMEs. In addition to publishing information, it also analyses and prepares reports based on the data it manages. This shows that public relations management focuses not only on information dissemination, but also on evaluation and policy balancing.

The office is also committed to maintaining transparency in the management of public information through the following steps:

- a. Inclusion of data sources. Every data presented includes its source to ensure accuracy and answer public questions about the origin of the information. The time and method of data collection are also informed so that the public can verify its validity.
- b. Data management support system. The PPKUKM Office has a system that supports data management, such as PPID and the Jakpreneur System related to MSMEs. With this system, information can be presented more accurately and structured to the public.
- c. Utilization of digital media. The Cyber PR team is responsible for the creation and management of informative content covering various categories, such as

education, branding, and entertainment. The content plan is developed on a daily basis and tailored to the needs of the community.

Referring to (Rosady, 2017), there are 4 functions of Cyber Public Relations Management, namely:

1.Planning

The PPKUKM Office of DKI Jakarta Province has a strategic plan to improve public communication through digital platforms. The planning includes identifying the main audiences, namely small, micro and cooperative businesses in DKI Jakarta. Digital media channels that are carried out such as the official website, social media and mobile-based applications (WA group, Chatbot). Then in planning, strategic content is compiled with a focus on policy information, assistance programmes, and real-time public reporting. Finally, utilizing data analytics to understand audience needs and develop responsive communication plans.

2.Organizing

Cyber PR management is carried out through a dedicated team structure under the supervision of the Data and Information Center. This structure is designed with clearly defined roles such as content manager, data analyst, and social media manager. Team members are selected based on their compatibility with the specific work unit. All personnel are responsible for ensuring the security and smooth operation of the digital system, as well as producing visual materials and compelling narratives. Additionally, they utilize tools such as analytics platforms to monitor the performance of digital media and are accountable for managing analytical data and public feedback.

3. Actuating

The implementation of the Cyber PR programme at the DKI Jakarta Provincial PPKUKM Office is carried out through

strategic steps. Information dissemination and publication of daily content, information is conveyed consistently through daily content published on social media and the PPKUM Office's website. This content includes updates on the agency's programmes aimed at supporting MSMEs; such as training, bazaar product curation, business licensing information and more.

In addition, there is rapid response crisis management, especially regarding issues that arise on social media. This step aims to maintain reputation while ensuring effective problem-solving.

Organizing online events to increase public engagement, the PPKUKM Office organises various online events, such as webinars, discussions and trainings that can be accessed by MSME behaviour and the general public. The Cyber PR team provides interactive features for proactive interaction with the public, such as a smart column that is responded to quickly, a live chatbot and an online forum that allows MSMEs to communicate directly with the office.

In addition, collaboration with external parties, including various communities and local media, is carried out to expand the reach of communication. One such collaboration is with Facebook Indonesia, aimed at enhancing the knowledge of Small and Medium Enterprises (SMEs) so they can understand how to improve and apply digital skills.

4. Controlling

In the process of monitoring and evaluation, this is carried out through the measurement of digital performance. It is known that the official website features indicators such as the number of website visitors, social media engagement, and the level of audience response. Although there was a social media crisis related to hoax information, it was resolved through a swift response by verifying the content's accuracy, conducted by the leadership as the verifier.

To ensure transparency and accountability in information management, it endeavours to maintain the confidentiality of data and digital information and has systems and audits for data security. The agency recognises that public information disclosure has increased public access to digital platforms. This can be seen through public information requests that have increased over the years.

Furthermore, the implementation of Cyber PR in the PPKUM Office aligns with the theory proposed by Phillips and Young (2009), which emphasizes the importance of building two-way relationships with audiences through digital technology, including the following:

1) Transparency

The results indicate that the PPKUM Office optimizes digital platforms as a means of disseminating information to the MSME community. As part of its Cyber Public Relations strategy, the office provides informative and transparent communication. At present, the agency enhances transparency by utilizing social media, its official website, and the JakPreneur mobile application.

Public Relations must provide transparent information, through the internet to the public Philips & Young (2009) (Phillips & Young, 2009). The transparency of government information delivery can be seen from the image of the public as users of the media to obtain informative and transparent information.

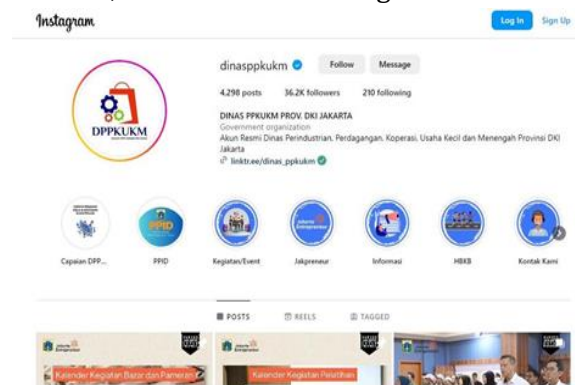
Therefore, public information documented for the public has passed the verification process. However, exempt information cannot be accessed or announced to the public. Thus, the PPKUKM Office is categorized as Controlled Transparency, namely the dissemination of public agency information via the internet with strict supervision. Information submitted online must always be monitored

by the Public Relations division, in this case by the Head of the Data and Information Centre.

2) Internal Porosity

The application of Internet Porosity in the PPKUM Office of DKI Jakarta Province can be seen in various aspects of being able to interact with audiences more openly and dynamically through digital channels. The application is through the use of social media for two-way interaction. The PPKUKM Office has utilized various social media platforms such as Instagram, Facebook, Twitter, and YouTube to share information about the programmes that they offer, such as Jakpreneur, training for MSMEs, and other assistance. However, they also open up space for audiences to provide feedback and feedback through interactive features such as Instagram Stories, Direct Message, allowing audiences to ask questions which are then answered directly. The website's resources include statistical data, MSME balance reports and details of ongoing programmes.

Furthermore, the digitalization programme includes various trainings and webinars that can be accessed online such as Zoom or Youtube to share information and insights on how to balance business in the digital era. That is, not only broadcasting information, but also enabling audiences to interact, learn and balance together.



Picture 2
Instagram of the PPKUKM Office of DKI Jakarta Province.
(source: @dinasppkukm).

3) The Internet as an Agent

The Internet as an Agent also explains that each individual gets different meanings when exposed to information. This can be proven from several informants' answers regarding the information received through the internet so that they find information that is relevant, fast and efficient.

The official website of the PPKUM office as an information house for the public. Although some MSME behaviours do not have the desire to access information through the website, social media is sufficient to provide information in real time related to MSME mentoring and training activities. In addition, chatbots via WhatsApp and WhatsApp groups managed by assistants in each city/regency of DKI Jakarta serve as additional media for MSMEs. This causes various perspectives to emerge in the community, because the information conveyed can form assumptions or influence the understanding of information.

4). Richness in Content

The DKI Jakarta PPKUKM Office shows that Richness in Content (diversity of content) is able to increase public participation. Especially the behaviour of MSMEs, in accessing quality information that supports their business progress. This can be illustrated through the engagement in delivering information to the public digitally.

In terms of information quality, this includes information on programmes and policies such as assistance for MSME entrepreneurs, training and subsidies, which are explained in a clear and easy way. Each programme is accompanied by detailed procedures, timelines and contact details. The content is also designed to address the behavioural needs of small businesses, such as guidance on business licence registration, digital marketing access, and training programmes for business balancing. The content is presented in a variety of formats,

for example in the form of infographics such as performance reports, data related to the balance of MSMEs, or the number of recipients of assistance in the form of videos to attract the attention of audiences on social media platforms, such as documentation of training or MSME bazaar activities.

The focus is on engagement through interactions on social media to share information as well as answer audience questions related to ongoing policies or programmes. In addition, surveys were also conducted by utilising interactive features through Whatsapp chatbot and direct messages on Instagram.

This engagement reflects an effective digital communication strategy to reach audiences with various preferences or needs, so that the information delivered is not only informative but also interesting and accessible.

The social media application (Instagram) provides a feature for registering for the Jakpreneur programme which is packaged using easy-to-understand language with simple steps. In addition, on the official website of the PPKUKM Agency there is an infographic channel that presents the development of sector information, such as the consumer price index, export and import information in the form of statistical data infographics from policy programmes.

5) Reach

The implementation of Reach by the PPKUM Office helps ensure that information on programs, policies and services can reach the wider community, especially the behaviour of MSMEs, so that they can take advantage of the opportunities available to support the balance of their businesses.

The digital platform used by the PPKUM Office features a linktree link that can access many social media links, web pages or tools in the marketplace application that can be accessed through a single tap link in the Instagram bio. The office is

observed to have multiple digital platforms, including:

a) Official social media, such as: Instagram, Facebook, Twitter, and YouTube, as well as Jakpreneur-specific social media such as Instagram, TikTok, and YouTube, are used to convey information to the public. Relevant and interesting content ensures the message can reach diverse audiences, including the behaviour of MSMEs in DKI Jakarta.

b) The official website, which is the PPKUKM Office and the Jakpreneur site, serves as an information center that can be accessed by the general public at any time, allowing audiences from various regions to obtain the latest information.

Furthermore, PPKUM also implements collaboration strategies with communities and stakeholders. On the official site, there is a collaboration channel that showcases the partnership between the office and Facebook Indonesia in providing the UKM Go Digital guide. This guide aims to help Small and Medium Enterprises understand the right way to hone and apply digital skills. In addition, the office establishes partnerships with local communities to distribute information about programs, such as training or assistance for SMEs, thus extending its reach to the grassroots level in every village and subdistrict.

Information accessibility is enhanced through the use of diverse content formats, including infographics, videos, articles, and more. Furthermore, the PPKUKM Office employs reach measurement analytics by utilizing data from social media and websites to assess the effectiveness of message dissemination. This includes key metrics such as the number of views, engagement rate, and the geographical distribution of the audience.

Implementation of cyber PR in this agency involves three components; namely:

1) A comprehensive digital platform to convey information and interact with the public.

2) Information content designed to be relevant and easily understood by the community.

3) Public engagement, there is an increase in interaction with the public through comment features, online surveys, and Q&A sessions.

Public Information Openness

The DKI Jakarta Provincial PPKUM Office prioritizes the implementation of public information openness (KIP) informatively for the community in line with the indicators set as part of efforts to achieve transparency, accountability, and public participation, especially for MSME entrepreneurs, (Krina, 2003). The components of KIP that have been implemented are contained in 3 aspects, namely:

1. Accountability

The PPKUKM Office ensures the implementation of public information transparency by guaranteeing that all programs and policies are accountable to the public. This is achieved through the regular dissemination of public information via the official website and social media platforms. The information request mechanism is transparent through the E-PPID (Electronic Information and Documentation Management System), which also facilitates access to data and information for SMEs to support business sustainability and balance.

2. Transparency

Conveying data and information transparency through online systems. The accessibility of information using digital platforms allows the public to find relevant information quickly and efficiently. Transparency is not just a commitment from the PPKUKM Office, but is realized through the provision of information on annual performance reports that is easily accessible to the public. This information is presented

in a way that is easily understood by various layers of society, including MSMEs at the Micro level.

Unfortunately, the awareness of MSME entrepreneurs to utilize the right to access information through information management and documentation officials is still lacking. This needs to be followed up with education and socialization that is more comprehensive among MSMEs, so that the utilization of the right to information can be more optimal. From the perspective of activists from ICW, they acknowledge that the services of the PPKUKM Office are very responsive and open in providing the necessary data and information.

The official information portal as an information center has included various programs and policies in detail; for example, the Jakpreneur program, MSME training, subsidies or assistance, and policies. In addition, there are statistical data related to the growth of MSMEs, up to trends in the balance of the microeconomic sector. Also, there are procedures and guidelines for registering programs, licensing procedures, and forms and methods for requesting public information.

3. Participation

In policy formulation, there is community involvement, especially from MSME actors. However, in the selection of MSME participants for activities organized by the Department, facilitators are not included. This has led to confusion among MSME entrepreneurs who feel overlooked despite having potential. Regarding this matter, the PPKUKM Department needs to pay more attention to optimizing the role of facilitators in the area moving forward. In addition, forums or communication channels for providing feedback or criticism need to be optimized.

The mechanism for requesting information transparently through E-PPID (Information and Documentation

Management Officer), as well as providing access to data and information for MSMEs to support business development.

The implementation of public information openness that has been carried out by the Dinas PPKUKM of DKI Jakarta Province demonstrates a very strong commitment. With responsive services and providing easy, transparent, and accountable access to information. By utilizing digital technology and the internet, the Dinas PPKUKM not only disseminates information but also provides a space for interaction and collaboration that strengthens community participation, especially among MSME entrepreneurs in microeconomic development programs.

Information Discovery

According to Wilson's Theory (2009) (Wilson, 2009), the context of information discovery can be reviewed from seeking behavior and searching behavior (Purnama, 2021), as follows:

1. Seeking Behaviour

Seeking behavior refers to a person's motivation or need in searching for information, including how an individual recognizes or understands information. The PPKUM Office has identified the information needs of MSME behavior, such as training programs, access to capital, business license registration, and government policies related to business stability. This is done through interactive dialogues and coordination with MSME facilitators in their respective areas.

The presentation of relevant and easily understood information becomes a priority. The information provided by the PPKUKM Office is designed to be relevant to the needs of the community. For example, MSME actors looking for information about entrepreneurs can easily find guides for registration, training schedules, or administrative requirements through social

media, regional WhatsApp groups, or the official site of the PPKUKM Office.

However, MSME entrepreneurs still face many obstacles in finding the required information. According to Wilson's theory (2009), one of the barriers to information retrieval is external barriers, which are related to the characteristics of the information itself. This barrier arises because the information available to some people is still considered to have limitations, such as being excessive in quantity but lacking relevance (Wilson, 2009).

In the future, it is necessary to enhance education on the right to access information for MSME actors by providing an understanding of their rights to obtain public information, including how to access data through E-PPID. Education can be conducted through socialization and community-based training.

2. Searching Behaviour

Searching Behaviour refers to an individual's active search activities to find specific information through available sources. The PPKUKM Agency provides a digital platform such as an official website, social media, and public information services through PPID to facilitate the community in finding information independently. The search feature on the official website helps MSME entrepreneurs find the necessary documents or data.

Interactivity on Social Media, interactive features such as direct messages, polls, or stories on Instagram and TikTok facilitate immediate information search. The agency also responds to inquiries from the public through these channels quickly. WhatsApp groups managed by MSME facilitators at the sub-district and regional levels allow business actors to seek specific information directly. In addition, the PPKUKM Agency provides infographics, tutorial videos, and e-books on social media and the agency's official website, as well as

the Jakarta provincial website to assist MSME actors seeking information related to business license registration, digital marketing, or business skills training.

Public services and information requests from the public within the context of public information openness through the PPID mechanism have seen an increase in information requests from the public for various purposes.

Based on information retrieval theory, the PPKUM Office has been working to optimize social media algorithms to increase content visibility. In addition, the office has integrated advanced search features in the digital portal through linktree, making it easier for the public to access information. The public tends to prefer information that is easily accessible and relevant to their needs.

However, optimization is still needed in providing intuitive navigation that can act as a roadmap for the site or application. This intuitive navigation serves to accelerate information retrieval, so that information users do not have to think hard or get lost in finding the information they are looking for.

In the context of seeking behavior, efforts to improve education are needed so that the public becomes more aware of their rights and the accessibility of available information. Well-presented information can provide significant benefits, especially in supporting business development and enhancing community well-being.

While the searching behavior, updates to the search features, and the provision of a more comprehensive database will greatly assist in improving user experience in finding the information they need.

By integrating seeking behavior and searching behavior in information management, the PPKUM Office can be more effective in meeting the needs of the community and MSME entrepreneurs. This is expected to support business

development and enhance overall economic competitiveness.

CONCLUSION

Based on the results of research and discussion, it can be concluded that the Department of Industry, Trade, Cooperatives, Small and Medium Enterprises (PPKUKM) of DKI Jakarta Province has used digital technology in managing Cyber Public Relations (CPR). This CPR implementation includes aspects of transparency, internet porosity, internet as an agent, content richness and reach. In addition, CPR management has been implemented through the stages of planning, organising, actuating and controlling. The implementation of CPR in the PPKUKM office is going well and is being carried out through various digital platforms with an omni-channel approach.

It is very important to improve the quality of content, which is more responsive to the information needs of MSME actors. Therefore, improvements are needed in the presentation of information that is more relevant, easily accessible and has a real impact on the development of MSMEs. Thus, the management of cyber public relations at the PPKUKM office of DKI Jakarta Province has been carried out according to public information disclosure indicators, although more education and digital literacy for the community is still needed to make information disclosure more effective and inclusive.

For future improvements, the accessibility of information in different formats according to the needs of MSME actors needs to be improved, using simple and easy-to-understand language so that it can be accessed by all levels of society, including those with limited digital literacy. In addition, providing richer content that is relevant to current issues, such as MSME strategies in the face of digitalisation and the use of e-commerce platforms, will help improve the effectiveness of communication.

Responsiveness to emerging trends is also an important factor for MSMEs to remain competitive in the digital age. By implementing these measures, the PPKUKM office is expected to be more effective in managing public information and improving education on information dissemination to the wider community.

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