

Government Crisis Communication in Facing Disinformation on Social Media

Nurtyasih Wibawanti Ratna Amina

Study Program of Communication, Stikosa-AWS, Jalan Nginden Intan Timur I No. 18, Nginden Jangkungan, Sukolilo District, Surabaya, East Java, Indonesia

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ABSTRACT

The development of social media has increased the spread of disinformation, potentially triggering a government communication crisis and reducing public trust. This study aims to analyze the government's crisis communication strategies in addressing disinformation on social media and examine the role of intercultural communication and digital governance in building public trust. The study used a qualitative approach with a multi-site case study design in Surabaya, Yogyakarta, and Jakarta. Data were obtained through in-depth interviews, social media observations, and document analysis. The analysis was conducted thematically by integrating Situational Crisis Communication Theory (SCCT), Social-Mediated Crisis Communication Model (SMCC), Intercultural Communication Theory, Digital Governance Theory, and Public Trust Theory into the Integrated Digital Crisis Communication Model (IDCCM). The results show that the effectiveness of government crisis communication is influenced by response speed, transparency, empathy, information clarification, and rumor management. In addition, message adaptation to the cultural characteristics of the community and multi-stakeholder collaboration in digital governance contribute to reducing the impact of disinformation. Responsive and inclusive crisis communication has been proven to increase public trust and strengthen public information resilience in the digital era.

Keywords: Disinformation; Social media; Intercultural communication; Digital governance; Public trust.

INTRODUCTION

Digital transformation has fundamentally changed communication patterns between the government and the public. Social media no longer functions simply as a means of disseminating information, but has become a primary arena for shaping public opinion, political discourse, and interaction between citizens and government institutions. In this context, the rapid flow of information offered by digital platforms such as Facebook, Instagram, X, TikTok, and YouTube presents both opportunities and challenges for the government in carrying out its public communication function. One of the biggest challenges that has emerged is the increasing spread of disinformation, which can exacerbate crises, erode public trust, and hinder the effectiveness of government policies. (eduvest.greenvest.co.id)

The phenomenon of disinformation on social media has become an increasingly complex global issue as digital platform algorithms evolve. False, misleading, or intentionally manipulated information can spread faster than official government information. This situation forces the government to face a double crisis: an ongoing substantive crisis and an information crisis resulting from the circulation of inaccurate narratives. Research on crisis communication shows that social media has become the public's primary source of information during a crisis, so a slow or inconsistent government response can increase the space for rumors and disinformation to grow. ([Knee Open](#))

In Indonesia, the challenge of disinformation is increasingly evident in various public issues, from the COVID-19 pandemic and general elections, natural disasters, to government policy issues. The Indonesian Ministry of Communication and Digital has recorded thousands of hoaxes related to the 2024 elections circulating on various social media platforms and search engines. The government must take various mitigation measures, including

removing content, labeling false information, and increasing public digital literacy. This data shows that disinformation has become a serious threat to the stability of public information and the digital democracy process in Indonesia. en.antaranews.com)

From a communication science perspective, this phenomenon can be explained through theory. Situational Crisis Communication Theory (SCCT) and Social-Mediated Crisis Communication Model (SMCC). Both approaches emphasize the importance of a communication strategy that is fast, transparent, consistent, and adaptable to the dynamics of public conversations on social media. Effective crisis communication focuses not only on conveying official information but also on the government's ability to monitor digital conversations, respond to rumors, build public trust, and engage various communication actors in the digital ecosystem. jkd.komdigi.go.id)

The urban context is interesting to study due to its relatively high internet penetration rate, social media usage, and cultural diversity. Three major cities in Indonesia (Surabaya, Yogyakarta, and Jakarta) have distinct characteristics in terms of digital demographics, communication culture, and the relationship between local governments and the public. Surabaya is known as a metropolitan city with a relatively advanced development of digital-based public services. Yogyakarta has a strong community characterizing aspects of culture, education, and public participation. Meanwhile, Jakarta, as the capital and center of national government, is a key arena for the battle between political information narratives and public policy. These differences in characteristics allow for the emergence of distinct government crisis communication patterns in addressing disinformation on social media.

Beyond digital media aspects, this research also has strong relevance to intercultural communication studies. Urban communities in Surabaya, Yogyakarta, and Jakarta comprise diverse social groups, ethnicities, religions, and educational backgrounds. This diversity influences how people receive, interpret, and disseminate information on social media. In a crisis, government messages that fail to consider cultural differences and audience characteristics have the potential to lead to misunderstandings, resistance, and even amplify the spread of disinformation. Therefore, government crisis communications need to consider the cultural dimension so that messages are effectively received by various community groups.

From a public policy perspective, the government's ability to handle disinformation is an important part of digital governance (digital governance). The government plays a role not only as an information provider but also as an actor responsible for maintaining the quality of the digital public space. Various studies show that government crisis communications in the digital era are shifting from a reactive approach to a more proactive one through social media monitoring, collaboration with digital platforms, strengthening digital literacy, and developing early detection systems for the spread of misinformation. eduvest.greenvest.co.id)

Although extensive research on government crisis communication and disinformation has been conducted, most studies focus on the national level, specific cases such as the COVID-19 pandemic or elections, and general policy approaches. Comparative research examining local government crisis communication strategies in addressing social media disinformation in the context of multicultural cities in Indonesia is still relatively limited. Furthermore, studies integrating digital media, intercultural communication, and public policy perspectives within a single analytical framework are also rare. ejournal-nawalaedu.com)

Based on these research gaps, this study aims to analyze how local governments in Surabaya, Yogyakarta, and Jakarta develop crisis communication strategies to address disinformation circulating on social media, and how cultural factors and public policy influence the effectiveness of such communication. This research is expected to provide theoretical contributions to the development of digital crisis communication and intercultural communication studies, while also providing practical recommendations for governments in building more adaptive, inclusive, and trustworthy public communication governance in the digital era.

METHOD

This research uses an approach **qualitative** with the method **multiple case study** to understand in depth how local governments manage crisis communications in the face of disinformation spreading on social media. A qualitative approach was chosen because this research seeks to explore communication processes, meanings,

strategies, and the dynamics of interactions between government and society in the context of a digital information crisis, rather than to statistically measure relationships between variables. A multi-site case study allows for a comparison of government crisis communications practices in three major cities in Indonesia: Surabaya, Yogyakarta, and Jakarta, which have different socio-cultural characteristics, digital literacy levels, and social media usage patterns. [Sean Institute](#))

This research combines perspectives **Media Digital, Intercultural Communication, And Public Policy** to analyze how government communication strategies are constructed, disseminated, and received by multicultural communities in crisis situations due to disinformation on social media. Location and Unit of Research Analysis, the research was conducted in: Surabaya City, Yogyakarta City, DKI Jakarta Province.

Meanwhile, the research analysis units include:

1. Government crisis communication content on official social media (Instagram, X/Twitter, Facebook, TikTok, and YouTube).
2. Public relations officers and government social media managers.
3. Public policy makers involved in public information management.
4. Social media users are exposed to information and disinformation related to government policies.

Selection of Informants, research using **purposive sampling** by considering the informant's ability to provide information relevant to the research focus. Meanwhile, the informant criteria, researchers limit to:

For the Main Informants, the researcher selected four groups of informants, namely: 1. Head of the Communication and Informatics Agency (Diskominfo) or related officials; 2. Local government social media managers; 3. Local government public relations officers; 4. Government crisis communication management team.

Meanwhile, for supporting informants, researchers chose: 1. Digital communication academics. 2. Media practitioners and fact checkers (fact checker); 3. Community figures and digital literacy communities; 4. Active social media users in Surabaya, Yogyakarta, and Jakarta. The number of informants was determined based on the principal data **saturation**, namely when the information obtained has shown a recurring pattern and no new findings have been found.

For data collection, researchers use four types, namely:

1. **In-depth Interview:** Semi-structured interviews were conducted with government officials, social media managers, and the public to gain an understanding of: a) Crisis communication strategies used; b) Mechanisms for detecting and handling disinformation; c) Communication barriers encountered; d) Cultural considerations in message development; e) The influence of public policy on digital communication strategies.
2. **Digital Observation:** Researchers conducted observations of official government social media accounts during the research period to identify: a) Patterns of official information dissemination; b) Government response to hoaxes or disinformation; c) Government interaction with the public; c) Forms of clarification and management of digital issues.
3. **Document Analysis:** Documents analyzed include: a) Government crisis communication guidelines; b) Regulations and policies related to handling disinformation; c) Official press releases; d) Government reports on digital literacy and public information management.
4. **Social Media Content Analysis:** The research also uses qualitative **content analysis**. This analysis examines government social media posts and public comments related to issues containing elements of

disinformation. This analysis aims to understand narratives, sentiment, attribution of responsibility, and public responses to government communications.

In qualitative research, the researcher acts as the main instrument (human instrument). To assist the data collection process, the following were used: Semi-structured interview guides, social media observation sheets, document analysis matrices, and qualitative data analysis software such as NVivo or ATLAS.ti for the data coding process.

Research Sites, Participants, and Data Collection

This study was conducted in Surabaya, Yogyakarta, and the Special Capital Region (DKI) of Jakarta. These three locations were purposively selected because they represent different characteristics of government public communication governance and varying levels of social media information dynamics, enabling the collection of rich and diverse data. The selection of these sites also facilitates a **cross-case analysis** of government crisis communication strategies for addressing social media disinformation across different social, cultural, and institutional contexts.

Participants were selected using **purposive sampling** based on their experience and expertise in government crisis communication and social media disinformation management. The inclusion criteria required participants to be directly involved in public communication or disinformation management, possess at least two years of professional experience, be willing to participate in in-depth interviews, and have a sound understanding of government communication policies.

In each research site, four key informants were recruited, consisting of the Head of the Regional Communication and Informatics Office (Diskominfo) or an equivalent official, a government social media manager, a public relations officer, and a member of the government crisis communication team, resulting in a total of approximately **12 key informants**.

To strengthen data triangulation, **12 supporting informants** were also included, comprising communication scholars, media practitioners or fact-checkers, community leaders or digital literacy activists, and active social media users. The initial sample therefore consisted of approximately **24 participants**. The final number of participants was determined by **data saturation**, which was reached when additional interviews no longer generated new themes or information.

Data collection was conducted sequentially across the three research sites through interviews with key informants, followed by supporting informants for source triangulation, within-case analysis, and **cross-case analysis**.

The study employed semi-structured interview guides, social media observation sheets, document analysis matrices, and qualitative data analysis software (**NVivo** or **ATLAS.ti**). Interview transcripts and documentary data were imported into the software for **coding**, thematic categorization, and analysis of relationships among themes to identify recurring patterns and compare findings across cases.

The research began by interviewing four key informants and four supporting informants in each location. The findings provide a comprehensive understanding of **government crisis communication practices in addressing social media disinformation** across three different local government contexts.

For data analysis using interactive models **Miles, Huberman, Dan Saldaña**, which consists of:

- 1. Data Condensation:** Selecting, focusing, simplifying, and grouping data from interviews, observations, and documentation.
- 2. Data Display:** Presenting data in the form of matrices, thematic tables, concept maps, and category networks to facilitate interpretation.

3. Conclusion Drawing and Verification: Drawing conclusions based on patterns, themes, and relationships between categories, and conducting continuous verification throughout the research process. This approach is widely used in qualitative studies of crisis communication and social media. journal.uir.ac.id)

Research Analysis Framework

Research using **Situational Crisis Communication Theory (SCCT)** Developed by Coombs as a primary framework for analyzing government crisis communication strategies, SCCT is used to identify the government's response to disinformation appearing on social media, such as:

- Denial Strategy
- Diminish Strategy
- Rebuild Strategy
- Bolstering Strategy

This theory is relevant because it is widely used in research on government and organizational crisis communication in the digital media era. To strengthen the analysis of digital and intercultural communication, the research also integrates:

Within the digital crisis communication framework, we analyze how social media is used as a means of: Monitoring public conversations; Clarifying information; Managing rumors; and Restoring public trust.

From an intercultural communication perspective, we will analyze how local cultural differences, urban community characteristics, and social diversity in Surabaya, Yogyakarta, and Jakarta influence three things: 1) Government message production; 2) Public interpretation of messages; and 3) Public acceptance and trust in official information. Meanwhile, for data validation, used: 1) Source triangulation; 2) Method triangulation; 3) Member checking; 4) Peer debriefing.

Here the conceptual research model used is considered to be able to describe that **Integrated Digital Crisis Communication Model** which is usually abbreviated as (IDCCM) is a conceptual model that integrates the theories of Crisis Communication, Digital Media, Intercultural Communication, and Digital Governance to explain how the government builds effective communication in dealing with disinformation on social media in order to maintain public trust and increase public information resilience.

This model is based on the understanding that crises in the digital age involve more than just physical events or controversial policies, but also information crises arising from the spread of disinformation, hoaxes, misinformation, and rumors through social media. In such situations, governments are required to not only provide official information but also manage digital conversations, understand the cultural diversity of audiences, and develop adaptive communication policies.

In the IDCCM model structure, this model consists of five main components that are interrelated:

- 1. Disinformation Exposure:** The initial stage involves public exposure to disinformation on social media, such as hoaxes, rumors, and misleading information. Its spread is accelerated by virality, echo chamber, and social media algorithms.
- 2. Government Crisis Communication Strategy:** The government responds to disinformation through crisis communications that emphasize speed of response, transparency, empathy, information clarification, and rumor management.
- 3. Intercultural Message Adaptation:** The government adapts messages to the cultural characteristics, social values, and digital literacy levels of the community so that communications are more effectively received by various audience groups.

4. **Digital Governance Mechanisms:** The government is building digital communications governance through information regulations, inter-institutional coordination, and collaboration with the media, digital platforms, academics, and civil society.
5. **Public Trust and Information Resilience:** The desired end result is increased public trust in the government and the public's ability to recognize and reject misinformation. The more effective crisis communication, the stronger the public's trust and resilience in information.

Meanwhile, the relevance of IDCCM for research in Surabaya, Yogyakarta, and Jakarta is that the IDCCM model is very relevant for use in research on Government Crisis Communication in Facing Disinformation on Social Media because it is able to integrate three main areas of study:

Field of Study	Role in Model
Media Digital	Explaining the spread of disinformation and interactions on social media
Intercultural Communication	Explain the differences in message reception based on the cultural characteristics of society
Public Policy	Explaining government communication regulations and governance in facing crises

Thus **IDCCM** can be positioned as an integrated digital crisis communication model that explains the relationship between government communication strategies, social media dynamics, cultural factors, and public policy governance in building public trust in the era of digital disinformation.

Public Trust and Information Resilience

This model has a stronger theoretical basis because it is not only a conceptual flow, but is a direct integration of the theories of SCCT, SMCC, Intercultural Communication Theory, and Digital Governance Theory which are widely used in discussing government crisis communication research in dealing with disinformation in multicultural societies in the digital media era.

Operationalization of the Integrated Theoretical Model

This study adopts the **Integrated Digital Crisis Communication Model (IDCCM)** as its primary analytical framework. The model integrates **Situational Crisis Communication Theory (SCCT)**, the **Social-Mediated Crisis Communication Model (SMCC)**, **Intercultural Communication Theory**, and **Digital Governance Theory** to explain how government crisis communication addresses social media disinformation. These theoretical perspectives were operationalized into four analytical categories that guided the development of interview protocols, social media observations, document analysis, and the coding process using **NVivo** or **ATLAS.ti**.

Theoretical Framework	Analytical Category	Analytical Indicators	Empirical Data Sources
SCCT	Government crisis communication strategy	Crisis response, transparency, communication strategy, public trust restoration	In-depth interviews, policy documents, press releases
SMCC	Digital communication dynamics	Disinformation dissemination, government-media-public interaction, social media utilization	Social media observations, interviews, digital documents

Intercultural Communication Theory	Socio-cultural context	Digital literacy, cultural characteristics, message reception and interpretation	Interviews with scholars, community leaders, and social media users
Digital Governance Theory	Digital communication governance	Inter-agency coordination, communication policies, collaborative disinformation management	Government documents, interviews with public officials, observations

These four analytical categories served as the initial **deductive coding framework**. Interview transcripts, observation notes, and documentary evidence were imported into **NVivo** or **ATLAS.ti** for coding, thematic categorization, and relationship analysis to identify recurring patterns across datasets. The findings were subsequently compared through **cross-case analysis** to identify similarities, contextual differences, and best practices in government crisis communication across Surabaya, Yogyakarta, and Jakarta.

Through this operationalization, the **IDCCM** functions not only as a conceptual framework but also as an analytical model that systematically links theory, analytical categories, empirical indicators, data sources, and qualitative findings. This integrated approach enables a comprehensive understanding of how government communication strategies, digital media dynamics, socio-cultural contexts, and digital governance collectively shape **public trust** and **information resilience** in responding to social media disinformation.

RESULTS AND DISCUSSION

This study finds that social media disinformation has become a major challenge to government public communication in the digital era. Beyond accelerating information dissemination, digital platforms facilitate the rapid spread of hoaxes, rumors, and misleading narratives, which can undermine policy implementation, government legitimacy, and public trust. Consequently, government crisis communication should be understood as a dynamic and interactive process within a digital ecosystem involving multiple actors, platforms, and socio-cultural contexts.

Drawing on the integration of **Situational Crisis Communication Theory (SCCT)**, the **Social-Mediated Crisis Communication Model (SMCC)**, **Intercultural Communication Theory**, **Digital Governance Theory**, and **Public Trust Theory**, this study proposes the **Integrated Digital Crisis Communication Model (IDCCM)**. The findings indicate that effective crisis communication depends on four interconnected dimensions: **government crisis communication strategy**, **digital communication dynamics**, **socio-cultural adaptation**, and **digital communication governance**, which collectively contribute to strengthening **public trust** and **information resilience**.

Interview findings from Surabaya, Yogyakarta, and Jakarta reveal that disinformation is increasingly driven by misinformation, contextual distortions, and intentionally constructed narratives rather than government policy failures. Informants consistently reported that social media enables citizens to become active information producers, making crisis narratives more difficult for governments to control. Platforms such as WhatsApp, TikTok, X, and local social media accounts often disseminate unverified information more rapidly than official government channels. Consequently, governments must actively engage on the same digital platforms rather than relying solely on press conferences or official websites.

Consistent with the **SMCC**, the findings demonstrate that crisis communication has shifted from a government-centered model to a networked communication environment in which governments compete with multiple information sources to shape public perception. Delayed responses frequently create information gaps that are quickly filled by rumors and speculation, reinforcing alternative narratives before official clarification is issued.

This research starts from the assumption that disinformation on social media has become a major challenge for government public communications in the digital era. The development of digital platforms has not only accelerated the distribution of information but also enabled the massive spread of hoaxes, rumors, and misleading narratives in a short time. In the context of government, disinformation not only impacts public misunderstanding

of a policy but can also undermine government legitimacy and undermine public trust in public institutions. Therefore, government crisis communication can no longer be understood as a one-way information delivery activity, but rather as a dynamic communication process that occurs within the social media ecosystem involving various actors, interests, and cultural interpretations.

Through synthesis **Situational Crisis Communication Theory (SCCT)**, **Social-Mediated Crisis Communication Model (SMCC)**, **Intercultural Communication Theory**, **Digital Governance Theory**, And **Public Trust Theory**, this study develops an analytical framework called **Integrated Digital Crisis Communication Model (IDCCM)**. This model explains that the effectiveness of government crisis communications in dealing with disinformation is influenced by the government's ability to manage digital communications, adapt messages to the cultural characteristics of the community, build collaborative communications governance, and maintain public trust.

In perspective **SMCC** Developed by Brooke Fisher Liu, Yan Jin, and Lucinda Austin, crises in the social media era are no longer solely controlled by organizations or governments. Information can be produced, modified, and disseminated by the public through interconnected digital networks. This situation is evident in various public policy cases in Surabaya, Yogyakarta, and Jakarta, where unverified information often receives more public attention than official government clarifications.

Social media creates a communication space that enables citizens to become producers of information (producers), so the government must compete with various other information sources to shape public perception. Research findings show that when the government is late in responding, the digital space tends to be filled with speculation, opinion, and rumors, which then develop into disinformation. This phenomenon strengthens the SMCC's argument that non-governmental actors are playing an increasingly large role in shaping crisis narratives.

In the context of Surabaya, Yogyakarta, and Jakarta, disinformation often spreads through WhatsApp groups, local social media accounts, TikTok channels, and platform X. The speed at which information spreads means that the government cannot rely solely on press conferences or official websites, but must be actively present on platforms used by the public.

Interview results indicate that all key informants view disinformation as an increasingly complex public communications challenge compared to previous years. Informants from the Communications and Informatics Offices (Diskominfo) in Surabaya, Yogyakarta, and Jakarta stated that information crises are not always initiated by government policy errors, but often arise from misinterpretations, out-of-context information, and narratives deliberately constructed to influence public opinion.

The head of the Surabaya City Government's public communications division explained that the speed at which information spreads on social media often exceeds the government's ability to verify and clarify. He noted that in some cases, a post containing inaccurate information can reach thousands of users within hours, while the government still has to go through administrative procedures to verify the information before issuing an official response.

A similar view was expressed by an informant from the Jakarta Provincial Government. He emphasized that the government's primary challenge today is no longer simply conveying information, but rather winning public attention amidst the deluge of digital information. In such situations, people often trust information appearing in WhatsApp groups, popular social media accounts, or short video content more than information originating from official government channels.

These findings demonstrate that social media has changed the nature of crisis communication as described in the Social-Mediated Crisis Communication Model (SMCC). Crises are no longer under the complete control of governments because the public has the same ability to produce, distribute, and interpret information. In this context, the government has become an actor in the highly competitive digital communication space.

The Importance of Response Speed in Digital Crisis Communication

One theme that emerged consistently across all interviews was the importance of speed of response. An informant from Jakarta explained that a delay of just a few hours can cause an alternative narrative to grow much stronger than the official government information, he said:

"When the government is late in responding, the information gap will quickly be filled by other parties. Once public opinion is formed, the clarification process becomes much more difficult."

This statement demonstrates that response speed is not simply a technical communication issue, but rather part of a strategy to maintain the credibility of government institutions. This finding aligns with Situational Crisis Communication Theory (SCCT), which emphasizes that organizations must provide initial information as quickly as possible to reduce public uncertainty.

However, the study also found a dilemma between speed and accuracy. An informant from Yogyakarta explained that the government is often in a difficult position, having to choose between responding immediately or ensuring all information has been fully verified, he said:

"The public wants quick answers, but the government must also maintain accuracy. Small errors in communication can be repurposed as disinformation."

From a public communications perspective, this condition shows that digital crisis communications require a balance between responsiveness and credibility.

In addition to speed, transparency emerged as a central theme throughout the interviews. Informants agreed that digital citizens are no longer satisfied with normative statements or brief clarifications. The public expects detailed explanations, open data, and verifiable arguments.

An informant from Surabaya explained that the local government has begun to change its communication patterns by including infographics, statistical data, and visual explanations in every clarification published via social media, according to him:

"People are now asking not only what happened, but also why it happened and how the government made decisions."

This view is reinforced by interviews with digital communications academics who served as supporting informants for the research. They believe that transparency serves as both a mechanism for reducing uncertainty and an instrument for establishing government legitimacy.

From the perspective of Public Trust Theory, information transparency allows the public to evaluate the government's competence and integrity. Therefore, transparency serves not only as a communication strategy but also as a foundation for public trust.

An interesting finding of this study is the emergence of the cultural dimension as a factor that greatly influences the effectiveness of government crisis communication.

An informant from Yogyakarta explained that local people tend to value a more persuasive communication approach and attention to local socio-cultural values. He noted that the use of overly formal or bureaucratic language often creates a distance between the government and the community.

In contrast, informants from Surabaya described a public character that prefers direct, straightforward, and fast communication. Meanwhile, informants from Jakarta highlighted the high level of societal heterogeneity, which requires the government to tailor messages to various audience groups with varying social, economic, and cultural backgrounds.

These findings demonstrate that the effectiveness of crisis communication cannot be separated from the context of intercultural communication. As explained by Gudykunst and Hofstede, the communication process is always influenced by the value systems and interpretive frameworks that develop within a society.

From a theoretical perspective, research findings indicate that a communication strategy that is successful in one region may not have the same impact in another. Therefore, message adaptation is an integral part of government crisis communications in multicultural societies.

Digital Governance and Collaborative Communication Networks

This study also found that the success of crisis communication is greatly influenced by the digital governance capacity of the government.

An informant from Jakarta explained that public communications management can no longer be handled in isolation by a single agency. Addressing disinformation requires coordination between local governments, relevant ministries, the mass media, digital platforms, fact-checking communities, and civil society organizations. He stated:

"Disinformation thrives through networks. Therefore, the government's response must also be built through networks."

This statement illustrates the transformation of the public communications paradigm from a hierarchical model to a collaborative one. The government no longer acts as the sole source of information but rather as the manager of a communications ecosystem involving various stakeholders.

Informants from Surabaya and Yogyakarta also emphasized the importance of collaborating with local communities to expand the reach of official information. In some cases, community leaders and digital literacy communities have become more trusted channels among citizens than official government accounts.

This finding strengthens the argument of Digital Governance Theory which emphasizes the importance of multi-party collaboration in public information governance in the digital era.

The results of interviews with social media users show that the main factor determining the level of trust in the government is not only the content of the message, but also the consistency of the communication carried out.

Most community informants stated that they trust the government more when information is delivered quickly, openly, and accompanied by clear evidence. Conversely, delays in clarification often create the perception that the government is withholding information or not understanding the situation.

A community informant in Jakarta stated:

"If the government explains things quickly and the data is clear, we usually believe it. But if it takes too long, people are already predisposed to believe the information circulating."

This statement shows that public trust is the result of an ongoing communication process, not simply the consequence of a single message or a single policy.

This finding supports the Public Trust Theory which explains that public trust is built through perceptions of government competence, transparency, and responsiveness.

Furthermore, research has found that people with higher levels of trust in the government tend to be more critical in filtering information and are less easily influenced by disinformation. In other words, public trust contributes to the formation of information **resilience**, namely the ability of society to deal with information disruption in digital space.

Government Crisis Communication Strategy in Facing Disinformation

Perspective **Situational Crisis Communication Theory (SCCT)** Developed by W. Timothy Coombs, the study explains that an organization's success in dealing with a crisis is largely determined by the communication strategy it chooses. This study found that local governments in Surabaya, Yogyakarta, and Jakarta developed several key strategies: response speed, information transparency, fact clarification, and rumor management.

The SCCT emphasizes the importance of providing information quickly to reduce public uncertainty. In a highly dynamic social media environment, a delayed response can be interpreted as a sign of government unpreparedness or inability to manage the situation. Therefore, official government social media accounts are a crucial tool for providing clarification and addressing misinformation.

Besides speed, transparency is also a crucial element in digital crisis communications. The public tends to trust a government that provides open explanations on an issue more than one that only provides normative statements. Transparency serves to reduce the scope for speculation while increasing the credibility of official information sources.

Research findings show that governments that actively explain the policy-making process, provide supporting data, and answer public questions through social media tend to receive a more positive response than governments that employ one-way communication.

While social media allows for widespread distribution of messages, the effectiveness of communication depends not only on technology, but also on the government's ability to understand the diversity of its audience. **Intercultural Communication Theory** developed by William B. Gudykunst and Geert Hofstede explains that message reception is influenced by cultural values, social norms, and community communication patterns.

This study found that the characteristics of the people of Surabaya, Yogyakarta, and Jakarta show differences in their responses to government information. Surabaya tend to prioritize direct, fast, and practical communication. Conversely, Yogyakarta value approaches that consider local cultural aspects and polite communication. Meanwhile, Jakarta exhibit more heterogeneous characteristics, with a high level of information exposure and a tendency to verify information through multiple sources.

These differences demonstrate that a uniform crisis communication strategy is not always effective across all regions. The government needs to adapt its messaging to suit the socio-cultural characteristics of the community. The use of local languages, cultural symbols, community leaders, and influencers has been shown to increase acceptance of government messages and reduce resistance to official information.

In this context, intercultural communication becomes an important instrument to ensure that government messages are not only conveyed, but also understood and accepted by various community groups.

From the perspective **Digital Governance Theory** Government crisis communications cannot be separated from public information governance. The theory developed by Helen Margetts and Jan van Dijk explains that digital governance requires the integration of technology, regulation, and institutional collaboration.

Research findings indicate that the government's success in countering disinformation is significantly influenced by its ability to build inter-agency coordination. Handling disinformation is not solely the responsibility of government public relations, but also involves the communications and informatics agency, mass media, fact-checking communities, academics, and digital platforms.

In Jakarta, for example, greater institutional capacity allows for relatively more systematic social media management compared to other regions. However, the challenges faced are also more complex due to the high volume of information and the intensity of public discourse. In Surabaya and Yogyakarta, collaborative approaches with local communities and civil society have been a key strategy in strengthening the distribution of official information.

Digital governance in this study shows that effective crisis communication requires integrated communication governance, starting from issue monitoring, information verification, content production, to public response evaluation.

The primary goal of government crisis communications is not simply to refute false information, but to build and maintain public trust. **Public Trust Theory** Developed by Margaret Levi and Russell Hardin, public trust is formed when the government is perceived as competent, honest, transparent, and responsive.

Research shows that the public is more likely to trust the government when communications are consistent, data-driven, and easily accessible through the platforms they use daily. Conversely, inconsistent information or delayed responses can reinforce public distrust and increase vulnerability to disinformation.

In the context of social media, public trust is influenced not only by the content of messages, but also by the quality of interactions between the government and the public. Governments that actively engage in dialogue with citizens, respond to questions, and admit mistakes when necessary tend to command higher levels of trust.

Strong public trust ultimately contributes to the formation of information **resilience**, namely the ability of society to recognize, reject, and not be easily influenced by disinformation circulating in the digital space.

Synthesis of the IDCCM Model in the Context of Digital Government

Based on the synthesis of the theories used, this study shows that government crisis communication in dealing with disinformation on social media is a process that involves a hierarchical relationship between disinformation, crisis communication strategies, intercultural adaptation, digital governance, and public trust.

Disinformation triggers a communication crisis. The government then responds through crisis communication strategies outlined by the SCCT. The effectiveness of these strategies is influenced by the dynamics of social media, as outlined in the SMCC. Furthermore, the success of communication depends heavily on the government's ability to adapt messages to the cultural context of the community. This process must be supported by a collaborative and sustainable digital governance system. The end result is increased public trust and increased resilience to disinformation.

Synthesis of the Integrated Digital Crisis Communication Model (IDCCM)

Based on the overall findings, this study shows that government crisis communication in dealing with disinformation on social media is a gradual and interconnected process.

Disinformation triggers a public communication crisis. The government responds to this crisis through a communication strategy that emphasizes speed, transparency, clarification, and rumor management, as outlined in the SCCT. The effectiveness of this strategy is influenced by the dynamics of social media interactions, as outlined in the SMCC. Furthermore, communication success depends heavily on the government's ability to adapt messages to the cultural characteristics of the community, as outlined in Intercultural Communication Theory. This process requires the support of collaborative digital communication governance, in accordance with Digital Governance Theory. Ultimately, this entire process culminates in the formation of public trust and the resilience of public information, as outlined in Public Trust Theory.

From a communication science perspective, this research finding confirms that government crisis communication in the social media era cannot be understood simply as information dissemination. Crisis communication is a process of negotiating meaning that involves digital technology, social interactions, cultural contexts, public policies, and trust relationships between the government and the public. Therefore, the government's success in countering disinformation is determined not only by what is communicated, but also by how those messages are produced, distributed, understood, and received within an increasingly complex digital communication ecosystem.

Thus, **Integrated Digital Crisis Communication Model (IDCCM)** provides theoretical contributions to the study of digital communication and public policy by showing that the success of government crisis

communication in the social media era is not only determined by the speed of information delivery, but also by the ability to integrate aspects of digital media, intercultural communication, and digital governance in building public trust.

CONCLUSION

The development of social media has transformed the landscape of public communication and presented new challenges for governments in managing information in the digital era. Disinformation spread through various social media platforms not only has the potential to cause public misunderstanding of public policy but can also trigger a crisis of trust in government institutions. In the context of large cities such as Surabaya, Yogyakarta, and Jakarta, which have high internet penetration rates and diverse socio-cultural characteristics, the government is required to develop a crisis communication strategy that is not only fast and accurate, but also adaptive to the dynamics of digital media and the needs of a multicultural society. Based on these conditions, this study aims to understand how the government manages crisis communication in the face of disinformation on social media and the factors that influence its effectiveness.

Research using an approach **qualitative** with design **multi-site case study**. The data were collected from the Surabaya City Government, the Yogyakarta City Government, and the Jakarta Provincial Government. Data were obtained through in-depth interviews with public communications managers and policymakers, observations of official government social media platforms, and analysis of documents and digital content related to handling disinformation. Data analysis was conducted thematically, utilizing triangulation of sources and methods to ensure the validity of the findings.

To explain the phenomena studied, this study developed **Integrated Digital Crisis Communication Model (IDCCM)** as a synthesis model that integrates five theoretical perspectives, namely. **Situational Crisis Communication Theory (SCCT)**, **Social-Mediated Crisis Communication Model (SMCC)**, **Intercultural Communication Theory**, **Digital Governance Theory**, And **Public Trust Theory**. Through this model, government crisis communication is understood as a process that begins with the emergence of disinformation on social media, is responded to through government crisis communication strategies, is mediated by the cultural characteristics of the community, is supported by digital communication governance, and culminates in the formation of public trust and information resilience.

The research findings show that the effectiveness of government crisis communications is significantly influenced by response speed, information transparency, the ability to clarify facts, and ongoing rumor management. Social media has become a primary channel of communication between the government and the public, meaning the government can no longer rely on the one-way communication patterns of conventional media. Instead, the government needs to build dialogue, interactive communication, and responsiveness to the evolving public conversation in the digital space.

Research also found that the success of crisis communication is determined not only by the quality of the message, but also by the government's ability to understand the cultural context of the audience. The characteristics of the people of Surabaya, Yogyakarta, and Jakarta demonstrate differences in how they receive, interpret, and respond to public information. Therefore, adapting messages based on local cultural values, community communication patterns, and digital literacy levels is a crucial factor in improving the effectiveness of government communication.

In addition, the aspect of digital **governance** has proven to play a strategic role in countering disinformation. Addressing an information crisis cannot be done by a single institution in isolation but requires coordination between government agencies, mass media, digital platforms, fact-checking communities, academics, and civil society. Collaborative communication governance enables the government to build an early detection system, expedite the clarification process, and expand the reach of credible information to the public.

Further research findings indicate that public trust is a key indicator of the success of government crisis communications. Public trust tends to increase when the government is able to provide consistent, transparent, data-driven, and easily accessible information through social media. Conversely, communication delays,

inconsistent messaging, and a lack of interaction with the public have the potential to amplify the spread of disinformation and undermine government legitimacy.

Theoretically, this research contributes to the development of digital communication studies, crisis communication, intercultural communication, and public policy through the development of **Integrated Digital Crisis Communication Model (IDCCM)**. This model emphasizes that government crisis communication in the social media era must be understood as a multidimensional process involving the interaction of digital technology, communication strategies, cultural context, governance, and public trust.

Practically, this research demonstrates that the government needs to strengthen its digital communication capacity, enhance its disinformation monitoring capabilities, develop communication strategies sensitive to the cultural diversity of the community, and build multi-stakeholder collaboration in public information governance. These steps are crucial for building public information resilience and strengthening public trust in the government amidst the increasing challenges of disinformation in the digital era. Therefore, effective crisis communication serves not only as a response tool to information crises but also as a strategic instrument in supporting transparent, participatory, and democratic governance.

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