



Analysis of the Implementation of Digital-Based Public Information Transparency and Public Communication at the District Attorney's Office of Tasikmalaya City

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ABSTRACT

This study analyzes the implementation of digital-based public information transparency and public communication within the Intelligence Section of the District Attorney's Office of Tasikmalaya City in the context of digital governance transformation. The demand for transparency and public accountability has continued to increase alongside the rapid development of information technology and the implementation of Law Number 14 of 2008 concerning Public Information Transparency. Social media has become a strategic channel for disseminating legal information, clarifying public issues, and establishing institutional relationships with the community. This study aims to analyze the implementation of digital-based public information transparency, identify the characteristics of digital public communication, and examine digital communication campaign strategies, including branding, tagline usage, and audience segmentation from the perspective of Government Public Relations.

This research employs a qualitative approach using a case study method. Data were collected through in-depth interviews, observations, social media content analysis, and institutional documentation. The theoretical framework applied in this study includes Transparency Theory, Excellence Theory, Digital Governance, and Government Public Relations.

The findings indicate that public information transparency has been implemented through activity publications, dissemination of legal information, and digital communication campaigns. However, communication practices remain dominated by the one-way Public Information model. Digital branding and communication campaign strategies have not been fully integrated with dialogic approaches and audience segmentation. The major challenges include limited human resources, unintegrated internal communication management, and low responsiveness to public feedback.

This study concludes that digital-based public information transparency depends not only on the availability of information, but also on the quality of dialogue, message consistency, digital campaign strategies, and public participation within the framework of Government Public Relations.

Keywords: Public Information Transparency, Digital Public Communication, Transparency, Excellence Theory, Digital Governance, Public Trust, District Attorney's Office.

INTRODUCTION

In the era of democratic consolidation and rapid digital transformation, demands for transparency and public accountability toward government institutions have become increasingly significant. Public institutions are no longer viewed merely as administrative entities, but also as communicative actors expected to provide accessible, responsive, and meaningful information to citizens. In Indonesia, this normative demand is reinforced by Law Number 14 of 2008 concerning Public Information Transparency. The rapid growth of internet penetration has significantly reshaped interaction patterns between public institutions and society. Within the context of law enforcement institutions, digital communication plays a crucial role not only in disseminating legal information but also in maintaining institutional legitimacy and public trust.

This study focuses on the practice of digital-based public information transparency carried out by the Intelligence Section of the District Attorney's Office of Tasikmalaya City. As a unit responsible for public information dissemination and legal awareness programs, the Intelligence Section occupies a strategic position in managing public communication. However, performance indicators such as the internal ranking system (InteliZ) reveal challenges in optimization, particularly regarding responsiveness and participatory engagement. Theoretically, this study refers to Transparency Theory proposed by Ball and Piotrowski, which conceptualizes transparency through informational, participatory, and accountability dimensions. This framework is further supported by Excellence Theory developed by Grunig and Hunt, emphasizing the evolution from one-way information dissemination toward dialogic and relationship-oriented communication, as well as the concept of Government Public Relations (GPR).

LITERATURE REVIEW

Transparency and Public Accountability Theory

Transparency in contemporary governance is no longer merely perceived as the provision of raw data to the public, but rather as a complex communicative process that enables public oversight and institutional accountability. Ball and Piotrowski (2010) conceptualize transparency through three interconnected dimensions: informational transparency, which refers to the availability of information; participatory transparency, which emphasizes citizen engagement; and accountability transparency, which allows the public to evaluate institutional performance.

Within the context of law enforcement institutions, the implementation of digital-based transparency has become a crucial instrument for minimizing information asymmetry between state authorities and society. Transparency functions not only as an administrative obligation under the Public Information Transparency Law, but also as a mechanism for strengthening institutional legitimacy in the eyes of the public. By providing broad access to information regarding institutional performance and legal services, public institutions are able to demonstrate professionalism and integrity openly. Furthermore, digital transparency requires an organizational cultural transformation from a closed system into a more open and responsive institution. Digital accountability also demands periodic performance reporting that is more transparent and accessible to the public, rather than relying solely on technical reports that are difficult to understand. Therefore, the effectiveness of transparency depends greatly on how information is managed, packaged, and distributed through appropriate digital communication channels to support the realization of good governance.

Excellence Theory and Dialogic Communication

The evolution of public institution communication can be analyzed through the framework of Excellence Theory developed by Grunig and Hunt (1984), which maps the progression from one-way communication models (Press Agency and Public Information) toward two-way communication models (Two-way Asymmetrical and Two-way Symmetrical). The two-way symmetrical model is considered the ideal standard in public communication because it promotes balanced dialogue, mutual understanding, and more effective conflict management between institutions and their publics.

Alongside digital disruption, this theory has been further expanded through the Dialogic Communication Model, which emphasizes interactivity, message consistency, and accessibility of information within digital spaces. Dialogic communication requires institutions not only to position social media as a broadcasting tool, but also as an interactive space where institutions and citizens can directly engage in discussions and exchange ideas. This approach enables the creation of more meaningful long-term relationships based on trust between public institutions and their digital audiences.

The implementation of dialogic communication within government institutions often faces challenges due to hierarchical and rigid organizational structures. However, by adopting the principles of two-way communication, institutions can improve the quality of public engagement and accelerate the clarification of issues or communication crises emerging on social media. Therefore, the success of digital public communication is largely determined by the willingness of institutions to create inclusive and responsive spaces for dialogue that accommodate public aspirations.

Government Public Relations (GPR) in Digital Transformation

Government Public Relations (GPR) has evolved into a strategic management function responsible for building positive narratives and managing the reputation of government institutions amid the rapid flow of digital information. GPR no longer functions merely as a channel for disseminating policies or routine activities, but also as a communication bridge that must proactively accommodate public aspirations and feedback. In practice, modern GPR must be capable of integrating communication strategies that align with the principles of transparency and accountability.

The optimization of GPR requires the integration of branding strategies, the use of strong taglines, and structured content management to strengthen institutional identity within digital public spaces. Consistent branding helps the public recognize institutional services and functions more easily, while relevant taglines reinforce the key messages that institutions seek to communicate. This becomes increasingly important in the context of digital campaigns aimed at reaching broader and more diverse audiences.

Furthermore, GPR must adapt to social media algorithms and the communication behavior trends of increasingly critical digital audiences who expect rapid responses. Strengthening the capacity of government public relations personnel is therefore essential for managing digital platforms professionally. Through GPR strategies based on two-way communication and reinforced digital branding, government institutions can sustainably enhance public trust and strengthen their legitimacy in the digital era.

RESEARCH METHODOLOGY

Research Design and Paradigm. This study employed a qualitative approach using a case study method to examine the practice of digital-based public information transparency and public communication within the Intelligence Section of the District Attorney's Office of Tasikmalaya City. A qualitative design was selected to enable an in-depth exploration of institutional communication processes, transparency practices, and contextual challenges encountered in digital engagement. The study aimed to capture the meanings, strategies, and practical experiences of public relations practitioners in the field rather than merely measuring variables quantitatively. The research was grounded in an interpretivist paradigm, which emphasizes understanding social phenomena from the perspectives of directly involved actors. This paradigm is particularly appropriate for analyzing how transparency and digital communication are constructed, interpreted, and practiced within public institutions. Through this perspective, the researcher was able to examine how organizational values are translated into social media content and digital interactions with the public. A single case study design was adopted to allow a comprehensive analysis of a specific institutional setting. The Intelligence Section was selected due to its strategic role in disseminating legal information, managing public communication, and clarifying legal issues through digital platforms. This focus enabled the study to explore transparency practices within the specific organizational and regulatory context of law enforcement institutions.

Informants and Data Collection Techniques. Informants in this study were selected purposively based on their relevance to the research objectives. They included officials from the Intelligence Section, public relations personnel, and individuals directly involved in the daily operation of digital communication channels. Additional perspectives were obtained through the analysis of internal documentation and publicly accessible digital content. Primary data were collected through four main techniques: in-depth interviews with key institutional actors, direct observation of digital communication practices, content analysis of official social media platforms, and examination of institutional documentation, including performance reports.

This process ensured the collection of rich first-hand data regarding how communication strategies were planned and implemented. Meanwhile, secondary data were obtained through literature reviews of relevant legal regulations, internal policy documents, academic literature, and previous studies related to transparency and digital governance. The integration of primary and secondary data provided a strong foundation for conducting an in-depth analysis of the alignment between public information transparency regulations and institutional communication practices. Informants in this study were selected purposively based on their expertise and direct involvement with the institutional communication channels. Primary data were gathered through in-depth interviews with three key informants: the Head of the Intelligence Section (*Kepala Seksi Intelijen*), a representative from the Public Information Communication Team (*Tim Komunikasi Informasi*

Publik), and an active citizen following the official social media accounts of the District Attorney's Office of Tasikmalaya City. This combination of informants allowed the study to capture perspectives from institutional leadership, operational PR practitioners, and the targeted digital audience.

Data Analysis and Credibility. Data analysis in this study followed the interactive qualitative analysis model proposed by Miles, Huberman, and Saldaña (2018), comprising data reduction, data display, and conclusion drawing/verification. The qualitative data were analyzed manually through a systematic thematic coding procedure. In the data reduction stage, raw data from interview transcripts, observational notes, digital channel reviews, and institutional documents were selected and simplified. Initial open coding was performed to identify key emerging themes such as 'public information transparency,' 'digital communication strategies,' and 'institutional accountability.' Subsequently, axial coding was conducted to categorize these themes and establish connections with the theoretical frameworks, including Excellence Theory and Transparency Theory.

In the data display stage, reduced data were organized into structured formats to clarify visual patterns and insights. This included thematic matrices summarizing interview responses and observations, descriptive narratives detailing the digital communication context of the institution, and visual models illustrating the alignment between communication strategies and public transparency. Finally, in the conclusion drawing and verification stage, thematic interpretation was conducted by synthesizing empirical findings with Excellence Theory to evaluate two-way symmetrical communication patterns, and Transparency Theory to examine information disclosure practices. To ensure data credibility and mitigate personal bias, triangulation, member checking with informants, and peer debriefing were systematically executed.

RESULTS AND DISCUSSION

Implementation of Digital-Based Public Information Transparency

The findings indicate that the Intelligence Section of the District Attorney's Office of Tasikmalaya City has implemented digital-based public information transparency through official social media platforms and online publications. The disseminated information includes legal awareness activities, case updates within legal limitations, institutional performance achievements, and clarifications of legal issues circulating within society.

From the perspective of informational transparency, the institution has attempted to provide factual information using visual formats that are adaptive to the contemporary communication patterns of digital audiences. However, analytical explanations and comprehensive follow-up information remain limited. Consequently, this communication pattern tends to align with the Public Information Model within Excellence Theory, which is characterized by one-way or top-down communication.

Characteristics of Digital Public Communication and GPR Strategy

The analysis of digital communication practices indicates that social media has been utilized as a strategic tool for institutional visibility and reputation management through the function of Government Public Relations (GPR). Efforts to strengthen institutional identity are reflected through branding strategies and the use of institutional taglines in digital content to build a more professional and relatable image. Although interactive features such as comment sections are available, the level of public engagement remains inconsistent, and responses provided by the institution have not yet been systematically managed.

The current communication model is in a transitional phase from one-way information dissemination toward an asymmetrical approach, where the potential of social media as a dialogic arena and collaborative engagement space has not been fully optimized. To provide an empirical evaluation of digital communication effectiveness, quantitative metrics from the official social media platforms of the District Attorney's Office of Tasikmalaya City were examined. The operational communication performance data are summarized in Table 1 below:

Table 1. Measurable Indicators of Digital Communication Performance

Indicator Category	Performance Metric / Value	Analytical Implication
Audience Engagement	Average 20 likes and 1 comment per post	Reflects steady reach but low public dialogic interaction
Responsiveness	Response time within 24 hours (1x24 hours)	Demonstrates basic operational commitment to public queries
Audience Growth	+10 to 15 new followers per month	Indicates gradual and organic growth of the digital audience base

As shown in Table 1, while the institution maintains an operational response time within 24 hours for public inquiries and experiences gradual monthly audience growth (+10 to 15 followers), the level of active public engagement remains relatively low, averaging 20 likes and 1 comment per post. These metrics empirically support the finding that current digital communication practices primarily function as a one-way information broadcast channel rather than a fully realized dialogic platform under the two-way symmetrical communication model.

Accountability and Performance Communication

Within the dimension of accountability transparency, the institution has routinely published documentation of activities and performance outputs. However, comprehensive reporting that explicitly connects institutional activities with measurable public impacts still requires further improvement to enhance institutional effectiveness. Clear accountability demands more explicit reporting mechanisms, such as periodic digital performance summaries and structured management of evaluative public feedback. Without a strong evaluative dimension, the implemented transparency risks becoming “opaque transparency,” in which information is merely provided without enabling the public to critically assess institutional performance.

Challenges in Optimizing Digital Transparency

Several major challenges were identified in this study. First, limited human resources affect the consistency and responsiveness of digital content, as public relations personnel often handle multiple administrative responsibilities simultaneously. Second, limited internal coordination among institutional units influences message coherence and the timeliness of digital information dissemination. Third, structural and cultural constraints within law enforcement institutions create challenges in balancing information transparency with procedural legal confidentiality. These challenges indicate that the transformation toward effective digital governance requires institutional readiness, strategic communication planning, and a strong commitment to dialogic engagement.

Implications for Public Trust

Digital transparency practices have contributed positively to the institutional image; however, their long-term impact on public trust largely depends on institutional consistency and responsiveness. Transparency Theory suggests that trust emerges when informational, participatory, and accountability dimensions operate synergistically. At present, the informational dimension has been relatively well established, while the participatory and accountability dimensions still require further strengthening through a more robust two-way symmetrical communication model. Strengthening Government Public Relations (GPR) capacity, optimizing institutional branding, and fostering openness to dialogue are essential elements in building sustainable institutional legitimacy in the digital era.

Overall, digital-based public information transparency within the District Attorney’s Office of Tasikmalaya City has been implemented operationally but remains in a developmental stage toward strategic maturity. The communication model reflects compliance with formal obligations and partial adaptation to digital governance

practices. Achieving meaningful transparency requires a shift from routine information publication toward structured, dialogic, and accountable communication strategies. By integrating Transparency Theory, Excellence Theory, and the functions of Government Public Relations, institutions can strengthen credibility and public trust within the framework of democratic governance.

FINAL DISCUSSION

This study demonstrates that digital-based public information transparency within the Intelligence Section of the District Attorney's Office of Tasikmalaya City reflects an institutional commitment to transparency, although it remains in the developmental stage toward strategic communication maturity. While informational transparency has been operationalized through the routine publication of institutional activities and legal information, the participatory and accountability dimensions have not yet been fully optimized. From a theoretical perspective, these findings confirm the relevance of Transparency Theory, Excellence Theory, and Digital Governance as complementary analytical frameworks for strengthening the function of Government Public Relations (GPR). Informational transparency appears relatively established through the consistent dissemination of official content; however, more substantive transparency requires dialogic interaction, responsiveness, and structured performance communication supported by coherent branding strategies.

The observed communication practices indicate that the institution still predominantly operates within the Public Information Model, although elements of two-way interaction have begun to emerge as part of efforts to build a positive institutional image. The transition toward the Two-Way Symmetrical Model remains incomplete, as public engagement mechanisms have not yet been systematically integrated into the institution's daily communication agenda. Although digital platforms provide opportunities for dialogue, public feedback has not been fully institutionalized as part of decision-making processes or strategic public relations planning. This condition highlights the need for a paradigm shift from merely disseminating information toward building long-term relationships through more participatory communication practices.

Within the framework of digital governance, this study emphasizes that technological adoption alone does not automatically produce meaningful transparency without accompanying organizational transformation. Strengthening the capacity of public relations personnel, improving integrated internal coordination, and utilizing effective branding and taglines are essential in addressing structural challenges within law enforcement institutions. This study concludes that public trust is relational in nature and highly dependent on institutional consistency, clarity, and responsiveness toward public aspirations. When informational transparency is combined with dialogic engagement and genuine performance accountability, institutional legitimacy can be significantly strengthened within an increasingly critical digital society.

The findings observed at the District Attorney's Office of Tasikmalaya City align with broader national patterns of digital public communication across Indonesian regional public institutions and municipal law enforcement agencies. Recent empirical studies on Government Public Relations (GPR) in Indonesian local governments (e.g., municipal offices and regional attorney branches) demonstrate that digital communication remains predominantly locked within an informative, top-down approach (*Public Information Model*), prioritizing procedural broadcasts over relational and dialogic engagement. Similar to findings from other regional public bodies, the institutional reliance on one-way dissemination stems from shared systemic constraints: limited specialized PR personnel, tight procedural restrictions inherent to legal administration, and fragmented digital management frameworks. By situating the Tasikmalaya case within this broader governance landscape, it becomes evident that the transition toward interactive and two-way symmetrical communication represents a structural challenge shared by public institutions across the nation, rather than an isolated operational issue.

CONCLUSION

This study examines the implementation of digital-based public information transparency within the Intelligence Section of the District Attorney's Office of Tasikmalaya City through the perspectives of Transparency Theory, Excellence Theory, and Digital Governance. The findings indicate that the institution has made significant efforts to adapt to digital communication practices by utilizing social media as a strategic

Government Public Relations (GPR) tool for disseminating legal information, promoting institutional activities, and strengthening institutional identity through consistent branding strategies and taglines. In terms of transparency dimensions, informational transparency has been relatively well established through the routine publication of digital content that improves public access to official information. However, participatory transparency and accountability transparency remain areas requiring further development through more symmetrical two-way communication models.

Although interactive features are available across various digital platforms, deeper dialogic engagement between the institution and the public has not yet been systematically institutionalized. Performance communication has been published, yet it has not been optimally structured to enable comprehensive public evaluation of institutional outcomes. This study reveals that digital transformation within public institutions is not merely a technological process, but also an organizational and cultural transformation that requires strengthening human resource capacity and more integrated internal coordination to balance information openness with legal confidentiality.

From a theoretical perspective, this study reinforces the importance of integrating transparency approaches with two-way symmetrical communication within the framework of digital governance to build sustainable public trust. Such trust does not emerge automatically through one-way information dissemination, but rather through the combination of accessible information, rapid responsiveness, genuine accountability, and meaningful dialogic engagement. Practically, these findings recommend that law enforcement institutions strengthen dialogic communication mechanisms, develop clearer digital accountability reporting systems, and improve strategic communication planning based on Government Public Relations principles. In this way, digital platforms can function optimally not only as channels of information dissemination, but also as arenas for strengthening institutional legitimacy in the digital era.

To address these operational limitations and advance toward strategic communication maturity, this study offers two concrete practical recommendations for Government Public Relations (GPR) practitioners within law enforcement and regional public institutions:

1. Establishment of a Dedicated Digital Media Team: Public institutions should move away from ad-hoc administrative assignments by forming a specialized digital media management unit equipped with dedicated personnel for content creation, community management, and data analytics. This will ensure consistency, improve digital campaign strategy, and prevent public relations staff from being overwhelmed by dual administrative roles.
2. Standard Operating Procedure (SOP) for Two-Way Public Feedback: Institutions should formulate a structured SOP specifically governing online public feedback and inquiry management. This framework should define target response times (e.g., within 24 hours), clear escalation workflows for citizen complaints, and protocols for converting public inquiries into institutional insights, thereby fostering genuine two-way symmetrical communication.

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