



The Role of Social Media in Communication Management of Non-Commercial Government Policy Campaigns Reviewed From the Public Information Disclosure Act

Ni Putu Sinta Dewi¹, Muhammad Fathoni², I Made Agus Artana³, I Gede Anjas Kharismanata⁴

^{1,2,4} Fakultas Seni dan Desain, Universitas Bumigora, Mataram, Indonesia

³ Fakultas Hukum, Ilmu Sosial, dan Ilmu Politik, Universitas Mataram, Mataram, Indonesia

Article Info

Article history

Received : Jun 15, 2026

Revised : Jun 25, 2026

Accepted : Jun 30, 2026

Keywords:

Non-Commercial Campaign;
Policy Communication;
Public Information Disclosure Act;
Social Media.

Abstract

This study examines the role of social media in the communication management of non-commercial government policy campaigns using the framework of Law Number 14 of 2008 concerning Public Information Disclosure. Non-commercial government policy campaigns are a form of public communication aimed at socializing regulations, programs, or state policies without a profit motive, and are oriented more toward increasing public awareness, participation, and transparency. The growing number of social media users in Indonesia year by year presents both opportunities and challenges for public bodies in managing policy communication effectively. A descriptive qualitative method was applied through library research techniques and document analysis of government policies, regulations, and social media communication practices. The findings show that social media plays a strategic role in strengthening transparency, accelerating information dissemination, and building two-way dialogue between government and society, although its use in practice is still dominated by one-way (push) communication patterns, so that public participation has not yet become fully meaningful. The implementation of the Public Information Disclosure Act through Information and Documentation Management Officers provides the legal framework underlying the management of non-commercial campaigns so that they remain transparent and accountable. This study reinforces the need for an adaptive, collaborative, and data-based digital communication strategy to optimize the role of social media in government policy campaigns, while also strengthening the institutional capacity of those who manage them.

Corresponding Author:

Ni Putu Sinta Dewi,
Fakultas Seni dan Desain,
Universitas Bumigora, Mataram,
Jl. Izmail Marzuki, Cakranegara. Kota Mataram, Indonesia.
Email : sintadewi@universitasbumigora.ac.id

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1. Introduction

Social media has transformed into a primary communication infrastructure that has fundamentally changed the way governments relate to society. Indonesia is recorded as the country with the highest

level of social media adoption in Southeast Asia, with more than 79 million active users who represent important social capital for policy campaigns (Idris, 2018). This condition positions social media not merely as an additional communication tool, but as a strategic channel that must be managed professionally by every public body.

Developments in communication and information technology need to be utilized optimally by policy implementers to support government performance and to absorb public aspirations broadly (Yovinus, 2018). The principle of public information disclosure is essentially aimed at involving the public as the target of development policy so that it can help formulate, critique, and ultimately support the policies established by the government. Policy socialization through social media can serve as an effective means of public testing without requiring physical interaction between government and society (Yovinus, 2018).

Law Number 14 of 2008 concerning Public Information Disclosure provides a strong legal basis for public bodies to manage communication openly and transparently (Aritonang, 2011). This regulation is an important starting point because public information is recognized not merely as state property, but as a citizen's fundamental right that must be fulfilled by state administrators. Both state and non-state public bodies are required to provide information services openly, transparently, and responsibly to the public (Abadi, 2017). The information dispute resolution mechanism through the Information Commission also provides legal enforcement power for the implementation of this openness, so that compliance by public bodies does not rely solely on voluntary awareness, but also on the threat of legal consequences if requests for information are ignored.

Non-commercial government policy campaigns have characteristics that differ from commercial campaigns. This type of campaign is not oriented toward selling products or increasing revenue, but instead aims to build collective awareness, educate the public, and encourage public participation in the development process (Harahap, 2025). Social media offers great opportunities for organizations and individuals to raise public awareness of social, health, environmental, and state policy issues at a relatively affordable cost.

The legality of non-commercial government policy campaigns is reinforced by the mandate of the Public Information Disclosure Act, which requires every public body to provide reasonable access to information for the public (Rahimallah & Ricky, 2023). Demands for transparency in government administration have become a need that can no longer be ignored in today's digital era. Transparency in government management through information disclosure is essentially an instrument for building public trust, while also promoting participatory oversight from the wider community.

The government's use of social media is not new; its function has shifted from merely a propaganda tool to transparent and publicly engaged communication (Goeritman, 2021). This shift encourages public bodies to design communication strategies that are more open, responsive, and participatory. The role of social media becomes even more crucial when traditional public spaces experience limitations due to crisis conditions, such as those that occurred during the Covid-19 pandemic.

Previous research shows that government use of social media is not always aimed at demonstrating reputation or transparency, but is more directed at socialization to foster awareness and interaction (Jamalullail et al., 2023). The results of this research also found that the impact of social media use is more in the form of public participation than merely increased awareness. This finding suggests the need for a more structured communication strategy so that policy campaigns can reach deeper levels of public awareness.

Public information disclosure is essentially a means of optimizing public oversight of the administration of the state and other public bodies (Gunawan & Toni, 2022). Public communication is a vital element in government because it functions to improve coordination, share information, and meet social needs, thereby supporting the achievement of organizational goals. The general purpose of public communication is to provide information to a broad audience regarding the organization's activities and work achievements.

A study on the strategy for managing official government accounts on social media shows that strategic content planning, the use of data analytics, and engaging visual content are key to supporting information transparency (Triwiyoso & Suardana, 2025). Rapid response to public interaction and diverse content, such as infographics and short videos, also increase public participation. This kind of strategy ultimately strengthens transparency and builds public trust in government.

Theoretically, this study intersects with the idea of participatory e-government and the concept of networked governance, which position citizens not merely as recipients of information, but as active partners in the policy formulation process. The New Public Service perspective asserts that the legitimacy of public policy is determined by the extent to which its communication process opens up space for dialogue, not merely by the speed of information dissemination. This framework is relevant for assessing the extent to which the Indonesian government's non-commercial campaigns through social media truly realize the participatory spirit intended by the Public Information Disclosure Act, rather than simply shifting the information dissemination channel from conventional to digital media.

Based on the above description, this article aims to comprehensively examine the role of social media in the communication management of non-commercial government policy campaigns using the analytical framework of the Public Information Disclosure Act. This study is expected to provide empirical and conceptual contributions to the development of a more inclusive, transparent, and accountable public communication strategy in Indonesia.

2. Research Methodology

This study uses a descriptive qualitative approach with library research techniques and document analysis. The qualitative approach was chosen because it is suitable for understanding complex, dynamic, and contextual communication phenomena, such as the management of policy campaigns on social media. Data were collected from various sources, including peer-reviewed journal articles, regulatory documents, research reports, and other academic sources relevant to the topic of the study (Yovinus, 2018).

Data collection was carried out through literature searches in academic databases using keywords related to social media, public information disclosure, government policy communication, and non-commercial campaigns. Inclusion criteria covered sources with relevance to ensure alignment with the latest developments in social media and the dynamics of implementing the Public Information Disclosure Act. Data analysis was carried out thematically by identifying patterns, themes, and key concepts emerging from the various literature sources reviewed (Aritonang, 2011).

The analytical framework used consists of the principles of the Public Information Disclosure Act, which include the principles of openness, accessibility, accountability, and public participation. The analysis also took into account the stages of communication management, which include planning, organizing, leading, and controlling (Rohmah, 2020). Source triangulation was carried out by comparing findings from various case studies across institutions, including central government, local government, and sectoral agencies such as the Ministry of Health, in order to obtain a more representative picture of the variation in social-media-based policy communication practices in Indonesia. This approach strengthens a holistic examination of how social media is used in non-commercial policy campaigns, while also situating the findings within the applicable regulatory context.

3. Results And Discussions

The role of social media in government policy communication has undergone a significant transformation from merely being an information delivery medium to becoming a means of dialogue between government and citizens. Policy communication is no longer one-way and dominated by government, but has developed into a participatory process involving various stakeholders (Syahrir, 2025). This paradigm shift requires public bodies to manage social media more carefully and

strategically.

Social media contributes to increasing transparency as perceived by the public. Song and Lee argue that government use of social media is positively and significantly related to the perception of government transparency (Song & Lee, 2015). This perception of transparency is also positively and significantly related to the level of trust in government, so that social media becomes an effective means of increasing public trust by strengthening the perception of transparency itself.

The success of non-commercial government policy campaigns is in practice difficult to measure without clear indicators. Most of the studies referenced focus on quantitative indicators, such as the number of followers, the number of posts, or engagement figures (likes, comments, and shares), which do not necessarily reflect the true quality of public participation. Public bodies should ideally develop more substantive communication performance indicators, such as the proportion of public input that is genuinely followed up in the policy formulation process, the level of public understanding of policy substance after a campaign, and the level of satisfaction of information requesters with the public body's response. Indicators of this kind would be more aligned with the spirit of accountability mandated by the Public Information Disclosure Act than simply relying on platform engagement metrics.

Non-commercial government policy campaigns are highly dependent on the ability of public bodies to create informative and relevant content. The information content in question is information that is easily accessible to the public because it has been clearly regulated in the Public Information Disclosure Act (Noor, 2019). Public bodies need to ensure that campaign messages can reach a wide audience in a manner appropriate to the characteristics of the social media platform used.

The involvement of visual content in non-commercial campaigns is crucial. The use of strong visuals, such as images, videos, and infographics, plays an important role in attracting attention and facilitating message delivery (Harahap, 2025). This approach is highly effective for communicating complex policies in a way that is simpler and easier for the public to understand across diverse backgrounds.

Gaps in access and digital literacy between regions are a factor that must be taken into account when designing visual content and campaign distribution strategies. Communities in urban areas with adequate internet connectivity tend to find it easier to reach and understand campaign content compared to communities in areas with limited digital infrastructure. The principle of accessibility in the Public Information Disclosure Act should not be interpreted merely as the availability of information online, but also as equality in the public's ability to access and understand that information. Public bodies need to combine social-media-based campaigns with conventional communication channels, such as community radio and public meetings, so that the digital divide does not become a new barrier to achieving inclusive information disclosure.

Public participation in policy campaigns is one indicator of the success of non-commercial communication campaigns. In this respect, local government social media plays an increasingly vital role for the Indonesian government in reaching and accommodating a diverse public. A similar view was also produced by Idris's research, which argues that Indonesia is the country with the highest level of social media adoption and offers great opportunities for communication between government and citizens.

Idris's research also found the important fact that two-way communication occurs only to a limited extent, especially in daily conversations, while communication related to policy campaigns tends to become an information dissemination channel with a low level of interaction (Idris, 2018). This finding indicates a gap between the potential of social media and the practice of policy communication, which is still push communication and dominated by government.

This phenomenon is reinforced by Santoso's research, which argues that government often uses social media in a Web 1.0 pattern, rather than to communicate two-way (Santoso et al., 2020). The study noted that government does not take into account public preferences regarding content of interest for active engagement. This condition hinders the realization of the dialogic relationship that characterizes ideal participatory communication.

The dominant push communication pattern in government policy campaigns via social media is

actually an opportunity that has not been optimally utilized to shift toward a networked communication pattern. Regarding the government's use of Instagram, it shows that communication is still dominated by a push approach, while pull-based interaction is very limited and network collaboration is almost non-existent (Asmianur et al., 2025). The implication of this condition is that digital transparency tends to emphasize information dissemination rather than public participation.

Public bodies' dependence on the content distribution algorithms of private platforms is also a challenge that is rarely discussed explicitly in the related literature. The reach of government posts can decrease at any time due to changes in platform algorithms that are beyond the control of public bodies, so that important policy messages risk not reaching their intended target groups. This condition raises the issue of the sustainability of policy communication strategies, because public bodies may ultimately be driven to rely on paid promotion budgets to maintain campaign reach. Such dependence has the potential to create new inequalities between public bodies with adequate resources and those with limited communication budgets, so that the principle of equal access to information mandated by the Public Information Disclosure Act needs to be reconsidered within the context of a constantly changing digital platform ecosystem.

Collaboration with influencers is one strategy that can be effective in expanding the reach of non-commercial campaigns. The involvement of public figures who have many followers and are able to deliver campaign messages well is a key factor in expanding the reach and effectiveness of campaigns (Harahap, 2025). This strategy is highly relevant to the characteristics of Indonesian social media, which tends to respond strongly to public figures and opinion leaders.

Management of official government accounts on social media requires planned, data-based content planning. A local government account management strategy can succeed if it includes three main aspects: strategic content planning, the use of data analytics, and engaging visual content (Triwiyoso & Suardana, 2025). These three aspects complement one another in building communication that is not only informative, but also engaging and easily accessible to the public.

An important aspect crucial to the implementation of the Public Information Disclosure Act through social media is the speed of response to public interaction. Rapid response to questions, complaints, and clarifications submitted by citizens in the comments section is an indicator of the quality of public communication (Triwiyoso & Suardana, 2025). This practice helps build public trust that the public body is genuinely open and ready to serve the public's information needs.

The positive aspect of social media for policy campaigns lies in its ability to accelerate the distribution of information and increase public engagement. Social media facilitates two-way dialogue between government and society, which is a prerequisite for responsive and inclusive governance (Syahrir, 2025). This potential is highly relevant to the mandate of the Public Information Disclosure Act, which calls for the realization of transparent and accountable government.

The greatest challenge in using social media for policy campaigns is the risk of the spread of misinformation and opinion polarization. This phenomenon can directly influence public perception of government policy, so a communication strategy is needed that is not only fast, but also accurate (Syahrir, 2025). Public bodies need to build fact-checking capacity and digital literacy in order to respond to misinformation proportionally and based on data.

The claim that government social media only functions as an information dissemination tool needs to be constructively critiqued. Most official government accounts do indeed tend to be informative, but the potential for their transformation into a space for dialogue remains open (Santoso et al., 2020). Public bodies need to invest in human resources, standard operating procedures for communication, and institutional support systems so that social media management is not limited to content publication, but also involves participatory response.

Non-commercial campaigns in the context of crisis communication represent the most important challenge to public bodies' ability to manage social media. This case can be observed from the Indonesian government's crisis communication during the Covid-19 pandemic, which shows that social media became crucial when conventional journalistic practices were limited due to social restriction policies (Goeritman, 2021). A similar condition also occurred in local governments which, although

already having Information and Documentation Management Officers, still faced limited human resources to manage information disclosure communication comprehensively (Rohmah, 2020). This experience provides an important lesson that non-commercial policy campaigns need to be designed by taking into account the possibility of crisis conditions from the planning stage, not merely as a reactive response.

An effective crisis communication model through social media is proposed in Rahmawati's research, which states that the combination of three highly scored communication indicators — be right, be capable, and promote action — is the main formula for successful crisis communication (Rahmawati et al., 2023). These three indicators can be adopted by non-commercial government policy campaigns to ensure that the message conveyed is not only accurate and convincing in terms of capability, but also encourages real action from the public.

A study of the communication strategy of the Ministry of Health of the Republic of Indonesia for the Covid-19 vaccination campaign using the SOSTAC model shows that comprehensive communication planning is a determining factor for the success of non-commercial campaigns (Gunawan & Toni, 2022). This model integrates situation analysis, goal setting, strategy formulation, execution tactics, implementation actions, and systematic control mechanisms.

Government policy campaigns through social media using a participatory governance approach can build collective solidarity around public issues. A study of anti-corruption campaigns in Indonesia found that the use of hashtags such as #SaveKPK and #AkuKPK succeeded in mobilizing public participation in the anti-corruption movement in 2015 (Machmud et al., 2023). This phenomenon shows the great potential of social media to change the pattern of policy campaigns, from being rigid and conservative to more flexible and modern.

Successful government communication practices through social media in the Indonesian context require strong leadership support from the highest level. A case study of provincial governments in Indonesia shows that regional heads with solid leadership support and good strategic plans are able to optimally utilize social media platforms to meet public expectations (Indonesia et al., 2024). This leadership factor is an important reinforcement for the successful implementation of non-commercial campaigns, because the direction of digital communication policy often depends heavily on the commitment of institutional leaders, not only on the technical competence of account management staff.

The importance of transparency in its implementation also emphasizes that openness in the search and rescue process is the most prominent antecedent of positive media perceptions of government transparency (Reddick et al., 2016). This finding can be applied more broadly to other policy campaigns, because openness in the process is a key factor in building positive public perception of government, not merely openness regarding the final outcome of a policy.

A study on the Public Information Disclosure Act in the context of communication policy in Indonesia shows that this regulation has three important components: context, domain, and paradigm (Aritonang, 2011). These three components form a conceptual framework that public bodies can use to design policy campaigns that not only fulfill legal-formal aspects, but also address the substantive aspects of policy communication.

The transformation of government public relations related to this paradigm shift is relevant for all public bodies that were previously closed and bureaucratic in managing information. Non-commercial government policy campaigns represent a strategy for transforming the paradigm of public communication toward a more open, dialogue-based pattern. Interaction between government and citizens through social media in the context of policy campaigns, however, is still far from ideal. Idris's research found that respondents who commented on public bodies' Facebook accounts never received a reply, while public bodies were actually more active in responding to messages via Twitter (Idris, 2018). This one-way dissemination paradigm is a serious challenge that must be addressed through a more participatory policy communication strategy.

On the other hand, a case study related to the impact of the 2022 fuel subsidy policy exemplifies this pattern, because ineffective and non-transparent communication from government caused public

confusion and dissatisfaction (Abrar et al., 2025). The government ultimately adopted more transparent communication tactics through press conferences and the use of social media, which had a positive impact on improving the government's image. This case serves as empirical evidence that open and responsive policy campaigns via social media can restore public trust. The convergence between the regulations of the Public Information Disclosure Act and social media management capability is a determining factor for the quality of information disclosure (Yovinus, 2018).

Policy advocates need to be encouraged to make social media an effective means of public testing, so that input from the public can be systematically accommodated in the policy formulation process. The role of social media in non-commercial government policy campaigns operates within the regulatory framework of the Public Information Disclosure Act, which requires an adaptive and participatory communication strategy. Effective implementation of the Public Information Disclosure Act through social media must be accompanied by the development of institutional capacity, improvement of human resource quality, and strengthening of communication leadership at all levels of public bodies (Rahimallah & Ricky, 2023). Synergy between regulation, technology, and human resource capacity is the most important factor for the success of transparent and accountable policy campaigns.

Acknowledgments

The author wishes to express gratitude to Bumigora University and Mataram University for their collaboration and academic support during the preparation of this study. The author also extends appreciation to all parties who helped provide access to the public data and digital documents used as the primary objects of textual analysis in this research.

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