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The Effectiveness of Using Social Media as a Tool of Public Relations Communication at the Tamala Regency DPRD Office

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ABSTRACT

The development of information technology has brought major changes in various aspects of life, including in the way of communication. The government and public institutions have begun to use social media to disseminate information, educate the public, and receive input and complaints effectively and faster. However, the use of social media as a communication tool for Public Relations certainly has challenges. These challenges include strategies for managing the dissemination of information so that the message conveyed can be well received by various circles of society. This study discusses the effectiveness of the use of social media as a communication tool for Public Relations in the Bakalar Regency DPRD office. This study uses a qualitative approach with a descriptive type of research. Data were collected through observation, interviews, and documentation, and analyzed using data presentation, data condensation, and conclusion drawing techniques. The results of the study show that the effectiveness of the use of social media as a communication tool for Public Relations at the Takalar Regency DPRD office is considered less effective which is measured through four indicators, namely the attractiveness of social media is increased by presenting more varied and interesting content. The clarity of information conveyed through social media is enhanced through an orderly structure and the use of easy-to-understand language. The completeness of information requires more relevant content for the public in order to provide ease of access to the Takalar Regency DPRD's social media which utilizes social media platforms in disseminating information.

Keywords: Effectiveness, Social Media, Public Relations, Communication

INTRODUCTION

Social media has enormous potential to increase transparency, participation, and communication with the public. The government and public institutions have begun to use social media to disseminate information, educate the public, and receive input and complaints effectively and faster. The use of social media not only helps in the wide and rapid dissemination of information, but also allows for direct interaction between the government and the public.

The DPRD (Regional People's Representative Council) as one of the local government institutions has a great responsibility in conveying information and policies to the public (Hatta, Tahir, & Baharuddin, 2021; Hernawan, Salam, Haerul, & Suprianto, 2017; Jamaluddin, Amelia, Niswaty, & Irwan, 2022; Tumbel, 2025). This is where the role of Public Relations is, ensuring that the information conveyed is well received and building a positive image of the institution. In this digital era, Public Relations is expected to be able to utilize social media as one of the effective communication tools. An action or process is considered effective if it can produce outputs that are in accordance with the set targets, both in terms of quality and quantity. "Effectiveness is the ability to choose the right goals or the right tools for the achievement of predetermined goals" (Akib, Sari, & Niswaty, 2024; Jamaluddin, Nursyam, & Nasrullah, 2024; Sutar, Nasrullah, & Isgunandar, 2024).

The use of social media by the Public Relations of the Takalar Regency DPRD is expected to increase the effectiveness of communication between institutions and the community. With social media, Public Relations can disseminate information about DPRD activities, policies, and programs quickly and widely. In addition, social media also allows the public to provide feedback and input directly, thereby increasing public participation in the government process. Public relations in government institutions are responsible for being a liaison between government agencies, between government and non-government agencies, between government agencies and the media, and between institutions and their employees and the wider community.

Based on survey results (Asosiasi Penyelenggara Jasa Internet Indonesia, 2024), the number of Internet users in Indonesia has reached 221,563,479 people in 2024, from a population of 278,696,200 people in 2023. Research published by APJII indicates that Indonesia's Internet penetration rate will reach 79.5% in 2024, reflecting an increase of 1.4% compared to the previous period. Based on Kominfo data, as many as 44.6 million internet users in Indonesia are Facebook users and as many as 19.5 million people are Twitter users. This figure shows the great potential of social media as a medium of communication and information dissemination, including government communication.

The development of information technology, especially social media, has opened great opportunities for government agencies to interact and disseminate information quickly and widely. However, there are some challenges faced such as monotonous and less interactive content. This shows that the potential of social media has not been fully utilized. "Content that is too monotonous is less appealing to the public and shows a lack of effort to harness the full potential of social media" (Çiçek, Emin Şanlı, Arslan, & Yıldırım, 2024; Saleh, 2023; Wang, Cheng, & Sun, 2021). Social media provides a variety of content formats that can be used such as videos, infographics, surveys, and live Q&A sessions that can increase public engagement and engagement. Therefore, Public Relations needs to develop a more varied and interactive content strategy to attract attention and increase public participation.

According to Niswaty (2019), "Public Relations is important because it is tasked with displaying the various advantages of its organization in order to attract the attention of the public. The implementation of the Public Relations strategy is expected to form a positive image that will attract the attention of the audience and also achieve the goals of the university". As such, the role of Public Relations in social media includes information delivery, interaction with the public, and image management, all of which contribute to effective communication and strong relationships between organizations and communities.

Based on the results of observations that have been made at the Takalar Regency DPRD Office 1, 2024, that there are several problems that arise in the use of social media as a means of communication for Public Relations, namely that the content presented on social media is mostly only in the form of meeting documentation. This results in a lack of variety in the information conveyed to the public. Meeting documentation, although informative, tends to be monotonous and does not attract the attention of the wider community. Content limited to meeting documentation shows a lack of effort to harness the full potential of social media as an interactive communication tool. Social media provides a variety of content formats that can be used such as videos, infographics, surveys, and live Q&A sessions that can increase public engagement and engagement. However, this observation shows that this potential has not been utilized optimally. In addition, less varied and less interactive content also affects the level of public participation. The public tends to be less interested in following or interacting with social media accounts whose content is less interesting and repetitive. Therefore, it is important to add research that examines the effectiveness of the use of social media as a communication tool for Public Relations at the Takalar Regency DPRD office.

Previous studies on government communication in Indonesia, such as those conducted in Surabaya, Makassar, and Bandung, have shown that the effectiveness of social media in public institutions varies depending on the degree of public engagement and administrative transparency. For example, research in the Surabaya City Government highlighted that citizen comments and online participation were indicators of transparency success, while in Makassar and Bandung, government accounts were mostly used as one-way information channels rather than interactive forums (Wang et al., 2021; Saleh, 2023). Compared to those studies, this research positions the Takalar Regency DPRD as a local legislative body that still faces challenges in creating participatory digital communication. By analyzing how information clarity, attractiveness, and completeness contribute to communication effectiveness, this study aims to enrich the literature on government communication from the perspective of smaller regional institutions in Indonesia.

METHODS

This study employed a qualitative descriptive approach aimed at analyzing how social media functions as a public relations communication tool within the Takalar Regency DPRD Office. Rather than presenting the chronology of field activities, the research process emphasizes the analytical procedures used to interpret data. Data collection was conducted through observation, documentation, and semi-structured interviews with three DPRD staff members, focusing on how they manage social media content and interact with citizens online. The data were then analyzed interactively using the Miles, Huberman, and Saldana model through condensation, display, and conclusion drawing, allowing patterns of communication effectiveness to emerge inductively from the findings.

The focus of this research is the effectiveness of the use of social media as a communication tool for Public Relations in the Takalar Regency DPRD office. The indicators used are as follows: 1). Social media attractiveness, 2). Clarity of social media, 3). Completeness of social media information, and 4). Ease of access to social media. The informants in this study are 3 employees at the Takalar Regency DPRD Office. The research stages used are divided into 3 (three), namely the pre-research stage, the research stage and the data analysis stage.

In this study, researchers play an important role in finding the necessary data and information. Collection of data and information necessary to conduct interview guidelines, in particular voice recorders, cameras, etc. In addition to the instruments used, this study also uses field records, which are written records of what was heard, seen, experienced, and observed during data collection. The data collection techniques used are observation, interviews, and documentation. Meanwhile, the data analysis method used in this study adopts the interactive model of Miles, Huberman, and Saldana, which consists of data display, data condensation, and conclusion drawing.

RESULTS AND DISCUSSION

After explaining the background of the research, the theories underlying the research, and the research methods used, the research findings are discussed. The findings of this study are discussed based on the results of interviews, observations and documentation to determine the effectiveness of the use of social media as a communication tool for public relations at the Takalar Regency DPRD office. This study uses 3 informants who can assist the research in providing valid and accurate information about the effectiveness of using social media as a communication tool for Public Relations. To analyze the effectiveness of the use of

social media as a communication tool for Public Relations at the Takalar Regency DPRD office, this study is based on the theory of Respati, namely the use of social media as a communication tool for Public Relations. In the theory there are four (4) indicators, namely, 1). Social media attraction, 2). Clarity of social media, 3). Completeness of social media information, and 4). Ease of access to social media. The following is a description of the results of data analysis obtained during the research process:

Social Media Attraction

Media attraction is related to the ability of media to attract attention, generate interest, and encourage audience interaction. The main aspects that determine the appeal of a media include attractive visual design, quality and relevance of the content, as well as interactive features that allow for the active participation of the audience. In today's digital era, the use of social media as a communication tool increasingly dominates various aspects of life, including in public relations communication activities in government institutions.

Based on the results of the interview, it can be concluded that the Public Relations of the Takalar Regency DPRD has utilized social media such as Instagram and Facebook to present information in a formal and structured manner. The visual design used in this platform is quite effective in displaying documentation of official activities, such as meetings, working visits, and public events. Although the information provides transparency, the content conveyed is mostly still focused on official activities and is not fully relevant to the needs and interests of the people in Takalar Regency. Based on the results of the observations that have been carried out, it can be concluded that in using social media at the Takalar Regency DPRD office, it shows that currently the content delivered does not fully include attractive and quality visual designs.

Media attraction refers to the ability of media to attract attention, generate interest, and facilitate active interaction with audiences. In this context, the main factors that determine the level of attractiveness include visual aesthetic aspects, the quality and relevance of the content, and the presence of interactive features that allow audience participation. Effective media is characterized by its ability to attract attention and maintain audience interest. Good media not only present information accurately and relevantly, but also be able to arouse the desire for the audience to stay abreast of the news presented. "Good media certainly has an attraction for people to read and is interested in following the development of news conveyed in the media, this attraction can be formed through the delivery of informative content, attractive visual design, and the ability of the media to provide a deep and comprehensive perspective, thus encouraging the audience to consistently follow the flow of information offered" (Deka, 2024; Ershadi, Jefferies, Davis, & Mojtahedi, 2021; Flew, 2021; Nasaruddin, 2025).

Based on the results of the research that has been conducted, it can be concluded that media attraction is the ability of media to attract the attention of the public, foster interest, and increase interaction. In today's communication context, especially in the digital era, this aspect has become very important. Various social media platforms dominate the way people interact and obtain information. The three main aspects that determine the attractiveness of media are attractive visual design, quality and relevance of the content, and interactive features that allow audiences to actively participate. Social media activities at the Takalar Regency DPRD Office are classified as less effective because most of the content presented is only in the form of documentation of official activities, such as meetings and working visits. This content is considered monotonous and does not attract the attention of the wider community. In addition, the visual design used on social media tends to be formal and less attractive, so it is not able to fully utilize the potential of social media as an interactive and attractive

communication tool. This shows that there needs to be an increased variety of content to attract public interest and engagement.

The results also reveal a low level of public engagement with DPRD social media posts. Interaction is limited to likes and passive views, with very few public comments or responses. This pattern shows that the communication process remains one-way, dominated by institutional updates rather than two-way dialogue. According to Wang et al. (2021), the success of social media in government communication depends not only on the content's attractiveness but also on the degree to which it stimulates public participation and dialogue. Therefore, enhancing public engagement requires the DPRD Public Relations office to encourage interactive formats such as polls, live discussions, and feedback sessions that invite citizen responses.

Social Media Clarity

Social media clarity refers to how easily the information conveyed through social media platforms can be understood by the audience. The main aspects examined include an organized content structure, simple use of language, informative data visualization, and intuitive navigation and interface design. In today's digital era, the visual appearance and organization of information on social media platforms play an important role in conveying effective messages to the audience. The structure and layout of information can affect the way people access, understand, and respond to the content presented. If the information is clearly and neatly organized, it will be easier for the audience to find important information and actively engage.

From the results of the interview, it can be concluded that the social media of the Takalar Regency DPRD has an orderly structure and quite clear information delivery, especially related to formal activities such as meetings and working visits. Although the visual design needs to be improved to attract more attention, the use of language in the content has been well done, so that the information remains accessible to the general public. While simplicity in message design helps reach broader audiences, this study finds that clarity, defined as accuracy, coherence, and contextual completeness, plays a more decisive role in shaping public understanding. Information that is overly simplified may lead to the loss of policy nuance, whereas clarity ensures that citizens grasp both the procedural and substantive aspects of DPRD decisions. This explains why posts with well-structured narratives and supporting visuals received more meaningful engagement, even if they were longer. Thus, clarity represents not only linguistic simplicity but also intellectual transparency in public communication. Efforts to simplify the language and add visual elements such as infographics have also been implemented, which help increase public understanding of the content presented. Overall, the DPRD shows a commitment to communicate effectively with the public, but there are still opportunities to improve the attractiveness and relevance of information to better suit public needs. Based on observations on the social media of the Takalar Regency DPRD, it was found that they consistently conveyed information related to DPRD activities, such as work meetings, working visits, and several related formal activities.

The clarity of social media is a crucial factor in determining the effectiveness of delivering information to the audience. This measure of clarity concerns how easily users can understand the information presented on social media platforms. The delivery of clear information and news is a fundamental aspect of effective communication, especially in the context of official media owned by the DPRD. Clarity in the delivery of information is essential to avoid potential misunderstandings that can be fatal for readers. In addition, the identity of the official media must be clearly distinguishable from other media, so that the audience can easily recognize reliable sources of information. Therefore, elements such as presentation format, visual design, and consistency in communication style are crucial in ensuring that the

official media of the DPRD is able to convey messages clearly and accurately. "An information or a news must be clear so as not to cause fatal misunderstandings for the reader" (Arhas, 2024; Claeys & Coombs, 2021; Ünsar, 2014). Clarity in the delivery of information is essential to avoid potential misunderstandings that can be fatal for readers. The official media belonging to an organization/institution must be clearly visible that the media is an official media so that it can be distinguished from other media.

Based on research, the clarity of social media refers to the ease of understanding information for the audience. This research identifies several aspects that contribute to the clarity of information, namely the organized content structure, the use of simple language, informative data visualization, and intuitive navigation and interface design. The clarity of social media at the Takalar Regency DPRD Office is relatively effective because the information conveyed through social media platforms is structured and easy to understand by the public. The use of simple language makes it easier for people to receive the message they want to convey. This shows that the Takalar DPRD social media has succeeded in maintaining clarity in the delivery of information, so that it is able to meet the needs of public communication effectively.

Completeness of Social Media Information

The completeness of social media information refers to the extent to which the content shared covers all important aspects needed by the public to understand the activities, policies, and decisions of the Takalar DPRD. In today's digital era, social media plays an important role as a communication bridge between government agencies and the community. The public relies on these platforms to obtain accurate and comprehensive information regarding ongoing activities and policies. In this context, well-managed social media can provide a deeper and more comprehensive understanding to the public about the problems discussed by institutions such as the DPRD.

Based on the results of the interviews, it can be concluded that the DPRD media plays an important role in communicating information about ongoing policies and programs. The Takalar Regency DPRD's social media has functioned effectively in conveying information about activities, policies, and decisions to the public. The content presented is structured and easy to understand, allowing the audience to follow the development of the DPRD. With documentation of activities and in-depth explanations of policy impacts, social media has the potential to increase public understanding and transparency. Based on the results of observations, it can be concluded that, from the analysis of the official social media content of the Takalar Regency DPRD, it can be seen that the information presented mostly focuses on routine activities such as meetings, meetings, and working visits.

The completeness of information in social media refers to the extent to which the content presented is able to cover all important aspects needed by the audience to gain a comprehensive understanding. A good media must be able to present information by prioritizing credibility and transparency, so that the audience can have confidence that the information received is valid and relevant. Therefore, aspects of source verification, openness in data presentation, and accountability for information are important foundations in building public trust in the media that convey them. "Information that has been conveyed through the media must be verified for the source of information, information that is accounted for. Effective communication, it is important for the media to ensure that every information presented is not only thorough, but also accountable" (Bell, 2013; Dubois, 2010; Langtry et al., 2023).

Based on the results of the research carried out, the Takalar Regency DPRD social media has functioned well in providing information about routine activities such as meetings, working visits, and other official events. The information is delivered periodically and in a

structured manner, allowing the public to follow the development of DPRD activities. The content presented generally focuses on documentation of activities, with a more in-depth explanation of the substance of the policy and its impact on society. This step has the potential to increase public understanding and strengthen communication between the DPRD and the public. The completeness of social media information at the Takalar Regency DPRD Office is classified as less effective because most of the content published is still focused on internal activities, such as meeting documentation and working visits. Information that is relevant and useful to the wider community has not been adequately presented. This shortcoming indicates that the DPRD's social media has not been fully utilized to convey comprehensive and valuable information to the public, so there is still room to improve the completeness of the information conveyed.

Beyond completeness, the dimension of accountability must also be considered in assessing social media effectiveness. Accountability refers to how institutions ensure that the information they share is traceable, verifiable, and responsive to public inquiries. In the case of the Takalar Regency DPRD, the absence of feedback mechanisms or follow-up responses to citizen questions limits the accountability of its communication practices. Public relations officers should establish a system to respond to online comments or questions, ensuring that communication on social media aligns with the principles of open government and public responsibility. By integrating accountability indicators, such as response rates, correction of misinformation, and transparency in policy explanations, DPRD social media can evolve from a static information outlet into an interactive, trust-building platform.

Ease of Social Media Access

Ease of access to social media refers to the extent to which users can easily access and use the information provided through social media platforms. In the ever-growing digital era, the existence of social media is very important for government institutions in establishing effective communication with the public. Social media not only serves as an information channel, but also as an interaction platform that allows the public to better understand the activities and policies taken by institutions such as the DPRD. The use of digital platforms such as official websites, Instagram, and Facebook is expected to be able to increase the efficiency of public access to information.

From the results of the interviews, it can be concluded that the steps taken by the DPRD Public Relations to improve the ease of media access for the public show their commitment to improving the user experience. Through the development of a more structured official website, the presentation of relevant content, and the increase of activities on social media, the DPRD Public Relations strives to reach the public more effectively. Based on the overall statement, it can be concluded that the social media of the Takalar Regency DPRD has an important role in establishing effective communication with the community. The availability of various platforms such as websites, Instagram, and Facebook makes it easier for the public to access information about activities and policies taken by the DPRD. The official website of the DPRD serves as a credible and easily accessible source of information, while Instagram offers engaging visual content, and Facebook serves as a two-way interaction channel. The public is expected to be able to easily understand the information conveyed, considering the existence of social media as a primary communication platform in the digital era.

The ease of access to social media is one of the main indicators in assessing the effectiveness of a platform in providing information to the audience. This measurement of ease of access includes the extent to which users can quickly and efficiently access and utilize available information. People's activities in obtaining information today have undergone significant transformation thanks to technological advances, especially with the presence of

the internet and social media. The availability of digital platforms allows people to obtain information instantly, even in the same moment when an event occurs. Thus, events that occur in any part of the world can be directly published through various media channels, making information more accessible to the public. Given the speed of information delivery and the variety of content available, this ease of access is increasingly becoming a basic need of modern society. Social media not only functions as a tool for disseminating information, but also as a means of community interaction and active participation in the communication process. "People's activities in obtaining information are currently becoming unlimited with the existence of the internet and social media. An event can be accessed instantly after an event has occurred through multiple media channels. The ease of media access is increasingly a need for society today considering the speed of media in accessing various kinds of information" (Golestani, 2021; Kim & Kim, 2021; Wahyuni, Wardana, & ..., 2023).

Based on the results of the research that has been carried out, the ease of access to social media at the Takalar Regency DPRD Office is classified as less effective because even though it uses popular platforms such as Instagram and Facebook, its management is not optimal to ensure maximum accessibility. For example, not all important information is available or updated regularly, and interactive features that make it easier for users to find specific information have not been fully utilized. This shows that the Takalar DPRD's social media must improve the management and presentation of information in order to facilitate access to the wider community.

CONCLUSION

Data analysis and research results show that the effectiveness of using social media as a communication tool for Public Relations in the Takalar Regency DPRD office is classified as less effective. This is shown in indicators, namely: 1). Social media attractions are classified as less effective because even though they have used social media such as Instagram and Facebook to present information in a formal and structured way, and the visual design used is effective to display documentation of official activities, the content conveyed is still focused on official activities and less relevant to the needs of the community. 2). Clarity of social media is quite effective, because it has an orderly structure and clear delivery of information, especially in formal activities such as meetings and work visits. Although the visual design needs to be improved to attract attention, the use of language in the content is good and accessible to the public. 3). The completeness of social media information is classified as less effective even in conveying information about activities, policies, and decisions to the public. The content presented is structured and easy to understand, helping the audience follow the development of the DPRD. Documentation of activities and explanations of policy impacts have the potential to increase public understanding and transparency. 4). The ease of access to social media is classified as less effective, because even though the steps taken by the Public Relations of the Takalar Regency DPRD to improve the ease of media access for the public show a commitment to improving the user experience. And by developing a structured official website, presenting relevant content, and increasing activities on social media, the DPRD Public Relations seeks to reach the public effectively.

The results of this study also imply that effective government communication through social media should balance clarity, completeness, engagement, and accountability. Public institutions like the Takalar Regency DPRD need to transform their communication strategies from being merely informative to being participatory and dialogical. Developing official guidelines for digital interaction, allocating resources for content design, and monitoring public engagement indicators are essential steps toward building transparent and accountable governance in the digital era.

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