

**Digital Content in Public Communication Efforts to Disseminate Probolinggo  
City Government Policies**

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*Received: 04 April 2023; Revised: 30 Mei 2023; Accepted: 15 Juni 2023; Published: Agustus  
2023; Available online: Agustus 2023*

**Abstract**

*The development of information technology, especially the communication sector, creates a disruptive transition that the Government can utilize in conducting public communications. Public communication, especially in the delivery of public policies by the Government, can take advantage of the modernization of online mass media. The Probolinggo City Government also applies this in the socialization of policies in Probolinggo City. The Probolinggo City Government has social media accounts to disseminate information and policies in Probolinggo City with digital content. This research uses a conceptual review technique and a qualitative approach. The aim is to find out the application of social media such as Meta, Instagram, and Youtube owned by the Probolinggo City Government in conveying policy socialization in digital content formats. The types of digital content used are written content, image content, video content, and live streaming. We can find out the effectiveness of uploading digital content in public communication theory related to policy socialization by the Probolinggo City Government.*

**Keywords: Digital Content, Social Media, Government**

## **Introduction**

Advances in technology and developments in information support the transformation towards the era of disruption. Technology that continues to experience modernization, including the latest communication technology, forms a variety of communication media and facilitates the dissemination of information faster and more widely (Nurudin, 2007). The diversity of information and communication technology that is more modern impacts the dissemination of world information that knows no boundaries, distance, space, and time, not only for certain circles. All people, institutions, or organizations have the right to information.

The information received can be useful for the benefit of the person or organization. Information can be used as a form of interaction with the environment. This means that information becomes the need for knowledge and understanding of the surrounding environmental conditions. The form of information civilization demands innovation on information networks, including innovation in the use of mass media as a medium for

disseminating information (Farhatiningsih & Irwansyah, 2018).

One form of communication technology innovation is related to the use of the internet (Gani, 2014). The use of the internet is associated with media for communication, information search media, media to introduce or promote something, and others. The public uses many media or applications to share and get information in the form of text, images, audio, video, and others (Bimantara & Sari, 2013).

Not only people who use communication technology and the internet, but government agencies also take advantage of the use of the internet in communicating and disseminating information to the public (Farhatiningsih & Irwansyah, 2018). Previously, the government communicated and disseminated information through print mass media and electronic mass media, and now it is added by utilizing online mass media (Anggreani et al., 2020).

The form of using online mass media is an appeal from the Minister of Communication and Information of the Republic of Indonesia, which is stated in the Instruction of the Minister of Communication and Information Number 8 of 2018 concerning Coordination of

Work Units at the Ministry of Communication and Information Technology with the Governor as the representative of the central government in the regions, the mayor/regent, the Head of the Communications Service, and Provincial and Regency/City Informatics.

The goal is that the relationship between the government and the community is established in two directions directly without intermediaries (Pienrasmi, 2015). The reason is that people are also actively using online mass media. If the government also uses online mass media, there will be an easily accessible communication meeting point.

In addition, the use of online mass media as an effort by the government to develop the application of the smart city concept is oriented towards the application of smart government and e-government practices (Pienrasmi, 2015) (Syarifuddin et al., 2020).

The government seeks to modernize communication media and disseminate information to the public. The strategy is to upload digital content through official government social media managed by public relations agencies (Pratiwi & Abdurrahman, 2021). Digital content is in a digital format arranged in

the form of text, images, audio, video, and all collaboration. *Digital content* is an innovation that produces the art of creativity (Sugiono, 2020). The theme of digital content is a general theme that contains information (Tim Binus University, 2019). The government also applies digital content to share the latest information.

As done by the Probolinggo City Government. The Probolinggo City Government has a social media account that is managed by the Probolinggo City Government Public Relations. There are social media used by the Probolinggo City Government, namely:

1. Facebook, currently renamed to Meta.
2. Instagram
3. Youtube

The Probolinggo City Government utilizes social media by posting information, a series of activities, and socializing policies in Probolinggo City. Submission of the information in photos videos, coupled with a narrative caption as an explanation. In addition, the Probolinggo City Government usually does live streaming when there are events, meetings, or the delivery of information and policies.

This study will discuss how the Probolinggo City government uses social media? How is the form of digital content applied by the Probolinggo City Government in disseminating the policies implemented in Probolinggo City? So in this article, we will discuss a review of the use of social media owned by the Probolinggo City Government by conceptualizing digital content as a form of policy socialization.

### **Method**

This research uses a literature review method and a qualitative approach with a conceptual review technique. The main objective is to use the literature review to assist researchers in obtaining an updated and structured overview of the literature in a specific scope and which has added value to the review. A literature review can provide an overview of the current context, debate, or issues. The conceptual review refers to synthesizing conceptual coverage that can contribute to understanding an issue. This study attempts to collect various academic literature relevant to the topics discussed so that a new understanding of digital content is obtained as a means of communication and policy dissemination

by the Probolinggo City Government through online mass media.

Qualitative research methods are a series of research procedures that produce descriptive data in the form of words both written and oral regarding the nature of individuals, situations, symptoms of certain groups or groups being observed (Moleong, 1994).

Researchers chose to use this method because it is very suitable for the data search process to answer existing problems and support research needs. The types of data used in this study are secondary data obtained from the results of literature studies, written sources from various related government websites and social media, and news and documentation that can support and complete research analysis materials.

### **Results and Discussion**

Implementation of Policy Dissemination with Digital Content Through Social Media by Probolinggo City Government Probolinggo City is one of the cities that implements e-government practices effectively, especially in service and information dissemination to the public. The Probolinggo City Government is transforming the bureaucracy by

providing services to the community online and disseminating information and policy socialization in the City of Probolinggo.

Various applications are used to support the government. Optimization of technology, information and communication-based facilities has been implemented in Probolinggo City, including in the government domain. This also makes it easier for the government to disseminate information related to the administration of the bureaucracy (Dunan, 2020). The strategy used by the Probolinggo City Government to communicate also utilizes ICT (Information, Communication and Technology) by disseminating all information, as well as communicating with the public.

### **Social Media Facebook or Meta**

Social media belonging to the Probolinggo City Government has the Probolinggo City Government account name. The Probolinggo City Government's original account is marked with a blue tick symbol. The symbol indicates that the account has been verified as an official account belonging to the Probolinggo City Government. So that people can distinguish between real accounts and fake or plagiarized

accounts. The Probolinggo Municipal Government's meta account has more than 30,000 followers.

The profile photo used is the Probolinggo City Government agency symbol, and the cover photo uses the image of the Probolinggo City Government office main building. The page's profile page is a government organization that indicates an internal party manages the account from the Probolinggo City Government. The account also includes the official website of the Probolinggo City Government with the address [probolinggokota.go.id](http://probolinggokota.go.id).



**Gambar 1 : Akun Meta Pemkot Probolinggo**

The Probolinggo city government conveys information and policy dissemination to the people of Probolinggo City with digital content in the form of.

1. Post Content



Gambar 2 : Konten Tulisan di Meta

2. Picture Content



Gambar 3 : Konten Gambar di Meta

3. Video Content



Gambar 4 : Konten Vidio di Meta

4. Live streaming



Gambar 5 : Konten Live Streaming di Meta

5. Instagram



Gambar 6 : Konten Instagram

Social media belonging to the Probolinggo City Government has the account name @probolinggoimpressive.

The Probolinggo City Government's original account is marked with a blue tick symbol. The symbol indicates that the account has been verified as an official account belonging to the Probolinggo City Government. So that people can distinguish between real accounts and fake or plagiarized accounts. The Probolinggo City Government's IG account has more than 13,000 followers.

The profile photo used is the symbol of the Probolinggo City Government agency. On the profile page, there is a bio with details of the Probolinggo City Government official account, which indicates the Probolinggo City Government internal party manages the account. The official account is also connected to the IG account of the Mayor of Probolinggo named @handaledukasi. The account also includes the official website of the Probolinggo City Government with the address [probolinggokota.go.id](http://probolinggokota.go.id).

### 1. Pos Content

probolinggoimpressive Wali Kota Probolinggo Habib Hadi Zainal Abidin menggelar audiensi bersama warga Kelurahan Kebonsari Wetan dengan tema sosialisasi portal emas dan vaksinasi lansia di ruang pertemuan kantor Kelurahan Kebonsari Wetan, Selasa (16/11).

Kehadiran Wali Kota Probolinggo yang didampingi Camat Kanigaran Agus Riyanto, Danramil 01 Kapten Asnawi dan Kepala Diskominfo Pujo Agung Satrio memiliki tujuan untuk bersilaturahmi dan berdialog dengan masyarakat setempat.

Wali Kota Habib Hadi menjelaskan terkait inovasi pelayanan kepada masyarakat berbasis digital.

"Jika dulunya mengurus surat dari RT, RW ke kelurahan dan kecamatan butuh waktu 2 sampai 3 hari. Sekarang dengan aplikasi yang sudah diluncurkan yaitu portal emas, pengurusan surat di RT hanya 5 menit, RW 5 menit, langsung ke kelurahan cukup 15 menit dan kecamatan 15 menit. Tidak sampai 40 menit sudah selesai pelayanan bagi masyarakat. Walaupun situasi dan kondisi masih pandemi namun inovasi dan terobosan harus dilakukan," terangnya.

Tidak hanya dimudahkan dengan aplikasi, lanjutnya, RT/RW juga dibantu dengan paket data sebanyak 8 gb setiap bulan. "Pesan saya jangan dipakai untuk liat youtube dan main tik tok terus. Manfaatkan untuk pelayanan pengabdian kepada masyarakat. Karena RT/RW adalah ujung tombak pemerintahan karena tanpa anda masalah pemerintahan akan berjalan lebih baik," ujarnya.

Habib Hadi juga menyiapkan program BPJS

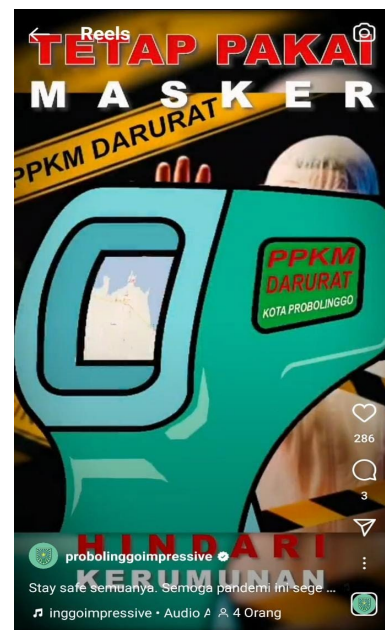
Gambar 7 : Akun IG Pemkot Probolinggo

### 2. Picture Content



Gambar 8 : Konten Gambar di Akun IG

### 3. Video Content



Gambar 8 : Konten Vidio di IG

4. Live streaming



Gambar 9 : Livestreaming di Akun IG Youtube

Social media belonging to the Probolinggo City Government has the Probolinggo City Government account name. The Probolinggo City Government's Youtube account has more than 6,000 subscribers.

The profile photo used is the Probolinggo City Government agency symbol, and the cover photo uses the Probolinggo City Government symbol with a predominantly green background color. On the profile page, there is not much data. It only says the country of

Indonesia and the date of account creation on February 13, 2018.

Especially on the YouTube account belonging to the Probolinggo City Government, which contains digital content in videos. Including digital content containing the delivery and socialization by the Mayor of Probolinggo both during speeches, interviews, and videos in flow and public services.

Video Content

1. Speech Video Content



Gambar 10 : Akun Youtube Pemkot Probolinggo

2. Interview Video Content



Gambar 11 : Konten Interview



### 3. Policy or Program Implementation



**Gambar 12 : Konten Pelaksanaan Kebijakan**

#### Digital Content Indicator

##### 1. Writing Content

Written content in public communication on social media has an essential role in achieving the achievements and objectives of delivering policies through social media.

Excellent and correct written content must have components such as type of language, diction, language style, nature, word choice, and placement to form an ideal writing composition to support information. So that there is no perception error in receiving messages by the people of Probolinggo City and automatically the delivery of policies made by the Probolinggo City

government can be spread right on target. The method used in the written content is the AIDA method (Attention, Interest, Desire, and Action).

Especially for the written content on the Meta and Instagram accounts, the Probolinggo City Government has included this AIDA method in delivering public policies.

##### a. Attention

Post content uploaded to the meta account displays a portion of the entire manuscript content. The form of the first impression attracts the public to click on the link to read the entire contents of the policy to be applied. As in the picture above, people can click on the upload..

##### b. Interest

Written content is an attractive and unique appearance and must maintain public interest in enjoying the content until the final discussion. It is even better when the people of Probolinggo City share the posting on their accounts. As in the picture, people from the City of Probolinggo share the upload.

##### c. Desire

Written content must have the ability to arouse the public's desire,

especially to implement the policy jointly. Desire will develop into action by society.

d. Action

This stage is the core of a copywriting technique. Written content is considered successful when the community is moved to implement the policies instructed by the communicator. In the context of delivering the policies of the Probolinggo City government institutions, actions can be related to the context of the increasing number of people who feel the service is increasing or the number of information recipients in the Probolinggo City community getting higher.

2. Picture Content

Image content spread on social media is quite varied. The following are some types of image content popular on social media and suitable for use

in government agency accounts, such as photo documentation, photo quotes, posters, infographics, and memes. The Probolinggo City Government also shares image content on Meta and Instagram accounts. Some are in the form of photo documentation when submitting policies, posters containing information related to

policies, infographics that support policies that the people of Probolinggo City obey, and reposting uploads or quotes from other official agencies.

- a) The conditions for uploading image content are
- b) Images contain objects clearly.
- c) The use of captions in providing object descriptions
- d) The element of correctness of information must be prioritized. make sure there are no confusing or false details.
- e) Content upload time is not too long from the activity time, and is chronologically sequenced.
- f) Uploaded content is relevant to the agency's main message and is relevant to policy.
- g) Oriented to the objectives of implementing policies by the government
- h) Based on research and reliable sources and production date as accountability reference
- i) Relevant to community needs or to the latest issues
- j) Harmonious and attractive visual structure
- k) Readability
- l) Contains elements of persuasion
- m) Simplicity

- n) Consistency with brand guidelines or in policy discussions
- o) Ease of communication or Shareability

### 3. Video Content

There are various types of video content according to categories according to the purpose and method of making it. The social media of the Probolinggo City government agency applies it on social media both on Meta, Instagram, and Youtube. As:

#### a. Community Service

Community service video is a publication media whose purpose is to attract and explain policies in public service so that it can attract people to take action according to directions and policies.

#### b. Videographic

Videography or Motion Graphic is a form of animation created to explain an applied policy. The public can get visuals and videos.

#### c. Short Film

Short films are films or delivery shows that are made in a shorter time.

#### d. Video Slideshow

Video Slideshow is one form of presentation, especially when delivering policies by the government

#### e. Video Reporting

Video reporting is a journalistic activity that covers interviews according to events in the field.

### **The relationship between the use of social media by the Probolinggo city government and the effectiveness of government communication**

Following the government communication theory, the communication strategy used by the Probolinggo City Government is effective in conveying information and policies to the public. Three indicators, such as: assess the effectiveness of this implementation.

#### 1. Source Credibility

Sources of information from social media accounts, including Meta, Instagram, and Youtube, include credible information for the Probolinggo City Government. The reason is the public relations of the Probolinggo City Government which manages the official social media accounts of the Probolinggo City Government. The content of the uploaded information has a valid validity

value because it is directly from the Probolinggo City Government, which is on duty according to the field and works professionally following operational standards in conveying information to the people of Probolinggo City.

## 2. The Attractiveness of a Communicator

The communicator is the Probolinggo City Government by conveys messages through social media. Then the assessment of the attractiveness of the message combinator related to policy through delivery techniques and forms of digital content uploaded on social media accounts, both Meta Instagram and Youtube belonging to the Probolinggo City Government. Specifically, the strategy carried out by the Probolinggo City Government can be said to have a good assessment of digital content. The reason is that the uploaded text uses word choices that are easy for the Probolinggo community to understand thoroughly for all groups. In fact, not only in the form of text, but the Probolinggo City Government uploads policy-related information through photos and videos that add to the attractiveness of the Probolinggo City government's social media accounts. In addition, the Probolinggo City Government explicitly

facilitates the delivery of policy-related information directly during the event procession. Such as the provision of live streaming when the Mayor makes a speech. So that this technique can attract people to see when they are not present at the location.

## 3. Sources of information

Sources of information will be more attractive to the public and increase public interest if there are community needs, desires, and interests. Such as the delivery of information from the Probolinggo City Government regarding vaccinations for the elderly. Social media accounts belonging to the Probolinggo City Government contain information needed by the people of Probolinggo City, explicitly discussing the latest and urgent issues. This can minimize the spread of false information or hoaxes. So that the inclusion of this information on social media accounts, including Meta, Instagram, and Youtube, the Probolinggo City Government, has determined the interest of the Probolinggo City community to visit the Probolinggo City Government social media accounts.

## Reflection

The growth of digital technology, especially social media, requires the Probolinggo City Government to have a public communication strategy related to the delivery of policy information in the City of Probolinggo. It is interesting, relevant, and keeps the information delivered on target. This makes it easier for the Probolinggo City government to establish two-way communication with the community. The Probolinggo City Government uses explicitly social media such as Mega, Instagram, and Youtube to convey policy-related information with engaging digital content in the form of text, photos, videos, and live streaming. This strategy is quite effective with the perception according to government communication indicators such as credibility of information, the attractiveness of communicators, and sources of information. These three things are contained in the digital content strategy uploaded on social media belonging to the Probolinggo City Government.

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