

Analysis The Role Of Digital Public Relations In Increasing Public Trust At Bawaslu Dki Jakarta

Ghiyatuddin Muhammad Isfahani Husin¹, Christian Wiradendi Wolor², Marsofiyati³

¹Digital Office Administration, Faculty of Economics and Business, Universitas Negeri Jakarta, Indonesia

²Digital Office Administration, Faculty of Economics and Business, Universitas Negeri Jakarta, Indonesia

³Digital Office Administration, Faculty of Economics and Business, Universitas Negeri Jakarta, Indonesia

Abstract

This study uses a qualitative descriptive approach by describing and analyzing the problems found. Qualitative research is based on primary data and secondary data. Primary data in this study were obtained by observing, interviewing, and documentation, while secondary data was obtained through books, previous research, and research-related articles. The purpose of this research is to analyze and understand the role of digital public relations at Bawaslu DKI Jakarta, a government institution responsible for monitoring the election process. It aims to comprehend the effectiveness of digital public relations strategies in enhancing transparency and integrity of the institution in the eyes of the public, as well as to identify challenges and obstacles faced by Bawaslu DKI Jakarta in implementing these strategies to build public trust. This research provides insights into the role of digital public relations in increasing public trust, focusing on Bawaslu DKI Jakarta (the General Election Supervisory Agency) as a case study. The findings contribute to a deeper understanding of how Bawaslu uses digital public relations to maintain public trust and safeguard its reputation in the public eye.

Keyword: Digital Public Relations; Public Trust; Transparency and Integrity; BAWASLU DKI JAKARTA

1. Introduction

In the rapidly advancing digital era, the presence and role of Public Relations (PR) have undergone significant transformation. Digital Public Relations has become a vital aspect of modern communication strategies, especially in the context of public institutions that play a crucial role in society, such as the Election Supervisory Body (Bawaslu).

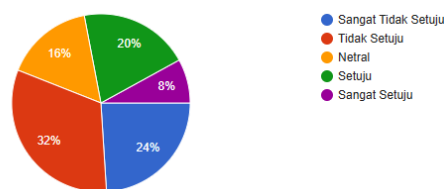
Digital Public Relations refers to activities carried out by public relations practitioners in the era of technological communication development by utilizing social media networks. The evolution of communication in the digital era demands PR practitioners to continuously adapt in leveraging new media to facilitate communication dialogues on social media and to reach the public quickly and effectively. (Salsabila et al., 2020).

In line with the duties of Public Relations (PR) in government institutions, their role includes influencing public opinion to facilitate the application of new regulations and taking responsibility for providing information to the public, enabling them to express the agency's thoughts and perspectives. The more proficient government PR is in disseminating information widely, the higher the level of public trust in the government institution. Information dissemination has now become the spearhead for the Public Relations of Bawaslu in DKI Jakarta Province, which must be conducted routinely to create a conducive communication climate that supports national development efforts.

With the increasing use of the internet and social media, Digital Public Relations (DPR) provides Bawaslu with opportunities to directly engage with the public, disseminate accurate information, and respond swiftly to emerging issues. DPR strategies include managing content on social media, handling relationships with digital media, and utilizing various online platforms to deliver consistent and transparent messages.

Figure 1. Pre-research 1

Apakah menurut Anda, Digital Public Relations telah meningkatkan kepercayaan masyarakat terhadap Bawaslu DKI Jakarta?
25 jawaban



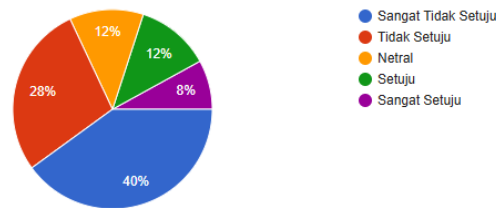
Source: Data compiled by the author (2024)

Figure 1. The results of the pre-research showed that out of the total 25 respondents selected as samples, 24% answered "Strongly Disagree," 32% answered "Disagree," 8% answered "Neutral," 20% answered "Agree," and 16% answered "Strongly Agree." When asked, "Do you think Digital Public Relations has increased public trust in Bawaslu DKI Jakarta?" the results indicate that Digital Public Relations has not yet fully succeeded in increasing public trust in Bawaslu DKI Jakarta.

Figure 2. Pre-research 2

Apakah menurut Anda, komunikasi yang dilakukan melalui media digital oleh Bawaslu DKI Jakarta sudah mencapai seluruh segmen masyarakat?

25 jawaban



Source: Data compiled by the author (2024)

Figure 2. The results of the pre-research showed that out of the total 25 respondents selected as samples, 40% answered "Strongly Disagree," 28% answered "Disagree," 12% answered "Neutral," 12% answered "Agree," and 8% answered "Strongly Agree." When asked, "Do you think the communication conducted through digital media by Bawaslu DKI Jakarta has reached all segments of society?" the results indicate that the communication carried out through digital media by Bawaslu DKI Jakarta has not yet reached all segments of society, as there are still many people who do not understand digital media, such as the elderly or those without electronic media to access information on digital platforms.

2. Literature Review

2.1 Theory

Public Relations (PR), often referred to as public affairs, is inherently one of the management functions. In various activities, a public relations professional undertakes numerous management tasks, starting from planning, program development, program implementation, program monitoring, program evaluation/analysis, providing feedback, and devising new plans. This is the cyclical nature of a public relations professional's work. In carrying out these activities, a public relations professional also acts as a leader, both in an organizational sense and in a situational context. This means that in situations requiring quick decision-making, a PR professional must determine what actions to take and what to avoid. Leadership here also involves leading a team comprising various individuals/public relations practitioners to execute different activities aimed at achieving shared goals.

Public relations (PR) in educational institutions can play a crucial role in maintaining the image of a company or educational institution. Unfortunately, in today's context, the role of public relations in government institutions has not been fully utilized. This is primarily due to the lack of knowledge among the executors and managers of these institutions about the true importance of public relations. Public relations hold a vital position within an organization or company, especially those that frequently interact with the public. Fundamentally, PR serves as a tool for disseminating information, fostering, maintaining, and building harmonious relationships to secure a positive image for the company or institution. An organization needs public relations to achieve its objectives, as the communication strategies developed by PR significantly influence the image and reputation of both the organization and educational institutions.

2.2 Theory 2

Public relations in the digital realm (commonly referred to as "Cyber Public Relations" or Cyber PR) involves utilizing electronic media, particularly the internet, to build brand awareness, maintain trust, and foster understanding and a positive image of a company or organization among its audience. This approach enables one-to-one, interactive communication with the public.

Cyber PR refers to the practice of public relations (PR) conducted online, where PR professionals leverage the internet as their primary working platform. Advances in information technology have enabled government PR, as well as organizational and corporate PR, to evolve through Cyber PR. This approach facilitates the dissemination of news or information via social media, social networks, and websites, enhancing relationships between PR professionals and their audience. It allows for faster delivery of information, accessible from anywhere, without spatial limitations.

Public Relations (PR), commonly referred to as public affairs, is inherently a management function. In its various activities, a public relations professional performs numerous managerial tasks, including planning, program development, program execution, program monitoring, program evaluation/analysis, providing feedback, and creating new plans. This cycle constitutes the core workflow of a public relations professional. In carrying out these activities, a public relations professional also takes on the role of a leader, both in an organizational sense and situationally. This means that in situations requiring quick decision-making, a PR professional must determine what actions should be taken and what should be avoided. Leadership here also entails leading a team of individuals/PR practitioners to carry out various activities to achieve common goals.

2.3 Theory 3

Trust is the foundation of any relationship. A relationship between two or more parties can only occur if each side trusts the other. Trust is not something that can be acknowledged instantly by the other party; it must be built from the ground up and proven over time. In the economic world, trust has been considered a catalyst in various transactions between sellers and buyers, ensuring that consumer satisfaction is achieved as expected. (Setyoparwati, 2019).

Based on various definitions and perspectives shared by experts on trust, it can be concluded that trust is the belief or expectation someone has toward another individual or group to act in an honest, fair, and norm-compliant manner. Trust creates a strong foundation for cooperation and interaction, both at the individual and collective levels. The process of building trust involves positive experiences between interacting parties, which then foster commitment and openness in the relationship. Trust is also closely linked to consistent behavior, integrity, competence, and the ability of individuals or groups to meet promises or expectations. In a broader context, trust is a relational concept that develops within social environments such as family, relatives, and close friends, and has a significant impact on creating harmony and shared well-being.

2.4 Theory 4

Factors that influence public trust can be seen from various perspectives

1. Public Expectations

Studies on the formulation of public policies tend to overlook the true nature of public issues. Some argue that the content of public problems lies outside the field of

political science. However, one important aspect to consider when examining public or general issues is that a problem cannot be seen merely as an issue without involving the way people perceive it.

2. Performance

The term "performance" is translated as *kinerja* in Indonesian. Performance is not a characteristic of an individual, such as talent or ability, but rather the manifestation of that talent or ability itself. This perspective suggests that performance is an expression of skills in the form of tangible work. In relation to a particular position, performance is defined as the outcomes achieved in connection with the duties of a position over a certain period of time.

The definition of government agency performance according to the Head of the National Institute of Public Administration's Decree No. 239/IX/6/8/2003 is a depiction of the level of achievement of the goals or objectives of a government agency, which is a breakdown of the agency's vision, mission, and strategies. It indicates the level of success or failure in the implementation of activities in accordance with the programs and policies that have been set.

The performance of government agencies is focused on measuring the performance of work units or entities within the government. The focus of performance measurement can be applied to each work unit or entity, covering the following areas (Kadratin isni, 2022).

- Vision, mission, goals, and objectives
- Main duties and functions
- Organizational structure and personnel
- Work programs
- Budget

3. Gap

Gaps are divided into four types, including the expectation-performance gap, which refers to the difference between the expected and actual performance. The expectation gap occurs when there is a discrepancy between what stakeholders expect and what is perceived as achievable. The boundary gap arises from unclear or undefined boundaries between roles, responsibilities, or expectations within an organization. Lastly, the performance gap is the difference between the desired performance level and the actual performance achieved (Mufidta & Urumsah, 2024).

4. Knowledge

The influence of knowledge, work attitude, and experience on employee performance (Alias & Serang, 2018). Their research also mentions that an employee's knowledge needs to be developed through both formal and non-formal education as well as experience. Low knowledge about Islamic banks leads to a lower interest in saving at those banks. From this, it can be concluded that the more knowledge a person gains about Islamic banks, the greater the opportunity to connect with that bank (Agustin & Hakim, 2022).

2.5 Theory 5

As we know, the advancement of technology in today's era greatly influences people's habits in carrying out their daily lives. One of the most notable changes is the increasing use of social media every day. This technological development brings various impacts for its users, one of which is for public relations professionals who can utilize social media in their activities.

Public Relations is certainly closely related to a company's reputation, meaning that a Public Relations professional will take various efforts to improve the image and reputation of the company itself. Therefore, the presence of social media allows Public Relations professionals to be more innovative in publishing information, helping shape public opinion and building the reputation of the company.

3. Material and Method

3.1 Design Study

This research uses a qualitative approach aimed at understanding phenomena or events in depth. This study utilizes descriptive data in the form of oral or written language from the individuals being observed. Qualitative research often uses language as its data, whether written or spoken, although it may also use photos, videos, or other types of behavioral recordings. Qualitative data is often collected through interviews, focus group discussions (structured group discussions), or observations. Qualitative research attempts to uncover the perspectives of the subjects or participants in the study. It uses an "emergent design," referring to an iterative process that combines data analysis, initial data inspection, and data collection. The flexibility of this emergent design can strengthen and deepen the rigor and validity of qualitative research, rather than weakening it. (pre-registering).

3.2 Data Analysis

In this qualitative research, the sampling technique or participant selection uses the purposive sampling method. According to Sugiyono (in Ardiyanti & Mora, 2019), purposive sampling is a method where the researcher makes a decision on sample selection by specifying particular characteristics that align with the research objectives and involves individuals who possess specific characteristics to participate in the study. In this case, employees involved in the competency development program with relevant experience will be prioritized. The research sample will involve approximately 5-10 employees from the Public Relations department of Bawaslu DKI Jakarta, from various levels of positions. This is expected to provide more representative data regarding the employees' experiences and perspectives on competency improvement in facing global business challenges. The informants to be interviewed by the researcher will include four participants from the Subdivision of Organization, Human Resources, and Internal Compliance.

In the sampling technique, non-probability sampling is used with the purposive sampling method. Non-probability sampling is a technique where not every element (member) of the population has an equal chance of being selected as part of the sample (Amin, N. F., Garancang, S., & Abunawas, 2023). Meanwhile, purposive sampling is a method in which the researcher ensures the selection of participants by identifying individuals who match the specific characteristics relevant to the research objectives, allowing them to provide appropriate responses to the research case (Lenaini, 2021).

The purposive sampling method applied by the researcher selects samples that align with the research objectives, with the condition that employees have been working for at least

six months at the Bawaslu DKI Jakarta. The four samples provided the researcher with various important pieces of information or aspects that will emphasize, enhance, or enrich the understanding of the perspectives being studied. The researcher chose four samples because, in a case study research design, at least one sample is required, but more than one can also be included. Another theory supporting the selection of the four samples in tabular form is as follows:

Tabel 1. Qualitative sample size
Rules of thumb for Qualitative sample size

Basic Study Type	Rule of Thumb
Ethnography	10-20 interviews
Case Study	At least one, but can be more
Phenomenology	Six participants
Grounded Theory	10-20 interviews
Focus Groups	Two to Three per group or more groups per each strata of interest

Source: (Njie & Asimiran, 2014)

4. Result

To understand the role of Digital Public Relations at Bawaslu DKI Jakarta, the researcher conducted interviews with four participants. The participants answered questions posed by the researcher regarding the role of Digital Public Relations. In the interviews, employees revealed that each of them has a role in managing public relations at Bawaslu DKI Jakarta, particularly focusing on improving public trust. Thus, regarding the role of Digital Public Relations at Bawaslu DKI Jakarta, the employees are focused on maintaining the institution's positive image through Digital Public Relations efforts. Below are the results of the data obtained from the interviews conducted by the researcher.

1. The Role of Digital Public Relations of Bawaslu DKI Jakarta

The role of digital communication in institutions such as Bawaslu DKI Jakarta is crucial in building effective relationships with the public and ensuring transparency in all its activities. Digital communication serves as a means to deliver information broadly, quickly, and efficiently through various platforms such as official websites, social media, and other technology-based applications. By using digital communication, institutions can reach various segments of society, including those who were previously hard to reach through traditional communication methods. Additionally, digital communication enables institutions to respond quickly to questions, complaints, or feedback from the public, fostering a sense of closeness and trust. In the context of election monitoring, digital communication also plays an important role in conveying information related to processes, schedules, results, and efforts to prevent violations, ensuring that the public feels involved in the democratic oversight. With this approach, digital communication not only becomes a tool for disseminating information but also a means to strengthen the institution's legitimacy in the eyes of the public.

Participant A: "I usually focus on ensuring that all the information we share on digital media is clear, accurate, and timely. Additionally, I am often involved in creating strategies to build public trust, such as promoting transparency and opening up online discussion spaces."

Participant B: "I frequently create creative content that is easy for the public to understand, like infographics or short videos. I also make it a point to actively respond to questions or complaints from the public on social media."

Participant C: "One of my tasks is to ensure that all circulating information is accurate and not misleading. If there's any hoax, I make sure to clarify it quickly."

Participant D: "As for me, I often help the team create content for social media. But I realize that even small things like this can have a big impact on building public trust. For example, when I create a post explaining the institution's program in simple language, many people understand better and appreciate it."

2. The role of Digital Public Relations in increasing public trust

Based on the interviews with the participants, it can be concluded that the Digital Public Relations team at Bawaslu DKI Jakarta plays various important roles in increasing public trust in the institution. One of the methods applied is delivering clear, transparent, and fact-based information. The first participant emphasized the importance of maintaining transparency in every communication sent to the public. By doing so, the public feels more confident that the information they receive is accurate and there is nothing being concealed, thus preserving trust in the institution.

Through these various roles, the Digital Public Relations team at Bawaslu DKI Jakarta strives to build and maintain public trust by ensuring that their communication is not only informative but also responsive and transparent.

3. Challenges as Digital Public Relations for Bawaslu DKI Jakarta

As Digital Public Relations at Bawaslu DKI Jakarta, the challenges faced are diverse and require a careful approach. One of the main challenges is maintaining consistency and accuracy of information amidst the fast flow of news. The public tends to want quick and easily accessible information, but the process of verifying and validating information internally within the institution often takes longer. This requires digital PR to balance between the speed of response and the accuracy of the information being conveyed.

Another challenge often faced is dealing with negative sentiment and the rapid spread of hoaxes on social media. If not addressed promptly, inaccurate or false information can damage the institution's reputation, requiring a quick and precise response to prevent the issue from escalating. Furthermore, the ever-evolving dynamics of social media pose their own challenge. The constantly changing digital platforms force digital PR to continually update their knowledge and skills to ensure that communication remains effective and relevant to the audience.

Finally, there is the challenge of building and maintaining public trust in government institutions, which are often perceived as lacking transparency. Skeptical citizens, particularly regarding information from state institutions, require additional efforts to convince them of the clarity and accuracy of the information shared. Limited

experience, especially for new staff, can also be a barrier in addressing sensitive issues in ways that prevent misunderstandings.

5. Discussion

1. The Role of Digital Public Relations of Bawaslu DKI Jakarta

Digital Public Relations (DPR) at Bawaslu DKI Jakarta plays a crucial role in managing communication between the institution and the public. DPR is responsible for delivering clear, accurate, and timely information through digital channels such as social media, the official website, and other platforms. This enables Bawaslu to provide updates on ongoing elections and monitoring activities.

According to (Hafiz Maulana Sadiq, Agus Naryoso, 2022), public relations or digital public relations refers to public relations activities carried out using or through the internet as a means of publication. By using digital public relations, public relations practitioners can easily overcome various barriers and limitations, and more effectively communicate messages to their target audience without relying on intermediaries such as editors or journalists when distributing content through electronic or print media.

The role of Digital Public Relations (DPR) at Bawaslu DKI Jakarta is crucial in managing communication between the institution and the public. Through digital channels such as social media and the official website, DPR provides clear and timely information related to elections and ongoing supervision. Additionally, DPR answers questions and provides clarifications to the public, ensuring effective two-way communication. By maintaining transparency and responding to emerging issues, DPR helps build a positive image for Bawaslu and strengthens relationships with the public.

This description aligns with research conducted by (Tuhana et al., 2023), which highlights the role of public relations in government institutions in developing communication strategies to create interest and understanding, as well as ensuring that the plans are executed as intended. Similarly, the study supports the importance of public relations (PR) in government agencies in sharing public information.

2. The role of Digital Public Relations in increasing public trust

Based on the observations and interviews with participants at Bawaslu DKI Jakarta, the role of Digital Public Relations (DPR) is crucial in building and maintaining public trust. As explained in the study conducted by (Tuhana et al., 2023), "Public relations has the task and function of being responsible for and maintaining the positive image that exists within an institution or company, and plays a role in delivering policies and information implemented by the institution or company." Digital Public Relations has a similar responsibility in maintaining the positive image of the institution by conveying the policies adopted by Bawaslu and providing clear and accurate information to the public.

Through the use of digital platforms such as social media and websites, Digital Public Relations at Bawaslu can transparently and timely communicate policies related to election supervision. Moreover, with the existence of two-way communication, the public can more easily ask questions and receive clarifications, which can strengthen their trust in the institution. By maintaining transparency and clarity of information, Digital Public Relations not only helps reduce uncertainty but also strengthens the

relationship between Bawaslu and the public, ultimately increasing public trust in the election process supervised by Bawaslu.

3. Challenges as Digital Public Relations for Bawaslu DKI Jakarta

As a Digital Public Relations professional, the challenges faced include accessibility to services and the development of adequate digital infrastructure. According to (Meirisha, 2024), "addressing challenges related to accessibility of services and the development of adequate digital infrastructure" is essential. This aligns with the challenges faced by Digital Public Relations in ensuring that the information provided is easily accessible to all segments of society, whether through social media, websites, or other digital platforms.

Another challenge is formulating and implementing the right digital marketing strategies. The quote also states, "The right digital marketing strategies, including the use of SEO, SEM, and social media marketing, are key to reaching consumers in the digital age." In this context, Digital Public Relations must ensure that every message conveyed through digital platforms is easily found by those seeking information. The use of SEO and SEM to optimize searches for election-related information and electoral supervision is crucial for reaching a wider audience. Effective use of social media is also necessary to strengthen relationships with the public and maintain public engagement. Therefore, the biggest challenge for Digital Public Relations at Bawaslu DKI Jakarta is addressing the issues of information accessibility and designing the right digital strategies to ensure optimal public involvement in election oversight.

6. Conclusion, Implication, and Recommendation

The Digital Public Relations (DPR) team at Bawaslu DKI Jakarta plays a pivotal role in shaping the institution's communication landscape. Through the use of various digital platforms, the team ensures that information related to election processes and oversight is disseminated in a clear, accurate, and timely manner. The insights gained from interviews with employees reveal a strong commitment to transparency and public engagement. Participants emphasized their dedication to creating informative content, addressing public queries, and swiftly correcting misinformation. This proactive stance not only helps to bolster the institution's credibility but also fosters a deeper connection with the community. Ultimately, the DPR's efforts are essential for building public trust, particularly in the sensitive context of electoral supervision.

The implications of this research highlight the critical importance of effective Digital Public Relations within government institutions like Bawaslu DKI Jakarta. As the landscape of communication evolves, the need for transparency and responsiveness becomes paramount. The findings suggest that by leveraging digital platforms, Bawaslu can not only disseminate information but also engage in meaningful dialogue with the public. This two-way communication is crucial for addressing concerns and dispelling misinformation, which can otherwise undermine public trust. Furthermore, the study underscores the necessity for government bodies to adapt to the digital age, ensuring that they meet the expectations of an increasingly informed and connected citizenry.

To enhance the effectiveness of Digital Public Relations at Bawaslu DKI Jakarta, it is essential to implement a multifaceted approach. First, investing in ongoing training programs for DPR staff will equip them with the latest skills in digital communication, content creation,

and crisis management, ensuring they remain adept in a rapidly evolving digital landscape. Developing a comprehensive digital communication strategy that incorporates Search Engine Optimization (SEO) and social media marketing will further increase the visibility and accessibility of information, allowing Bawaslu to effectively engage with a broader audience. Additionally, establishing regular feedback mechanisms, such as surveys and interactive sessions, will provide valuable insights into public perceptions and needs, enabling the institution to adjust its strategies accordingly. A clear crisis communication plan should also be put in place to ensure that any misinformation or negative sentiment is addressed swiftly and accurately. Finally, organizing community engagement initiatives will foster deeper relationships with the public, enhancing understanding of Bawaslu's role and the importance of electoral oversight. By adopting these recommendations, Bawaslu DKI Jakarta can significantly strengthen its Digital Public Relations efforts and build lasting trust with the community it serves.

7. References

- Agustin, D. N., & Hakim, L. (2022). Peran Religiusitas Sebagai Variabel Moderating Pengetahuan, Persepsi Produk Bank Syariah dan Literasi Keuangan Terhadap Minat Investasi Syariah. *Jurnal Pendidikan Akuntansi (JPAK)*, 10(2), 106–116. <https://doi.org/10.26740/jpak.v10n2.p106-116>
- Alias, & Serang, S. (2018). Pengaruh Pengetahuan, Sikap Kerja dan Pengalaman Kerja Terhadap Kinerja Karyawan. *Paradoks: Jurnal Ilmu Ekonomi*, 1(1), 82–97. <https://doi.org/10.57178/paradoks.v1i1.177>
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). (2023). KONSEP UMUM POPULASI DAN SAMPEL DALAM PENELITIAN. *JURNAL PILAR: Jurnal Kajian Islam Kontemporer*, 14(1), 17. <https://doi.org/10.21070/2017/978-979-3401-73-7>
- Hafiz Maulana Sadiq, Agus Naryoso, M. Y. (2022). Peran Digital PR Diskominfo Kota Semarang Dalam Mendukung Komunikasi Publik Pada Penanganan Pandemi Covid-19. *Journal of Public Administration and Social Science*, 10(1), 1–52. <https://doi.org/10.21608/pshj.2022.250026>
- Kadratin isni, Y. (2022). Strategi Peningkatan Kinerja Berdasarkan Sisitem Akuntabilitas Ins.Pemerintah (Sakip). *Analisis Pengaruh Kualitas Pelayanan Pt Kereta Api Indonesia (Pt Kai) Terhadap Kepuasan Konsumen Pada Kereta Api Kelas Eksekutif Taksaka*, 55, 1–95.
- Lenaini, I. (2021). Teknik Pengambilan Sampel Purposive Dan Snowball Sampling. *HISTORIS: Jurnal Kajian, Penelitian & Pengembangan Pendidikan Sejarah*, 6(1), 33–39. <http://journal.ummat.ac.id/index.php/historis>
- Meirisha, P. J. (2024). *Strategi Public Relation Bank Syariah dalam Menghadapi Tantangan di Era Digital : Literature Review*. 1(1), 39–46.
- Mufidta, F., & Urumsah, D. (2024). Determinan kesenjangan ekspektasi terhadap tingkat kepercayaan masyarakat pada pengelolaan dana keistimewaan Model konseptual. *Jurnal Proceeding of National Conference on Accounting Dan Finance*, 6, 231–240.
- Njie, B., & Asimiran, S. (2014). Case Study as a Choice in Qualitative Methodology. *IOSR Journal of Research & Method in Education (IOSRJRME)*, 4(3), 35–40. <https://doi.org/10.9790/7388-04313540>
- Salsabila, F. P., Risdayah, E., Astuti, D. R., Circular, T., & Of, M. (2020). *Pengelolaan*

- Instagram @ bawasludkijakarta Sebagai Bentuk Kegiatan Digital PR*. 5(April), 123–142. <https://doi.org/10.15575/reputation.vxix.xxxx>
- Setyoparwati, I. (2019). Pengaruh Dimensi Kepercayaan (Trust) Konsumen terhadap Kepuasan Pelanggan Pada E-Commerce Di Indonesia. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 3(3), 111–119. <https://doi.org/10.31955/mea.vol4.iss1.pp111-119>
- Tuhana, V. E., Daga, L. L., Aslam, M., Lada, H. L. ., & Edo, J. (2023). Strategi Digital Public Relations Pemerintah Kota Kupang Melalui Media Sosial. *Jurnal Communio : Jurnal Jurusan Ilmu Komunikasi*, 12(2), 297–315. <https://doi.org/10.35508/jikom.v12i2.9173>