

Government Public Relations: Opportunities and Challenges in Socializing the Mayor's Regulation on Parking Price Reduction in Pekanbaru City

Risa Amalia^{1*}, Nurjanah², Anuar Rasyid²

¹Department of Communication, Universitas Hang Tuah Pekanbaru

²Department of Communication, Universitas Riau

*Correspondence Email: risaamalia@htp.ac.id

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Abstract: *This study aims to analyze the role of Government Public Relations (GPR) of the Pekanbaru City Government in disseminating Mayor Regulation Number 2 of 2025 concerning the Review of Public Service Retribution Rates for On-Street Parking Services, as well as to identify the opportunities and challenges encountered in the dissemination process. The background of this research is based on the importance of effective public communication in supporting the implementation of regional policies, especially those directly affecting public interests. This study employs a qualitative approach with a descriptive method. Data were collected through in-depth interviews with the Public Relations division of the Pekanbaru City Government, field observations, and documentation related to the policy dissemination process. The findings reveal that the communication strategy of the Public Relations Division in disseminating Mayor Regulation Number 2 of 2025 regarding the reduction of parking fees involves an integrated approach that combines traditional and digital media, clear and visual messaging, and participatory discussion forums. This approach aims to increase public awareness, compliance, and participation, as well as to build public trust in the government. However, the challenges faced include reaching a heterogeneous audience, combating misinformation, simplifying complex information, adapting to technological developments, and managing limited resources. With inclusive and adaptive strategies, it is expected that the policy can be well-received and effectively implemented by the community.*

Keywords: *Government Public Relations; Policy Dissemination; Parking Fee Reduction; Pekanbaru City; Public Communication*

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Introduction

Public communication plays a strategic role in supporting the successful implementation of local government policies, as it serves as the main bridge between the government as the policymaker and the community as both the object and subject of those policies (Mardiana et al., 2017). Without effective communication, even well-crafted policies have the potential to be misunderstood, misinterpreted, or even rejected by the public. Local governments are not only responsible for formulating policies but also for ensuring that every policy is accepted, understood, and implemented by the public in a participatory manner (Priyatna et al., 2020). Therefore, public communication becomes a vital instrument in building awareness, understanding, and public support for a policy.

Amid the rising economic burden felt by the public due to increasing prices of basic necessities, the Pekanbaru City Government responded with a policy aimed at reducing citizens' expenses. One of the political promises made by the elected mayor and deputy mayor, Agung Nugroho and Markarius Anwar, was to lower parking fees for two- and four-wheeled motor vehicles. This commitment was realized through the issuance of Mayor Regulation (Perwako) Number 2 of 2025 concerning the Review of General Service Fees for On-Street Parking Services. Under this new regulation, parking fees were significantly reduced to Rp1,000 for two-wheeled vehicles and Rp2,000 for four-wheeled vehicles per parking instance. This policy simultaneously repealed and replaced two previous regulations—Perwako Number 41 of 2022 and Perwako Number 148 of 2020—that had previously set parking fees in Pekanbaru

City. The implementation of Perwako Number 2 of 2025 marks a concrete step by the local government in adjusting public service policies to match the socioeconomic conditions of its citizens. However, even though the reduced parking fee policy has been officially enforced through Perwako Number 2 of 2025, public response on the ground still indicates confusion and inconsistencies. This is evident from the continued practice of parking attendants charging the previous, higher fees, which do not comply with the latest regulation. This situation reflects a gap between the policy set by the government and its actual implementation in the field. The irregularity in parking fee enforcement has created uncertainty among the public and diminished trust in the effectiveness of government policies. This issue indicates that policy dissemination has not been carried out optimally—neither to the general public nor to the technical field officers.

This situation underscores the strategic importance of Government Public Relations (GPR) in bridging communication between the government and the public, especially in the dissemination of public policy (Prastowo, 2020). GPR is responsible for ensuring that policy-related information—such as the reduced parking fee—is not only widely distributed but also well understood by all levels of society and by policy implementers in the field (Siswanto & Abraham, 2016). Through various communication strategies—such as direct outreach, social media use, partnerships with mass media, and engagement with community leaders—GPR can foster mutual understanding and increase public participation in supporting policy implementation (Cahyani, 2020). In the context of the

parking policy in Pekanbaru City, the effectiveness of GPR is key to countering misinformation, aligning public and governmental perceptions, and encouraging compliance with applicable regulations.

Government Public Relations (GPR) is part of public relations practices carried out by government institutions to build, manage, and maintain harmonious relationships between the government and the public (Siregar, 2024). GPR aims to establish effective, transparent, and participatory two-way communication to support public policies and enhance public trust in government performance. Unlike public relations in the private sector, which is economically driven, GPR emphasizes public service and the broader public interest (Pratiwi & Fitriani, 2021). Its primary functions include policy information dissemination, public opinion management, community education, and crisis communication management. GPR also acts as a facilitator that conveys public aspirations to policymakers, thereby fostering constructive dialogue between the government and its citizens (Budhirianto & Sunarsi, 2017). In today's digital era, GPR is increasingly required to be adaptive to technological and media developments in order to reach the public quickly, broadly, and effectively.

The continued lack of awareness— even rejection—among parts of the public regarding the reduced parking fee policy in Pekanbaru City shows that the policy communication process has not yet been fully effective. The mismatch between the information conveyed by the government and public understanding indicates a serious challenge in the communication strategy being implemented, especially by Government Public Relations (GPR)

(Fahri & Unde, 2018). This creates an urgency to conduct research to assess how effective GPR has been in disseminating this policy. This research can identify communication barriers, strategies that have been applied, and the success rate of GPR in building public understanding and participation in support of local government policies (Zaini & Muksin, 2024). The results of this study are expected to provide strategic input for optimizing the role of GPR in the future so that public policies can be more effectively accepted and implemented by all elements of society.

The objectives of this study are to provide a comprehensive description of the communication strategies used by Government Public Relations (GPR) of Pekanbaru City in disseminating the reduced parking fee policy as stipulated in Mayor Regulation Number 2 of 2025. In addition, this study also aims to identify various opportunities that can be leveraged by GPR to expand the reach and effectiveness of information delivery to the public, as well as to recognize the challenges that arise in the process of policy dissemination. By understanding these two aspects, this research is expected to offer a comprehensive overview of the effectiveness of GPR in fulfilling its communication function in the context of public policy at the local government level.

Method

This research uses a qualitative approach with a descriptive method to gain an in-depth understanding of the communication strategies employed by the Government Public Relations (GPR) of Pekanbaru City in socializing the policy of reducing parking fees. This approach was chosen because it is capable of portraying complex social realities in a

contextual and holistic manner, especially in observing the dynamics of communication between the government and the public (Sugiyono, 2016). Primary data were collected through in-depth interviews with key informants, such as officials from the Public Relations Division of the Pekanbaru City Government, field officers, and several community representatives who use parking services. In addition, documentation and direct field observation were also conducted to obtain supporting data that enrich the analysis results.

The data analysis technique used is the interactive model by Miles and Huberman, which includes three main stages: data reduction, data display, and conclusion drawing (Sugiyono, 2013). Data validity is strengthened through source and method triangulation techniques to ensure that the obtained information is more objective and accountable. This research aims not only to explain how communication strategies are carried out but also to reveal the supporting and inhibiting factors that affect the effectiveness of policy socialization. Thus, this method is expected to provide a comprehensive overview of the roles and challenges faced by GPR in effectively communicating public policies to the community.

Result and Discussion

Communication Strategy of the Public Relations Division of the Pekanbaru City Government in Socializing Mayor Regulation Number 2 of 2025

The communication strategy of government public relations in delivering policy information focuses on conveying messages that are clear, engaging, and easy for the public to understand. This

involves the use of various media channels, including both traditional and digital platforms, as well as tailoring messages to be relevant to different audiences. Here are several strategies that can be employed:

Selecting the Right Media

The communication strategy of the Public Relations Division of the Pekanbaru City Government in disseminating public policies—such as the reduction of parking rates—places traditional media as one of the main channels for reaching a wide audience. Traditional media such as newspapers, radio, and television have strengths in credibility and broad reach, especially among communities that have not fully embraced digital technology. Delivering information through these media is considered effective because the messages tend to be more formal, structured, and perceived as official information from the government (Pratama & Hermawati, 2021).

Additionally, traditional media also play a role in shaping public opinion through opinion columns, interviews, and interactive dialogue programs, which provide space for more in-depth explanations of the implemented policies.

Therefore, the utilization of traditional media remains a crucial element in the public relations communication strategy, especially in socializing policies that concern the general public.

Meanwhile, digital media are a strategic option that must be optimized by the Public Relations Division of the Pekanbaru City Government in the context of modern communication. Digital platforms such as social media (Facebook, Instagram, X/Twitter), the official government website, and various online news outlets enable rapid, flexible, and

interactive information dissemination. The urban population, which tends to access information via mobile devices, requires messages to be concise, visual, and easily shareable.

Through digital media, policy messages can be packaged more attractively, such as through infographics, short videos, or other interactive content that is easy for various community segments to understand. Moreover, digital media also provide a space for public participation through comment sections or direct feedback features, allowing the government to receive real-time responses from the public (Nugraha et al., 2020). Hence, digital media function not only as information dissemination tools but also as a medium to build two-way communication, supporting transparency and accountability in the implementation of public policies.

Crafting Engaging and Relevant Messages

In the communication strategy of the Public Relations Division of the Pekanbaru City Government, crafting engaging and relevant messages is a crucial aspect to ensure public policies are understood and accepted by the community. One of the basic principles in message development is simplicity and clarity. Messages that are overly technical and filled with bureaucratic terms can hinder understanding, particularly among people with diverse educational backgrounds. Therefore, using everyday language that is clear and easy to understand becomes essential so that information about policies—such as parking fee reductions—not only reaches but is also accurately comprehended by all layers of society.

Besides language, visual elements play a significant role in enhancing the

effectiveness of message delivery. Visualizing information through photos, infographics, short videos, animations, or GIFs has proven to be more attention-grabbing and helps accelerate comprehension. In the context of socializing parking rate policies, for instance, an infographic comparing the old and new rates visually would be more easily accepted by the public than a long textual explanation.

This aligns with the modern audience's tendency to be more responsive to engaging and easily shareable visual content on social media. Tailoring the message to audience characteristics is also a key factor in successful communication strategies. Segmenting audiences by age, social background, or information literacy level allows the public relations division to craft more personalized and contextual messages (Suhairi et al., 2024). For younger audiences, for example, using casual language and memes or pop culture-based content can be an effective way to convey information. For the general public, providing concrete examples relevant to daily life makes the message feel closer and more applicable. This approach highlights the importance of empathy in public communication.

Finally, messages need to be repeated consistently through various communication channels. Repetition not only reinforces memory but also ensures that information reaches all segments of the public, including those who may have missed the initial communication (Wijaya, 2015). Repeating messages across media such as banners, radio broadcasts, social media posts, and short text messages creates message resonance and increases the likelihood of public acceptance of the policy. Thus, crafting messages that are simple, visual, personal, and consistent

forms a strong foundation for successful public policy communication by the Public Relations Division of the Pekanbaru City Government.

Public Interaction

Public interaction is one of the key elements in the communication strategy of the Public Relations (PR) office of the Pekanbaru City Government, particularly in the context of disseminating public policies such as the reduction of parking tariffs. One of the main principles in building effective interaction is the ability to provide quick and accurate responses to public questions, criticism, or support. This responsiveness reflects a government that is open and attentive to its citizens' aspirations. By answering questions clearly and concisely, public trust in the government's credibility increases. Especially in today's digital era, delays in responding can easily trigger the spread of misinformation, which can obscure the true intention behind a policy.

In addition to response speed, creating spaces for discussion becomes a participatory communication strategy that must be optimized by Government Public Relations (GPR). The government should facilitate discussion forums—both online through social media and offline through community meetings—to directly hear the public's opinions and input (Herlinas, 2015). These dialogues not only provide a better understanding of the substance of a policy but also offer a space for the public to feel involved in the decision-making process. This can reduce public resistance to policies as they feel their voices are heard and taken into account. This two-way interaction also gives GPR the opportunity to refine communication narratives based on public needs and dynamics.

Furthermore, the use of interactive

features on social media should be maximized as part of efforts to enhance public participation. Features such as live streaming can be utilized to broadcast direct explanations from officials regarding the parking tariff policy, allowing the public to ask questions or express opinions in real time. Polling features can be used to gauge public opinion on the implementation of the policy, while Q&A sessions offer a more informal yet informative space for communication. All these features, if used strategically and in a planned manner, can strengthen both emotional and rational bonds between the government and the public (Leli et al., 2023). Thus, active and constructive interaction forms a crucial foundation for the success of public policy communication in a digital era that demands transparency and participation.

Monitoring and Evaluation

Monitoring and evaluation are critical stages in the communication strategy of government public relations, including in disseminating the parking tariff reduction policy by the Pekanbaru City Government. A good communication strategy does not end with message delivery but also includes measuring its effectiveness in society. One key way to assess this effectiveness is by monitoring public responses via social media, mass media, and official government communication channels (Kurniati et al., 2020). Through indicators such as the number of interactions (likes, comments, shares), public sentiment toward the policy, and the message's reach, the PR team can gauge how well the information has been disseminated and received by the public.

Moreover, continuous evaluation and improvement are essential to ensure that public communication remains

relevant and adaptive to constantly changing social dynamics. Feedback from the public—whether in the form of support, criticism, or confusion regarding the policy—must be systematically collected and thoroughly analyzed. The results of these evaluations are then used to improve strategies, including message formulation, media selection, and interaction methods (Maryam et al., 2024). For instance, if it is found that many people are still unaware of the parking tariff changes despite announcements, GPR must reevaluate the information channels used and consider more direct or contextual approaches.

This evaluation process also serves as an internal oversight tool for the performance of government communication itself. In the context of public information transparency, the government is expected not only to deliver information in a one-way manner but also to be accountable for how effectively the information fosters public understanding and participation (Sumiyati & Murdiyanto, 2018). By incorporating evaluation as part of the strategic communication cycle, the Public Relations division of the Pekanbaru City Government can ensure that every policy communicated is not only known by the public but also understood, accepted, and effectively implemented on the ground.

Transparency and Openness
Transparency and openness of information are fundamental principles of modern public communication, especially for government institutions such as the Public Relations Office of the Pekanbaru City Government. In the context of disseminating information about the parking tariff reduction policy, transparency is key to building public trust. One of the most crucial aspects of transparency is ease of access to

information. The government must ensure that all citizens—regardless of their social background, education level, or geographic location—can access information regarding the policy (Rachmiate et al., 2013). This can be achieved by providing information through multiple communication channels, both online (such as official websites and social media) and offline (such as billboards, banners, or direct field outreach).

In addition to accessibility, the accuracy and clarity of information are also essential elements of transparency. The information conveyed to the public must accurately reflect the policy in effect, without distortion or ambiguity that might cause misunderstandings. For example, if parking tariffs have officially been reduced, then the details of the changes, the legal basis (e.g., Mayoral Regulation No. 2 of 2025), and the effective date must be clearly communicated. When information is inaccurate or outdated, the public tends to lose trust or even reject the policy due to confusion. Therefore, government public relations must deliver messages that are not only informative but also verifiable and trustworthy (Shabrina et al., 2024).

Implementing transparency and openness also serves as a form of government accountability to the public. By presenting accurate and easily accessible information, the government demonstrates a commitment to the principles of good governance—accountable, responsive, and participatory administration. This is not merely about one-way communication but about building a healthy and participatory relationship between the government and the people. In the long run, such a strategy will strengthen the legitimacy of local government, facilitate policy

implementation, and increase active public participation in supporting publicly initiated programs.

Opportunities and Challenges in Socializing the Mayor's Regulation on Parking Fee Reduction in Pekanbaru City

The dissemination of the mayor's regulation on parking fee reduction by the Public Relations (PR) division of the Pekanbaru City Government presents opportunities to increase public awareness and compliance while also fostering a conducive environment for development. However, there are also challenges, such as effectively disseminating information across various media platforms, bridging knowledge gaps, and dealing with potential rejection or misunderstanding.

Opportunities: Increasing Awareness and Compliance

A major opportunity in socializing the Mayor's Regulation on Parking Fee Reduction in Pekanbaru lies in its potential to raise public awareness and compliance with the policy. When information is effectively communicated through appropriate channels, the public can more easily understand the substance of the regulation, including their rights as users of parking services and the obligations that come with it. Adequate understanding forms a strong foundation for shaping behavior that aligns with the established parking fee provisions. In addition, well-executed dissemination can encourage public participation in overseeing the implementation of the policy in the field, such as reporting parking attendants who still apply outdated rates. Thus, successful socialization not only improves compliance but also reinforces

transparency and public trust in the local government.

Building Trust

An important opportunity in socializing the Mayor's Regulation on Parking Fee Reduction in Pekanbaru is building public trust in the local government. When government PR operates optimally by delivering information that is transparent, accurate, and easy to understand, the public feels more connected and confident in the government's commitment to fulfilling its promises, such as reducing parking fees. This transparency forms a critical basis for creating a positive public perception of the government's credibility, particularly during challenging economic conditions.

Moreover, honest and open communication can dispel potential misunderstandings or misinformation in the community, making the public feel valued and included in the policy implementation process. This trust will ultimately strengthen the relationship between the government and the public and foster a socially stable environment conducive to the success of other programs.

Serving as a Communication Bridge

Government PR plays a strategic role as a communication bridge between the government and the public, especially in the context of policy dissemination, such as the Mayor's Regulation on Parking Fee Reduction in Pekanbaru. This role involves two-way communication: first, delivering policy information effectively to the public so they understand its goals, benefits, and implementation methods; second, collecting public input, complaints, and feedback, which can be used for policy evaluation and refinement. By fulfilling this role optimally, PR is not

just a message broadcaster but also a dialogue facilitator that strengthens public participation and ensures that policies are truly aligned with the needs and expectations of the community.

Enhancing Public Participation

Effective policy dissemination has great potential to increase public participation in regional development processes. When the public is given a clear understanding of policies that affect their daily lives—such as parking fee reductions—they are more likely to feel engaged and take ownership of those policies. This encourages them not only to comply with the rules but also to actively contribute to monitoring, expressing opinions, and supporting the policy's implementation in the field. Increased participation is a key indicator of successful public communication by the government, as it shows that the public is not merely an object of policy but an active subject in democratic and participatory development.

Challenges: Reaching a Wide and Diverse Audience

One of the main challenges in disseminating the Mayor's Regulation on Reduced Parking Rates in Pekanbaru City is reaching a wide and heterogeneous audience. The people of Pekanbaru come from various social backgrounds, with differing levels of education, age, digital literacy, and media preferences. Not everyone has access to or regularly uses digital media such as social media or the government's official website, while others may not consume information through traditional media like radio or newspapers. Therefore, the local government's public relations office must design a communication strategy that is inclusive, adaptive, and multiplatform so

that policy messages can be distributed evenly across all segments of society. This becomes a complex challenge as it requires a structured approach oriented to the characteristics and needs of each audience group.

Dealing with Misinformation or Hoaxes

In today's fast-paced and open digital era, a major challenge faced by government public relations is the spread of misinformation or hoaxes about public policies. False information—whether spread intentionally or not—can obscure the public's understanding of the content and goals of regulations such as the Mayor's Regulation on Reduced Parking Rates. This misinformation not only creates confusion but can also lead to public distrust in the government, thus hindering the effectiveness of communication and policy implementation. Therefore, government PR must be proactive in correcting misinformation, issuing official clarifications quickly, and strengthening its presence across digital information channels. These efforts are vital to maintain institutional credibility and ensure that the public receives accurate, reliable, and accountable information.

Communicating

Complex Information in Simple Language One significant challenge in the process of public policy dissemination is delivering complex and technical information in language that is easily understood by the general public. Government regulations—such as the mayor's regulation on reduced parking rates—are often written in legal and administrative language that may not be easily understood by all citizens. Therefore, government PR holds a strategic responsibility to simplify

messages—translating technical jargon without diluting the essence and substance of the policy. This process requires strong communication skills, a deep understanding of the policy content, and sensitivity to the audience's condition and characteristics. By using straightforward language, narratives relevant to everyday life, and visual aids such as infographics or explanatory videos, policy messages can be communicated more effectively and reach broader segments of society.

Facing Public Misunderstanding or Resistance Dealing with Public

Misunderstanding or even rejection of a policy is a major challenge in the process of regulation dissemination, including in the context of reducing parking tariffs in Pekanbaru City. Such reactions may arise from a lack of information, miscommunication, or negative past experiences with public policies. In this case, government PR plays a crucial role in providing comprehensive and persuasive explanations. Communication strategies must address citizens' basic questions, clarify misunderstandings, and emphasize the tangible benefits of the policy. A dialogic approach grounded in empathy and supported by accurate data is essential so that people feel valued and involved in the policy implementation process. In doing so, resistance can be minimized and public trust in the government can be strengthened.

Adapting Communication Strategies to Technological Developments

Communication strategies for technological developments are a necessity for government PR in facing the dynamics of today's public communication. In the digital era, people

are increasingly active in using social media platforms, instant messaging apps, and online media as primary sources of information. Therefore, PR can no longer rely solely on traditional media such as banners, radio, or newspapers. They must be able to fully utilize digital technologies, such as creating engaging visual content for social media, using live streaming features or interactive videos, and maintaining an active presence on the platforms most used by the public. This adaptation not only enables faster and broader message dissemination but also opens opportunities for direct interaction and real-time public participation. Thus, the effectiveness of policy dissemination—such as the mayor's regulation on parking rate reduction—can be improved and positively received by the broader community.

Overcoming Resource Constraints

Overcoming resource constraints is a real challenge often faced in the implementation of public policy dissemination. Government PR teams are frequently limited by budget constraints, a small number of personnel, and tight timelines to reach all community layers. Therefore, an efficient and well-targeted communication strategy becomes very important. PR must be able to identify the most effective media and communication methods with minimal costs, such as maximizing the use of relatively inexpensive but far-reaching social media. In addition, collaboration with other agencies, local communities, or mass media can serve as a solution to expand dissemination coverage without overburdening the budget. Optimizing existing resources, supported by careful planning and the use of technology, is key to ensuring that dissemination activities remain effective despite limited

conditions.

Conclusion

The communication strategy of the Public Relations Division of the Pekanbaru City Government in disseminating Mayor Regulation Number 2 of 2025 concerning the reduction of parking fees involves an integrated approach that utilizes both traditional and digital media, the development of clear and engaging messages, as well as responsive interaction with the public. Through the selection of appropriate media, the use of simple and visual messages, and the provision of participatory discussion forums, the government can build a deeper understanding among the public. Evaluation and transparency also play important roles in ensuring that the information delivered is accurate and accessible to all segments of society. By optimizing this strategy, the Pekanbaru City Government can increase public engagement, strengthen public trust, and ensure the policy is well-received and effectively implemented.

Furthermore, the dissemination of the Mayor Regulation on the Reduction of Parking Fees in Pekanbaru presents an opportunity to increase public awareness, compliance, and participation in public policy, as well as to build trust between the government and the community. However, the main challenges include reaching a wide and heterogeneous audience, countering the spread of hoaxes, and conveying complex information in language that is easily understood. In addition, the government must also adapt its communication strategy to technological developments and address existing resource limitations. Therefore, effective dissemination requires an inclusive, adaptive, and

technology-based communication approach to ensure that the policy is well-accepted by the public and fosters active participation in monitoring and implementing the policy.

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