

EFFECTIVENESS OF THE SOCIAL MEDIA OF THE DEPARTMENT OF COMMUNICATION AND INFORMATICS IN PROVIDING INFORMATION AND EDUCATION TO THE COMMUNITY IN CIAMIS REGENCY

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Abstract

This study aims to determine the effectiveness of social media used by the Ciamis Regency Communication and Informatics Office (Diskominfo) in conveying information and education to the public. The media analyzed included the Hello Ciamis application, Instagram, Facebook, the website, and Twitter. The method used was descriptive qualitative through field and library studies, as well as data collection techniques such as observation, interviews, and documentation. The effectiveness analysis refers to Campbell's five indicators: program success, target success, program satisfaction, input-output level, and achievement of overall objectives. The results of the study indicate that the effectiveness of Diskominfo's use of social media is not optimal. The main obstacles include a lack of socialization, low community participation, limited internet network, low digital literacy, and a lack of utilization of interactive features. Nevertheless, several information and education programs have successfully reached the public and generated satisfaction. Efforts undertaken by the Communications and Informatics Office (Diskominfo) include increasing digital outreach, conducting digital literacy training, strengthening two-way interactions, partnering with community leaders, and adapting content to the community's literacy level. The Office also expanded information reach to remote areas, accelerated information updates, and established a public feedback system. This study recommends strengthening digital communication strategies, increasing the dissemination of the Hello Ciamis application, and utilizing analytical features to evaluate the effectiveness of information delivery to ensure more equitable and targeted distribution.

Keywords: Effectiveness, Social Media, Diskominfo

A. INTRODUCTION

The media plays a crucial role for the government in collecting, processing, and exchanging information. As a source of information, the government uses media as a communication tool to connect disseminated information to the public, as recipients of the information provided.

The law governing the use of social media by the government in Indonesia is Law Number 19 of 2016 concerning Electronic Information and Transactions (ITE). Article 40 of the ITE Law stipulates the government's authority to prevent the dissemination of prohibited electronic information.

In the communication process, the media plays a crucial role in ensuring that the information conveyed is well-received. The Ciamis Regency Government also utilizes media

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to disseminate development information to the public. The media used by the Ciamis Regency Government to disseminate information on Ciamis Regency Development is social media.

Social media is a means of social interaction within an internet-connected network, which facilitates users in sharing information or stories, communicating through messaging, building relationships, and establishing networks (Nasrullah, 2015:99).

It is undeniable that social media has become a new means of communication for disseminating and receiving information. One government agency responsible for delivering public information is the Communication and Information Service (Diskominfo). According to Ciamis Regent Regulation Number 77 of 2021 concerning the Duties, Functions, and Work Procedures of the Communication and Information Service Organizational Elements, it is stated that.

to improve the quality of information for the provision of information services by the Ciamis Regency Government, a List of Domains and Subdomains within the Ciamis Regency Government is necessary;

That in order to implement the provisions of Article 9 paragraph 2 of the Regulation of the Minister of Communication and Information Technology Number 5 of 2015 concerning the Domain Name Registrar of State Organizing Agencies, which is in line with Article 21 paragraph 2 of the Regulation of the Regent of Ciamis Number 83 of 2020 concerning the Implementation of Electronic-Based Government Systems in the Regional Government Environment.

Based on these regulations, it is clear that the use of social media, as referred to as electronic media, by the government has become a new innovative means of delivering information and education to the public. The social media platforms used by the Ciamis Regency Government to provide information and education to the public include: the Hello Ciamis app, Instagram, Facebook, the website, and Twitter.

Helo Ciamis is an application designed to improve the quality of public services provided by the Ciamis Regency Government to the public. Helo Ciamis provides up-to-date and accurate digital public information for the public both inside and outside Ciamis. Helo Ciamis integrates various local government services, allowing the public to access them through a single application. The tagline "Ciamis in One Hand" aims to illustrate the ease of receiving the benefits of digital-based services provided through Helo Ciamis. This allows the public to easily access multiple local government applications and obtain services effectively and efficiently, all in one place (<https://portal.ciamiskab.go.id>).

"Ciamis in one hand" is the tagline of the Helo Ciamis app, making it easy to remember. The concept implemented by Helo Ciamis is:

1. A service center for information needed by the Ciamis community.
2. An e-government application integration center for Ciamis Regency Regional Apparatus Organizations (OPDs).
3. All information is filtered only for Ciamis Regency.
4. The public can contribute location-based data.
5. The application is presented to the public via Android smartphones.
6. The application's interface is designed to be attractive and engaging.
7. Some data is captured automatically and in real time, or at least near real time, so it is always up-to-date.
8. This application is supported by a big data platform.
9. The development of Helo Ciamis will be implemented sustainably until 2025 and is already included in the budget plan. (<https://diskominfo.ciamiskab.go.id>)

The description above shows that the use of social media as an information and education tool in Ciamis Regency through the Communication and Information Service has

been thoroughly prepared, but the reality in the field shows that the effectiveness of social media used by the Ciamis Regency government through the Ciamis Regency Communication and Information Service is still not optimal.

The Helo Ciamis application form looks like the following image:

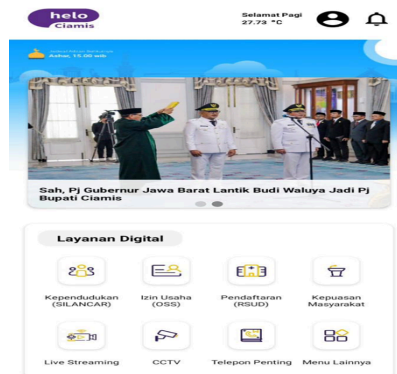


Figure 1.1 Hello Ciamis App Display
Source: Hello Ciamis, 2024

Based on the observations, the amount of information entered into the Hello Ciamis application is shown in the following table.

Table 1. Number of Information Entered into Hello Ciamis

No.	Years	Amount of Information
1.	2022	1675 Information
2.	2023	1587 Information
3.	2024	1345 Information

Source: Information Section of the Ciamis Regency Communication and Information Service, 2024.

Based on the table above, the amount of information received on the Ciamis Helo app has decreased year after year, indicating that the app is not being utilized optimally.

Another form of social media used by the Ciamis Regency Communications and Information Office is Instagram.

Meanwhile, Instagram is one of the most widely used social media platforms in the world. As a popular platform, Instagram offers a variety of useful features that can be accessed by anyone, regardless of age. Instagram is now even expanding into the world of business and online sales. (<https://www.merdeka.com>) 2024.

Although many people already use Instagram as a very popular social media platform, many people may still be unfamiliar with its features. Therefore, it is crucial to understand Instagram and its various features, including its features and benefits.

The Ciamis Regency Communications and Information Office's Instagram account is shown in the following image:



Figure 2. Ciamis Regency Communications and Information Office Instagram account
Source: Ciamis Regency Communications and Information Office Instagram

The use of Instagram as a social media platform by the Communications and Information Service (Diskominfo) makes it easier for some people to access information produced by the agency. According to information provided by the Ciamis Regency Communications and Information Service (Diskominfo), the Ciamis Regency Communications and Information Service has 6,233 Instagram followers. However, only 200 of these followers frequently respond to feedback.

Another social media platform used by the Ciamis Regency Communications and Information Service, besides helo ciamis and Instagram, is Facebook. According to Nasruloh (2017), Facebook is a social media platform used for content publishing, integration, and communication.

Based on the above opinion, Facebook can be used as a medium for communication and interaction between the Communications and Information Service and the public.



Figure 3. Ciamis Regency Communications and Information Office Facebook Account
Source: Ciamis Regency Communications and Information Office Facebook

In addition to Facebook, the Communications and Informatics Office (Diskominfo) also uses a website as a communication and information medium. According to Yuhevizar (2021), a website is a method for displaying information on the internet in the form of images,

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videos, text, and sound, as well as interactive links from one document to another (hypertext) that can be accessed through a browser.

Based on the above opinion, it is clear that websites can be used as a medium for providing information and education that can be searched by everyone (the public) through a browser.

The following is an image of the Ciamis Regency Diskominfo website:

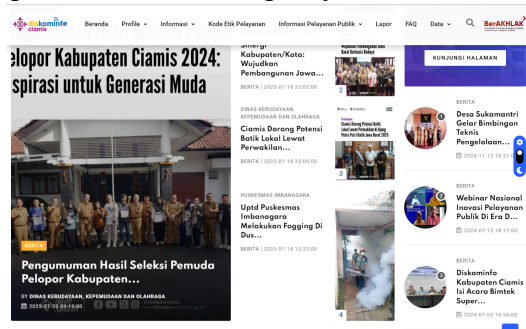


Figure 4. Ciamis Regency Communications and Information Service Website
Source: Ciamis Regency Communications and Information Service Website

Another social media platform used by the Communications and Informatics Office (Diskominfo) is Twitter. According to Kusuma (2019:4), Twitter is a social networking and microblogging service that allows users to send text information with a maximum length of 140 characters via SMS, instant messaging, or email.

Based on the above opinion, it is clear that Twitter can also be used as a medium for conveying information quickly and concisely.

The following is an image of the Ciamis Regency Diskominfo Twitter account:

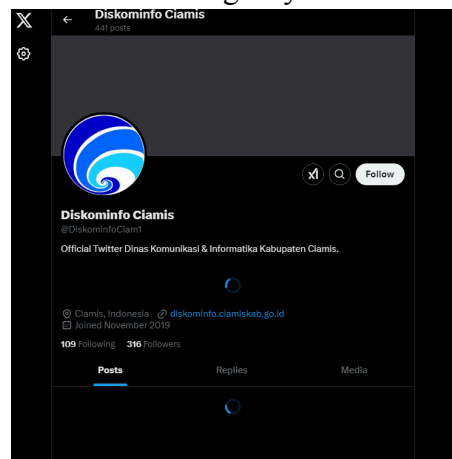


Figure 5. Twitter account of the Ciamis Regency Communications and Information Office

Source: Ciamis Regency Communications and Information Office

Based on the researchers' observations, they found a problem: the Communications and Informatics Agency's social media effectiveness in providing information and education to the public is less than optimal. This is evident in several problem indicators, as follows:

1. Information services provided to the public are still ineffective due to a lack of socialization of the application service, which is still passive. Consequently, not everyone is aware that Ciamis Regency provides Helo Ciamis services and several other social media platforms such as Instagram, the website, Facebook, and Twitter.

2. The internet network is still suboptimal, as evidenced by the many cases of disrupted or even no internet signal. The process of delivering information and education to the public is sometimes inefficient due to internet network disruptions or even no signal.

Lack of public awareness regarding the Helo Ciamis app and other social media platforms, such as Instagram, the website, Facebook, and Twitter, is evident in the lack of understanding and awareness of the social media applications used by the Ciamis Regency Communications and Information Office.

B. LITERATURE REVIEW

Social Media as a Means of Public Communication

Social media has evolved into a highly strategic public communication tool in today's digital era. Platforms like Instagram, Facebook, Twitter, and YouTube enable government agencies to convey information directly, quickly, and interactively to the public (Supriyanto et al., 2024). In the context of government, social media is not only a promotional tool but also a medium for transparent, responsive, and participatory public services. The use of social media by institutions such as the Communication and Informatics Office allows government messages to reach a wider audience with a more humanistic and flexible approach than conventional media. Through interactive features like comments and direct messages, the public can also express aspirations or criticisms, thus establishing a two-way communication pattern that strengthens public involvement in the governance process.

The Role of the Communication and Information Service in Public Education

The Communication and Informatics Office plays a central role in disseminating information and providing relevant education to the public, including digital literacy campaigns, public policy information, and the socialization of local government programs. As the official information manager, the Communication and Informatics Office serves as a bridge between the government and the public, ensuring that messages are received correctly, are easily understood, and have a positive impact (Satrio et al., 2025). In the context of public education, the Communication and Informatics Office's use of social media is also intended to increase public understanding of strategic issues such as health, the environment, digital security, and democratic participation. Therefore, the communication strategy used must consider audience segmentation, message design, and effective publication timing to ensure that the information conveyed is optimally received by the Ciamis Regency community.

Effectiveness of Government Communication in the Digital Era

The effectiveness of government communication through social media depends heavily on message clarity, consistency of delivery, speed of response, and audience engagement. In the digital era, this effectiveness is measured not only by how frequently the government posts content, but also by how that content is understood, received, and acted upon by the public (Hajar & Syaesti, 2024). Successful public communication through social media requires adaptive, creative, and data-driven content management to align with the needs and social dynamics of the community. In the context of Ciamis Regency, the effectiveness of the Communication and Informatics Office's social media can be seen in increased citizen participation in government programs, high engagement with educational content, and the public's ability to counter hoaxes or misleading information. This demonstrates that social media is not simply a tool for disseminating information, but rather a strategic instrument in building an informed, critical, and digitally empowered society.

C. RESEARCH METHODOLOGY

Research Design

The method used in this research is descriptive qualitative. According to Nazir and Andi Prastowo (2014), descriptive methods are used to examine the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present.

Meanwhile, according to Bodgan and Taylor (Lexy L. Moleong 2011), qualitative methods are defined as procedures that produce descriptive data in the form of written or spoken words from the people and actors being observed. Descriptive research does not involve treatment, manipulation, or changes to the variables being studied, but rather describes conditions as they are. In this study, the researchers used descriptive qualitative methods. A qualitative approach is expected to provide an in-depth description of the observable speech, writing, and behavior of individuals and groups. The use of this descriptive qualitative method is intended to describe and determine the effectiveness of social media in improving communication and public education in Camis Regency.

Data

Data is essential material used by researchers to answer questions or test hypotheses and achieve research objectives. Therefore, data and data quality are crucial in research because they determine the quality of the research. (Ulber Silalahi, 2018)

Data Source

This study used two types of data: primary and secondary data. According to Silalahi (2018), data comes from within the organization, known as internal data sources, and from outside the organization, known as external data sources. External data sources are divided into primary and secondary data sources.

Primary data is an object or document, original material from the perpetrator, known as "first-hand information." Data collected from actual situations when events occur is called primary data (Ulber Silalahi 2018). This study used a purposive sampling technique, and primary data was obtained directly from designated informal sources deemed capable of providing information.

Secondary data is data collected secondhand or from other sources that were available before the research was conducted. Data collected through other available sources is called secondary data (Ulber Silalahi 2018). In this research, the secondary data sources were obtained from various literature relevant to the research title, such as books, journals, regulations, and others that are relevant to the problem being researched.

Adapun sumber data yang dipakai oleh peneliti untuk melengkapi data tersebut adalah :

Research Informant

In qualitative research, it is related to the steps taken by researchers to obtain data and information.

In this research, the informants were:

1. Head of the Communications and Informatics Office (1 person).
2. Head of the Public Information and Communications Division (1 person).
3. Compiler of Information and Publication Materials for the Public Information and Communications Division (1 person).
4. Systems Analyst in the field of Informatics Applications and E-Government Services for the Communications and Informatics Office (1 person).
5. Employees of the Communications and Informatics Office (2 people).
6. Community members (4 people).

Thus, the author took 10 (ten) informants on the grounds that these informants could provide clear information to the author.

Document

In general, the data contained in various types of documents is the only tool for studying certain problems. The documents used by researchers are in the form of writings, books,

reports, articles, journals and so on which are related to the problems discussed in this research.

Data collection technique

According to Ulber Silalahi (2018), "Data collection is the process of obtaining empirical data from respondents using specific methods." From this definition, it can be seen that data collection is the process of gathering various things related to research. The data collection techniques used by the author are as follows:

Literature Study

Literature study is a data collection technique by studying books and other library materials that are related to the problem being researched by the author.

Field Study

Field studies are a technique for collecting and analyzing data directly from the research location. Field studies are conducted using the following methods:

Observation Method

Observation can be defined as the systematic observation and recording of symptoms appearing in a research object.

In this direct observation, the researcher acts not only as a full observer, but also as a person who can observe the symptoms or processes occurring in the actual situation directly observed by the observer. This direct observation was conducted by the researcher to optimize data on the work effectiveness of employees at the Ciamis Regency Communications and Informatics Office (Diskominfo).

Interview Method

According to Silalahi (2018), interviews are a data collection method that is often used in research methods through interviews with respondents to obtain information about issues that interest researchers..

Documentation Method

In implementing the documentation method, researchers investigate written objects such as books, magazines, documents, regulations, meeting minutes, diaries, and so on. In this study, data collection was done through documentation by recording audio during interviews and taking photographs of the research objects.

Data Processing / Analysis Techniques

In this study, the author used qualitative data analysis techniques. Qualitative data analysis was conducted to process data from interviews and observations. In this study, the author conducted interviews to obtain the necessary data relevant to the research problem using an interview guide. In addition to the interviews, the author conducted observations using an observation guide.

According to Bogdan (Sugiyono, 2016), data analysis is the process of systematically searching for and organizing data obtained from interviews, field notes, and other materials so that it can be easily understood and the findings can be communicated to others.

The data collection technique used triangulation (combination), data analysis is qualitatively inductive, and qualitative research results emphasize meaning rather than generalization. The data analysis process in qualitative research is carried out before entering the field, during the fieldwork, and after completion.

D. RESULT AND DISCUSSION

Effectiveness is the extent to which an organization, program, or policy achieves its stated goals with optimal results. Campbell (Widyastuti, 2022) states that there are five indicators for measuring effectiveness:

Program Success

Measuring the extent to which a program is implemented according to plan and achieves its intended results.

Target Success

Indicates the extent to which the target group or beneficiaries can experience the positive impact of the program being implemented.

Program Satisfaction

Describes the level of satisfaction of those involved in or benefiting from the program, including the community, stakeholders, and program implementers.

Input and Output Levels

Measuring the balance between resources used (input) and results obtained (output) to assess program efficiency.

Achievement of Overall Objectives

Demonstrates the program's success in achieving the organization's primary goals or policies, as well as its long-term impact on the community or relevant sectors.

To determine the effectiveness of a program, as proposed by Campbell (Widyastuti, 2022), the following description is presented.

Program Success

Program success measures the extent to which a program is implemented according to plan and achieves its intended results. This can be seen from the degree to which program objectives are achieved and the resulting impact on the community. Supported by two indicators: the Ciamis Regency Communications and Information Technology Office (Diskominfo) program that is communicated to the community and the provision of education through social media, which is another program of the Ciamis Regency Communications and Information Technology Office. To determine how these two indicators are implemented, the author conducted interviews with 10 informants, with the following results.

The Ciamis Regency Communication and Information Service Program is being communicated to the public.

The first indicator proposed for program success is the dissemination of the Ciamis Regency Communications and Information Service's programs to the public. The Ciamis Regency Communications and Information Service's program delivery has been implemented through various communication strategies, both conventional and digital. These strategies include publications through print and electronic media, direct community outreach, and the use of digital platforms such as social media, the official website, and the Helo Ciamis app.

Based on observations conducted by researchers to verify and clarify the interview results, it was found that the majority of the public is aware of the Ciamis Regency Communications and Information Service's communication channels. However, some groups remain uninformed, particularly regarding the Helo Ciamis app and the use of other digital-based services.

Some communities face the following obstacles: Some feel that information is readily accessible, particularly through social media and direct outreach, while others perceive limited digital service outreach, a lack of active interaction on social media, and a lack of understanding of how to use digital technology to access government information.

Based on these obstacles, the Ciamis Regency Communications and Informatics Office has taken steps to address these indicators. The efforts undertaken by the Ciamis Regency Communications and Informatics Office include: increasing the intensity and quality of digital service outreach through various platforms, both in person through community meetings and online through official government social media platforms; conducting digital literacy training for the community, particularly the elderly and those in rural areas, to improve their understanding and ability to access information through digital technology; strengthening two-way interaction on social media by responding quickly and courteously to questions, complaints, and input from the public, thereby building trust and increasing public

participation; and partnering with community leaders, village officials, and educational institutions as information dissemination partners to reach a wider segment of the population.

Based on the research findings, it was discovered that the Ciamis Regency Communications and Information Service's (Diskominfo) program, which has been communicated to the public, has not been optimal. This is evident in the ongoing obstacles experienced by some, particularly in terms of utilizing digital technology to access information, limited comprehensive outreach, and a lack of interactive communication that reaches all elements of society.

Providing education through social media is another program from the Ciamis Regency Communication and Information Service.

The second indicator proposed for program success is the provision of education through social media, a key component of the Ciamis Regency Communications and Information Service. Interviews revealed that education through social media utilizes various digital content strategies and direct interaction with the public to enhance the effectiveness of information dissemination.

Based on observations conducted by the researcher to verify and clarify the interview findings, it was concluded that this education program has been running well, but requires regular evaluation to adapt to the public's information needs.

Based on the findings, it is clear that education through social media is a crucial component of the Ciamis Regency Communications and Information Service's program in improving the community's digital literacy.

Goal Success

Target success indicates the extent to which the target group or beneficiaries experience the positive impact of the program. In this regard, the effectiveness of information and education delivery by the Ciamis Regency Communications and Information Service is a key factor in achieving program objectives. This is supported by two indicators: the Ciamis Regency Communications and Information Service provides targeted information and education, and the Ciamis Regency Communications and Information Service provides education on up-to-date information. To determine the implementation of these two indicators, the author conducted interviews with 10 informants, with the following results.

Ciamis Regency Communications and Information Service provides targeted information and education

The first indicator proposed for the target success dimension is the Ciamis Regency Communications and Information Office's (Diskominfo) provision of targeted information and education. Interviews revealed that, in general, the Ciamis Regency Communications and Information Office has strived to provide targeted information and education through various digital media and direct field activities.

Based on observations conducted by the researcher to verify and clarify the interview results, it was found that the information disseminated by the Ciamis Regency Communications and Information Office has reached various segments of the community, although there are still limitations in reaching areas without adequate internet access.

The obstacles faced by the Ciamis Regency Communications and Information Office, based on interviews with the Head of the Ciamis Regency Communications and Information Office, are as follows: diverse community literacy levels, the large number of targets, the vast area of Ciamis, and the continued presence of several blank spots.

Based on these obstacles, the Ciamis Regency Communications and Informatics Office has taken steps to address these indicators. These efforts, based on an interview with the Head of the Ciamis Regency Communications and Informatics Office, include: adapting content to the community's literacy level for easier understanding, increasing the use of digital media to reach a wider audience, and coordinating with relevant parties to ensure information reaches the wider community more effectively.

Based on the research findings, it was discovered that the Ciamis Regency Communications and Informatics Office's indicator for providing targeted information and education has been implemented, but it has not been running optimally. This is evident in the ongoing obstacles faced by the Ciamis Regency Communications and Informatics Office.

The Ciamis Regency Communication and Information Service provides education regarding the latest information.

The second indicator proposed within the target success dimension is the Ciamis Regency Communications and Information Service's (Diskominfo) provision of education on up-to-date information. Interviews revealed that the Ciamis Regency Communications and Information Service actively and systematically provides education on up-to-date information using various approaches and media.

Based on observations conducted by the researcher to verify and clarify the interview results, it was found that the Ciamis Regency Communications and Information Service has various ongoing educational programs that have proven to have a positive impact on the community.

Based on the research findings, the Ciamis Regency Communications and Information Service has been successful in providing education on up-to-date information to the community. This aligns with the opinions of informants who stated that the various educational programs have helped improve digital literacy and access to accurate information.

Satisfaction with the Program

Satisfaction with the program reflects the level of satisfaction of those involved or benefiting from the program, including the community, stakeholders, and program implementers. This level of satisfaction can be measured through various indicators that reflect the program's effectiveness and impact. Supported by two indicators: community satisfaction with the information program provided by the Ciamis Regency Communication and Information Service and community satisfaction with the education provided by the Ciamis Regency Communication and Information Service. To determine the implementation of these two indicators, the author conducted interviews with 10 informants, with the following results.

The public is satisfied with the information program provided by the Ciamis Regency Communications and Information Service.

The first indicator proposed in the program satisfaction dimension is public satisfaction with the information programs provided by the Ciamis Regency Communications and Information Service. Interviews revealed that the Ciamis Regency Communications and Information Service has successfully provided information services that are easily accessible to the public and have a high level of satisfaction.

Based on observations conducted by researchers to verify and clarify the interview results, it was found that the various information media used by the Communications and Information Service, such as social media, the official website, and radio broadcasts, have been optimally utilized to convey information to the public.

The obstacles faced by the public include: the information provided is uneven. Many residents in remote areas still have difficulty accessing digital information. Another perceived obstacle is that some information provided by the Communications and Information Service is not updated promptly, resulting in the public sometimes receiving outdated information.

Based on these obstacles, the Ciamis Regency Communications and Informatics Office (Kominfo) has taken steps to address these indicators. These efforts include: increasing the reach of information dissemination to remote areas through collaboration with village governments and local community leaders; expanding access to digital information by providing digital literacy tools and training for those in need; accelerating information updates on official channels, such as the Communications and Informatics Office website and

social media, to ensure the public receives the most up-to-date and relevant information; and establishing an effective feedback system to directly accommodate public aspirations, criticisms, and suggestions.

Based on the research findings, it was found that the implementation of the indicator "Community satisfaction with information programs provided by the Ciamis Regency Communications and Informatics Office" has not been fully achieved. This is evident in the persistence of community groups who experience difficulties in accessing information, whether due to geographic factors, limited facilities, or low digital literacy. Therefore, a more adaptive, inclusive, and sustainable public communication strategy is needed so that all levels of society can benefit from the information programs provided.

The people of Ciamis Regency are satisfied with the education provided by the Ciamis Regency Communication and Information Service.

The second indicator proposed in the satisfaction dimension of the program is that the Ciamis Regency community is satisfied with the education provided by the Ciamis Regency Communications and Information Service. Interviews revealed that the Ciamis Regency community has significantly benefited from the education provided by the Communications and Information Service, both in terms of understanding the information and its application in their daily lives.

Based on observations conducted by the researcher to verify and clarify the interview results, it was found that the community actively participated in the educational activities organized by the Ciamis Regency Communications and Information Service.

Based on the research findings, the researcher concluded that the education provided by the Ciamis Regency Communications and Information Service has met the community's needs and improved their understanding of public information.

Input and Output Levels

Input and output levels measure the balance between resources used (input) and the results obtained (output) to assess program efficiency. In this context, the efficiency of the program run by the Ciamis Regency Communications and Information Service is the main focus in assessing the effectiveness of information delivery to the public. Supported by two indicators, namely the Ciamis Regency Communications and Information Service considers the information to be delivered to the public and the Ciamis Regency Communications and Information Service estimates the results to be obtained from the information delivered. To determine how the implementation of these two indicators, the author conducted interviews with 10 informants with the following results.

The Ciamis Regency Communications and Information Service is considering the information to be conveyed to the public.

The first indicator proposed in the input and output dimensions of the program is that the Ciamis Regency Communications and Information Service (Diskominfo) considers the information to be conveyed to the public. Interviews revealed that the Ciamis Regency Communications and Information Service (Diskominfo) has carried out its duties effectively in considering the information to be conveyed to the public.

Based on observations conducted by the researcher to verify and clarify the interview results, it was stated that the information delivery mechanism by the Diskominfo complies with the principle of public information transparency and has been implemented through various effective communication channels.

Based on the research findings, it is known that the Ciamis Regency Communications and Information Service actively considers the information to be conveyed to the public by ensuring accuracy, relevance, and accessibility.

Ciamis Regency Communications and Information Office Estimates Results to be Obtained from the Information Provided

The second indicator proposed in the input and output dimensions of the Ciamis Regency Communications and Information Service estimates the outcomes of the information disseminated. Interviews revealed that the Ciamis Regency Communications and Information Service has undertaken various strategic efforts to estimate the outcomes of the information disseminated using technology-based approaches, data evaluation, and direct interaction with the public.

Based on observations conducted by the researcher to verify and clarify the interview findings, it was found that the Ciamis Regency Communications and Information Service actively uses various analysis and monitoring methods to ensure the effectiveness of information dissemination.

Based on the research findings, the Ciamis Regency Communications and Information Service has a structured system for estimating the outcomes of the information disseminated, relying on technology, community surveys, and internal evaluations to ensure the effectiveness of public communication.

Achieving Overall Goals

The achievement of overall objectives indicates the success of the program in achieving the main objectives of the organization or policy, as well as its long-term impact on the community or related sectors. This success reflects the effectiveness of the communication strategy implemented and the extent to which the information conveyed can provide real benefits to the community. Supported by two indicators, namely the results of the Ciamis Regency Communication and Information Service obtained the results of the distribution of information evenly and the information conveyed in accordance with the ultimate goals of the organization. To determine how the implementation of these two indicators, the author conducted interviews with 10 informants with the following results.

Ciamis Regency Communication and Information Service obtained results in the even distribution of information

The first indicator proposed within the overall goal achievement dimension is the equitable dissemination of information by the Ciamis Regency Communications and Information Service. Interviews demonstrate that the Ciamis Regency Communications and Information Service has implemented various effective strategies to ensure information reaches all levels of society, through digital media, print media, and direct interaction.

Based on observations conducted by the researcher to verify and clarify the interview results, it was determined that the information disseminated by the Communications and Information Service has reached various regions, including remote areas, by utilizing various available communication channels.

Based on the findings, the researcher concluded that the Ciamis Regency Communications and Information Service has successfully disseminated information equitably through the use of digital technology, collaboration with various parties, and direct interaction with the community.

The information conveyed is in accordance with the organization's ultimate goals.

The second indicator proposed in the overall goal achievement dimension is the information conveyed in accordance with the organization's ultimate goal. Interviews revealed that the information conveyed by the Ciamis Regency Communications and Information Service (Diskominfo) aligns with the organization's ultimate goal of increasing transparency, digital literacy, and public understanding of local government policies.

Based on observations conducted by the researcher to verify and clarify the interview results, it was stated that information was conveyed through various communication channels, both digital and conventional, to ensure broader reach.

Based on the research findings, the information conveyed by the Ciamis Regency Communications and Information Service (Diskominfo) aligns with the organization's ultimate goal of increasing public literacy and public information transparency.

The research identified several suboptimal dimensions: program success, indicated by the Ciamis Regency Communications and Information Service's programs being communicated to the public; target success, indicated by the Ciamis Regency Communications and Information Service providing targeted information and education; and program satisfaction, indicated by the public being satisfied with the information programs provided by the Ciamis Regency Communications and Information Service.

Several obstacles were found, namely that some people feel that information is easily accessible, especially through social media and direct socialization, while others consider that there are limitations in the socialization of digital services, the lack of active interaction on social media, and the fact that there are still people who do not understand the use of digital technology in accessing information. In addition, other obstacles faced, especially by the Communication and Information Service itself, are the varying levels of community literacy, the large number of targets, the vast area of Ciamis, and the existence of several blank spots. The final obstacle faced by the community is that the information provided is still not evenly distributed and many people in remote areas still have difficulty accessing information digitally. In addition, some of the information provided by the Communication and Information Service is not updated quickly enough so that people often receive information that is no longer relevant.

Several efforts made by the Ciamis Regency Communication and Information Service to overcome obstacles in the dimensions of program success with indicators of the existence of the Ciamis Regency Communication and Information Service program that is conveyed to the community, the first is by increasing the intensity and quality of digital service socialization through various platforms, both directly through community meetings and online through official government social media, holding digital literacy training for the community, especially for the elderly and communities in rural areas, in order to improve their understanding and ability to access information through digital technology, strengthening two-way interactions on social media by responding to questions, complaints, and input from the community quickly and friendly, thereby building trust and increasing public participation, collaborating with community leaders, village officials, and educational institutions as information dissemination partners to reach wider levels of society.

Efforts made to overcome obstacles in the dimension of target success with the indicator of the Ciamis Regency Communication and Information Service provides targeted information and education, namely by adjusting the content to the level of community literacy so that it is easier to understand, increasing the use of digital media to reach more people, and coordinating with related parties so that information can be more effectively received by the wider community. And efforts made to overcome obstacles in the dimension of satisfaction with the program with the indicator The community is satisfied with the information program provided by the Ciamis Regency Communication and Information Service are by increasing the reach of information socialization to remote areas through collaboration with village governments and local community leaders; expanding access to digital information by providing digital literacy facilities and training for people in need, accelerating information updates on official channels, such as the website and social media of the Communication and Information Service, so that people get the latest and relevant information, and building an effective feedback system.

E. CONCLUSION

Based on research findings, the effectiveness of the Communication and Information Office's social media in providing information and education to the public in Ciamis Regency remains suboptimal, based on the dimensions of program success, target success, program satisfaction, input and output levels, and achievement of overall objectives.

The obstacles encountered include: some residents perceive information as readily accessible, particularly through social media and direct outreach, while others perceive limited digital service outreach, a lack of active interaction on social media, and a lack of understanding of how to use digital technology to access information. Furthermore, other obstacles faced by the Communication and Information Office itself include varying levels of community literacy, the large number of target groups, the vastness of the Ciamis region, and the persistence of several blank spots. Finally, the community faces an uneven distribution of information, with many residents in remote areas having difficulty accessing digital information. Furthermore, some information provided by the Communication and Information Office is not updated promptly, often resulting in outdated information.

Several efforts made by the Ciamis Regency Communication and Information Service to overcome obstacles in the dimensions of program success with indicators of the existence of the Ciamis Regency Communication and Information Service program that is conveyed to the community, the first is by increasing the intensity and quality of digital service socialization through various platforms, both directly through community meetings and online through official government social media, holding digital literacy training for the community, especially for the elderly and communities in rural areas, in order to improve their understanding and ability to access information through digital technology, strengthening two-way interactions on social media by responding to questions, complaints, and input from the community quickly and friendly, thereby building trust and increasing public participation, collaborating with community leaders, village officials, and educational institutions as information dissemination partners to reach wider levels of society.

Efforts made to overcome obstacles in the dimension of target success with the indicator of the Ciamis Regency Communication and Information Service provides targeted information and education, namely by adjusting the content to the level of community literacy so that it is easier to understand, increasing the use of digital media to reach more people, and coordinating with related parties so that information can be more effectively received by the wider community. And efforts made to overcome obstacles in the dimension of satisfaction with the program with the indicator The community is satisfied with the information program provided by the Ciamis Regency Communication and Information Service are by increasing the reach of information socialization to remote areas through collaboration with village governments and local community leaders; expanding access to digital information by providing digital literacy facilities and training for people in need, accelerating information updates on official channels, such as the website and social media of the Communication and Information Service, so that people get the latest and relevant information, and building an effective feedback system to accommodate aspirations, criticisms, and suggestions from the community directly.

Based on the conclusions obtained, there are several suggestions that can be used as recommendations for the Ciamis Regency Communication and Information Service to increase the effectiveness of delivering information to the public, as well as recommendations for future researchers:

For the Communication and Information Service of Ciamis Regency

The Communications and Information Technology Office (Diskominfo) needs to be more active in utilizing social media and digital applications by increasing interaction with the public, such as direct question and answer sessions, the use of live streaming features, and improving the quality of content to be more engaging and educational.

User friendly and simple digital application

The Communications and Informatics Office (Diskominfo) should utilize user-friendly and simple digital applications so that people from various backgrounds, including those less familiar with technology, can easily access, understand, and utilize the services provided, thus optimally achieving the goal of increasing the effectiveness of public communication.

Future researchers are advised to conduct further research with a broader scope, such as comparing the effectiveness of Communications and Informatics Office communications in various regions. Furthermore, research on the specific impact of social media and digital applications on public participation in government could be an interesting topic. The use of more in-depth quantitative methods could also provide more measurable results regarding the effectiveness of communication programs implemented by the Ciamis Regency Communications and Informatics Office.

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