

# POLITICAL COMMUNICATION IN COMMUNITY PARTICIPATION: A SYSTEMATIC LITERATURE REVIEW

**Titis Ayu Anggaten<sup>1</sup>, Salahudin<sup>2</sup>, Muhammad Firdaus<sup>3</sup>**

## ABSTRACT

<sup>1</sup>Fakultas Ilmu Sosial dan Ilmu Politik  
Universitas Muhammadiyah Malang,  
Malang, Indonesia  
[titisangganten05@gmail.com](mailto:titisangganten05@gmail.com)  
(corresponding author)

<sup>2</sup>Fakultas Ilmu Sosial dan Ilmu Politik  
Universitas Muhammadiyah Malang,  
Malang, Indonesia  
[alahudinmsi@umm.ac.id](mailto:salahudinmsi@umm.ac.id)

<sup>3</sup>Fakultas Ilmu Sosial dan Ilmu Politik  
Universitas Muhammadiyah Malang,  
Malang, Indonesia  
[muhhammadfirdaus00000@gmail.com](mailto:muhhammadfirdaus00000@gmail.com)

*The purpose of this study is to see how communication affects the political participation of rural communities. This research uses a systematic literature review method using 219 scholarly articles from the Scopus database. The review of the articles was conducted using the Vosviewer application. The results revealed that there are 5 thematic clusters in the study of political communication participation, including the green cluster, yellow cluster, purple cluster, red cluster, and blue cluster. Where each cluster has a strong relationship between clusters. The politics of local leaders affect all aspects of community life in the area. Good leaders are developed through a long process and do not appear by chance. The ability to get others to do what the leader wants is known as leadership. Communication in the community is considered to work well in the process of political participation in the community, despite the poorly understood and inadequate form of information distribution. The process of political participation in the election of leaders and other political bodies runs smoothly with the support of available communication media. Villagers are invited to participate in decision-making because they better understand what is needed for the welfare of the village. The results of this research help people's political participation in various ways and provide information to people who need it. The research process was limited because the articles used were only from the Scopus database, so the research results could not cover the issue of government communication in increasing the participation of rural communities as a whole. Future research should use scientific article sources from recognized international databases such as Web of Science and Dimensions Scholars, so this research itself has weaknesses that need to be improved for future research.*

**Keywords:** Community, government, participation, role of communication .

## INTRODUCTION

As social creatures, humans always want to interact with others because they want to interact with others and know what is going on inside them. (Zainal & Sarwoprasodjo, 2018). It is this curiosity that makes people communicate. Therefore, all communication is addressed to the people to whom the message is conveyed and aims to change human attitudes, both individually and in groups in the sense of society. (Liliweri et al., 2021). There are three basic functions that encourage people to communicate with each other: control, adaptation and socialization. (Hermana et al., 2023). In other words, communication activities must have the ability to predict developments. First and foremost, the human desire to control the environment. Because people can communicate about the current use, exploitation, conservation and avoidance of threats to the natural environment. Second, people make efforts to adapt to their environment. How a society adapts to its environment is very important for its survival. These three efforts aim to change the cultural heritage of socialization. (Irawan & Sunandar, 2020). Communities need to communicate about values, actions and roles if they are to survive. (Indah & Goeritman, 2021). These three functions provide basic criteria for each individual to

communicate and interact with other members of society. (Sulaeman, n.d.). So, to build a balance with the society, communication as a tool of social interaction helps us to know and predict the attitudes of others. It also helps us to know where we stand. (Anggreani et al., 2020). Thus, communication is one of the most fundamental activities in human life, both as members of society and as individuals. (Budi, 2018).

Political participation is an important component in countries that have a democratic system because citizens actively participate to help policymakers realize their ideal government. (Baharuddin et al., 2022). Therefore, it is clear that the purpose of political participation is to influence and pressure the authorities to consider and fulfill the interests of all parties involved. (Zainuddin, 2019). This study itself aims to explore how political communication focuses on the context of community participation patterns.

We found that communication strategy means taking into account specific environmental conditions, that is, the relationship between women and their environment in a specific political context, such as political parties, election campaigns, negotiations, daily life in meetings, recruiting members and leaders in parliament, and other activities. All political information is communicated through this process between the political party, which acts as the source or sender, and the political party, which acts as the receiver (Kamil, 2018). This communication strategy takes into account all relevant communication elements. Atie further explained that there are different relationship models, depending on the context of the relationship between elements in a communication event. (Dunan, 2020). The relationship of communication elements includes (1.) source-recipient relationship, a relationship determined by the purpose of communicative activities; (2.) source-environment relationship. The influence of certain social, political and cultural influences mentioned by the source communication (3) The relationship between the receiver and the environment refers to the social, political and cultural influences on the various psychological states of the receiver. (4) The receiver-message relationship refers to how communication affects the receiver through the form, content, and presentation of the message. Therefore, an important component in building an effective and efficient political communication strategy actually depends on the context and environment in which political communication takes place (Sarwani, 2021). Furthermore, according to (Faizah et al., 2021) that political communication is like blood, sending political messages consisting of demands, protests and support, both for interests and desires, to the center of the political system. An output function collects the results of the process, which are then sent back to the political system through political communication. Information has become very important in the modern world, especially in democratic countries that provide freedom of access to information (Irawan & Sunandar, 2020).

Previous research has not discussed much related to participation, but not much has discussed the role of communication in political participation, especially in rural communities. Also, there are not many studies that use a systematic approach to review the literature with articles from the scopus database or use Vosviewer to review articles. (Mustanir, 2019). The focus of this research study leads to the role To answer research questions related to how the role of communication on political participation carried out by rural communities. This research uses a qualitative method of content analysis. This

research uses the systematic literature review approach and Vosviewer to analyze articles. This research contributes to the development of science, especially government science, on communication strategies to increase knowledge and participation of rural communities (Samosir, 2018).

## **LITERATURE REVIEW**

The political activities of the general public as members and supporters of local organizations and activities in party organizations can be divided into political participation and political mobilization based on actors' initiatives, spontaneity and spontaneous activities. (Purba, 2022). Politicians believe that political activity, which is based on individual initiative, is spontaneous and voluntary and thus leads to political participation. The form of individual participation is reflected in political activity. Voting for state or local leaders or candidates for representatives is the best-known form of participation. Other forms of political participation include being an active member of a political organization or holding an administrative or political office. Participation in demonstrations and passive participation in organizations. (Syarif et al., 2021) believe that political communication includes not only communication between political actors and voters to achieve certain goals, but also between voters and newspaper columnists, and between political actors and their activities. According to Nimmo, political communication, as seen in news articles, editorials, and other types of political discussions in the media, is communication that aims to influence people's knowledge, beliefs, and behaviors related to the political communication process. (Purba, 2022).

Previous research is needed to support this research. Previous research will be used as a reference by the authors when conducting research, so that they can enrich the theories they will use to examine future research. (Zainal & Sarwoprasodjo, 2018) with the research title "Regional Government Political Communication Strategy in Increasing Rural Community Participation (Study of the Regent Ronda Program in Central Lampung Regency)" (5). The purpose of this study was to determine how the government of Central Lampung Regency implemented a political communication strategy to increase the understanding and participation of rural communities in the dissemination of the Regent Ronda Program. The results showed that the Ronda Regent program could increase the participation of rural communities. The increased participation of rural communities is also very helpful in creating good governance in the Central Lampung Regency Government. It allows the government to gain administrative and political benefits from this participation in the policy making process. Some of the benefits that can be obtained are better means of communication, less criticism from citizens, formation of relevant and contextualized policies, effectiveness and efficiency of policy implementation, and strengthening of social capital. (Akbar, 2018).

Ayu Alivia Hidayah Safitri (2020), with the research title "Political Communication Patterns of the Bojong Indah Village Head in the Development of Village Infrastructure". The purpose of this study was to see how the political communication of the village head in the development of village infrastructure, and to find out what factors hinder the political communication of the village head in the development of village infrastructure in Bojong Indah. The results showed that if the village infrastructure development in

Bojong Indah goes well, the village development will be more. Every village development activity depends on the village head. (Supratman, 2019).

Fikar Damai Setia Gea (2017), with the research title "Analysis of Village Head Communication Networks in Development Program Innovation in Nias Regency, North Sumatra Province". The seven problem investigated in this study is how the village head communication network in Nias Regency works to communicate and promote development program innovation. The results showed that the content of messages exchanged in the village head communication network was dominated by conversations about the management of village funds based on friendly ties. Thus, the overall network structure of village leaders in Nias Regency is considered a weak communication network because it is limited to group or sub-district boundaries. This condition affects the network pattern formed, as personal radial networks tend to be diffuse and open to the environment, but with a limited amount of data. (Alam & Ambi, 2017).

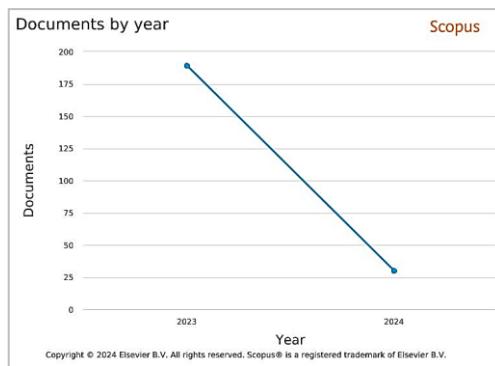
## RESEARCH METHOD

This research uses the systematic literature review (SLR) method to find, evaluate, and understand all available research relevant to the problem statement or research question. Systematic literature review (SLR) is defined as the process of identifying, appraising and understanding all available research evidence to find answers to specific research questions. (Faizah et al., 2021). Subsequently, the systematic literature review method was applied to conduct the PRISMA research, which consists of five stages. First, eligibility criteria were defined. Next, the researchers searched for topics through Google Scholar according to the title and abstract of the study or according to previous research questions. Second, determining the source of information, in this section the researcher searches for data in the form of articles through the Scopus database, because the Scopus database is of recognized quality at the international level and has a wide coverage by first registering to get an account in the Scopus database. Third, data selection, in this researcher's data selection by searching for selected appropriate article data. Fourth, the screening stage, which is the stage of determining the number of journal articles that match the selected study topic by adding several filters to get more specific journal articles and then can be processed. Fifth, based on the results of the data search, any data (research articles or journals) that meet all the criteria are thoroughly analyzed.

The process of analyzing journal data in this study obtained from the Scopus database by entering the word participation in government communication, then the results appear, namely 1897 journals obtained. Furthermore, by adding filters for publication years from 2023 to 2024 and adding filters by entering more specific keywords, 219 journals were obtained. The journals that appear can be downloaded directly in the form of RIS, which can be exported in the form of a journal pdf file and then entered into Vosviewer software to process the data. Many studies have analyzed political communication strategies. However, in previous studies, there are not many studies that use a semantic literature review approach using articles from the Scopus database and a variety of articles that are examined using the article review method with VosViewer as the data processing medium. Therefore, this research focuses on article reviews with the SLR approach of about 219 articles.

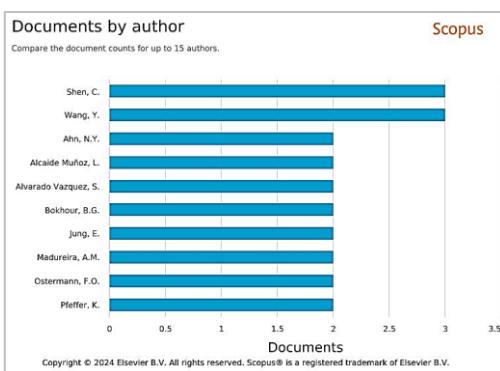
## RESULT AND DISCUSSION

From the screening of the results of this study conducted by researchers on the Scopus database related to the study of participation in government communication, it shows the trajectory of the study in a graph that has decreased quite drastically, it is clearly observed that the number of studies in the period 2023-2024.



**Figure 1.** Number of studies on participation in government communication between 2023-2024  
Source: Elsevier (2024)

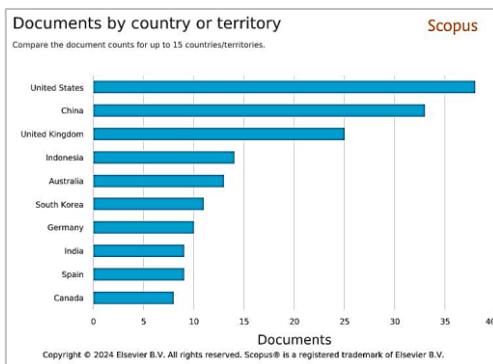
Figure 1 shows that in 2023 there were about 193 documents of journal articles published and indexed by Scopus, in 2024 there were about 26 documents. It is clear that there is little tendency for researchers to further study participation in government communication in the period 2023-2024. because 2024 is still a new year and this is in March, so there may not be many articles that discuss related to public policy communication.



**Figure 2.** Number of documents on researchers' participation in government communication  
Source: Elsevier (2024)

Figure 2 shows data on authors, researchers, or writers who contribute to the publication of journal article documents related to participation in government communication. Based on the graph, it can be seen that for each author above, there are eight authors who have two published journal articles with themes and topics related to participation in government communication, namely Ahn, N.Y., Alcaide Muñoz, L., Alvarado Vazquez, S., Bokhour, B.G., Jung, E., Madureira, A.M., Ostermann, F.O., Pfeffer, K. Then there are 2 authors who have three published articles with themes and topics related to participation in government communication, Pfeffer, K. Then there are 2

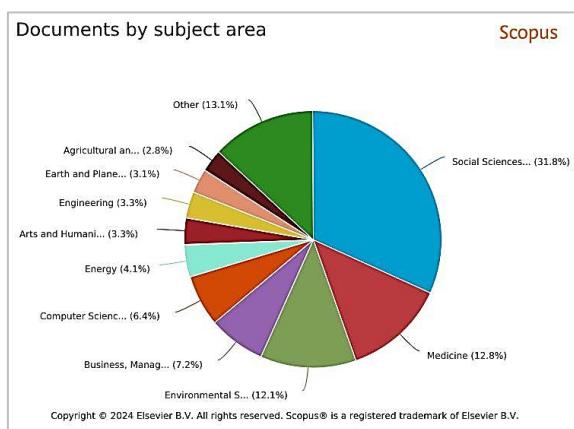
authors who have three published articles with themes and topics related to participation in government communication according to the topic chosen by the researcher, namely Shen, C. and Wang, Y. And Figure 2 above shows that the authors who are often visited and used as references are Shen, C. and Wang, Y. and in the content of the discussion are also interconnected with other authors.



**Figure 3.** Number of Public Policy Communication Publications by Country

Source: Elsevier (2024)

Figure 3 shows articles related to the location of the country that has the largest contribution to the top of the most publications related to participation in government communication research study including the United States as many as 38 documents, where the United States is the first with the most articles. The journal article focuses on the development of government communication on an international scale, which can find out and analyze related to the participation in government communication research study. Furthermore, China has 33 documents, the United Kingdom has 25 documents, while Indonesia has 14 documents, Australia has 13 documents, Korea has 12 documents, Germany has 10 documents, India and Spain have 9 documents, then in the last place is Canada with 8 research documents that have been published.

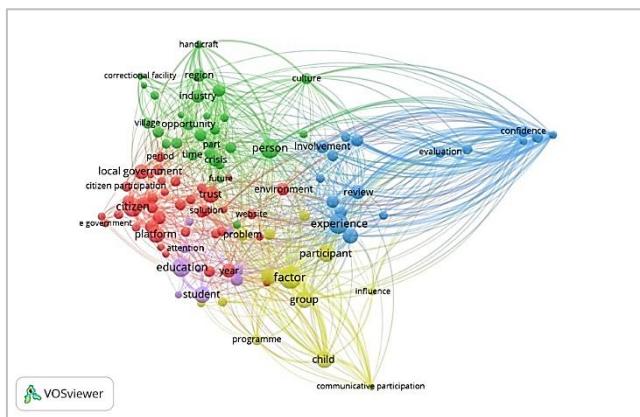


**Figure 4.** Number of Publications on Participation in Government Communication by Country

Source: Elsevier (2024)

Figure 4 shows that the subject area that has the largest contribution in publications about participation in government communication is social sciences as much as 31.8%. The subject area tends to be Social Science because most of the authors discuss about participation in government communication that concerns the wider community, with

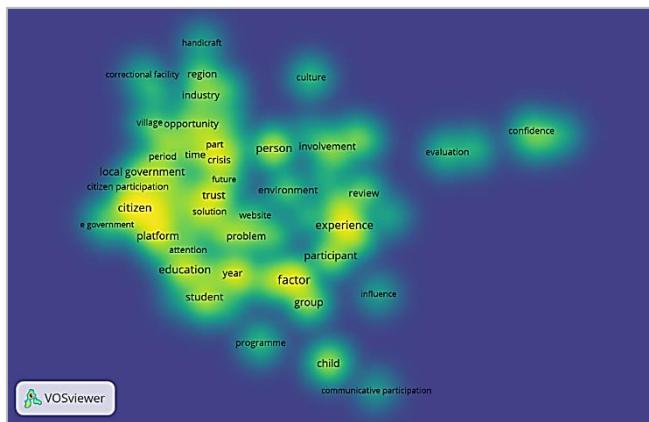
this showing how the government communicates with the community and the surrounding environment. Then next to that which has the highest percentage among other science studies, namely social science, because the topic of public policy communication is discussed in the study of social and political sciences, so there are more articles related to social sciences and political sciences. After Social Science, namely, Other as much as 13.1%, Medicine 12.8%, Environment as much as 12.1%, Business, Manage as much as 7.2%, Computer Science as much as 6.4%, Energy as much as 4.1%, Arts, Humanities and Engineering as much as 3.3%, Earth and Plane as much as 3.1%, then finally Agriculture an as much as 2.8%.



**Figure 5.** Topic Cluster on Participation Studies in Government Communication

Source: Proceed by VOSviewer(2024)

Figure 5 illustrates the results of the Vosviewer analysis, which reveals the presence of multiple dominant topics within the domain of government communication participation. These topics can be classified into five distinct clusters: green, yellow, purple, red, and blue. Each cluster is strongly related to the others. This is exemplified by the yellow cluster, which represents the concept of participatory communication. This can be defined as an inclusive dialogue model that provides opportunities for all parties involved in communication to express their opinions to each other, listen, and be heard. In light of these findings, the concept of government communication emerged. Government communication can be defined as the process of conveying the government's ideas, programs, and initiatives to the public with the aim of achieving national goals. The red cluster, comprising citizens, represents the delivery of the public's unexpressed thoughts to the government. This facilitates socialization, increases public trust, and supports government decisions that align with the principles of Pancasila.



**Figure 6.** The primary subjects of investigation within the field of government communication studies  
Source: Proceed by VOSviewer(2024)

Figure 6 illustrates the prevailing themes within the subject of the study of participation in government communication. The keywords "citizen," "citizen participation," "local government," are evident in numerous keywords highlighted in yellow, indicating that the subject has been extensively studied and indexed by Google Scholar. It is the most dominant topic in the articles that researchers have collected and reviewed through the Vosviewer application. In contrast, nodes marked with dark colors (e.g., program, influence, attention, future, e-government, opportunity, environment, correctional facility, handicraft, culture, etc.) indicate that these topics or keywords have not been studied extensively. This may provide an opportunity for further research on these topics.

As demonstrated by the Vosviewer analysis, the study of participation in government communication encompasses a multitude of dominant topics. These topics can be classified into five distinct clusters: the green cluster, the yellow cluster, the purple cluster, the red cluster, and the blue cluster. Each cluster is strongly related to the others. This is exemplified by the yellow cluster, which represents the concept of "participant." Participatory communication can be defined as an inclusive dialogue model that provides opportunities for all parties involved in communication to express their opinions, listen to each other, and be heard. In light of these considerations, the concept of government communication was developed. Government communication can be defined as the process of disseminating information and ideas pertaining to the government's programs and objectives to the general public in order to achieve national goals. The red cluster, "citizens," represents the delivery of the public's unexpressed thoughts to the government. This facilitates socialization, increases public trust, and supports government decisions that align with the values of Pancasila.

## THE ROLE OF COMMUNICATION IN COMMUNITY POLITICAL PARTICIPATION

Communication can be defined as the act of conveying symbols that contain meaning to another individual (Anangkota, n.d.). It is imperative that the parties engaged in communication possess a comprehensive understanding of this concept. The aforementioned explanation, which posits that "communication is the process of delivering messages to people, groups, or organizations with the aim of changing attitudes or thoughts," is an apt description of the role of communication in community political participation. However, it is not uncommon for the messages conveyed by prospective

leaders to be challenging to comprehend. The essence of this society is embodied in the character of each individual. It is evident that this individual possesses benevolent intentions. It would be beneficial for those seeking elected office to demonstrate generosity. Nevertheless, these pledges are seldom fulfilled or maintained. It can be reasonably deduced that communication with prospective leaders will not be effective in the public sphere. Furthermore, the most recent level of education attained by the municipal government is below the national average, equating to the level of junior high school (SMP). Furthermore, this has an impact on public participation in politics, including the selection of prospective leaders and the election of leaders. (Hasanuddin, 2009).

It is imperative that candidates recognize the significance of communication as a fundamental aspect. Effective communication is a crucial skill for individuals seeking elected office, particularly those aiming to represent the interests of their constituents. In this discourse, the reader will gain insight into the vision and mission of these aspiring leaders. As we gain further insight into the character of leaders and the role that communication plays in various societal contexts, it becomes increasingly important for employees to articulate their expectations of potential leaders. Moreover, the electoral process is a largely participatory one, with almost all members of society eligible to vote in local elections, for example. In such circumstances, it is incumbent upon our society to engage in prudent political discourse, and the active involvement of the citizenry is indispensable for the electoral process to unfold. It is evident that this is inextricably linked to the fundamental function of communication itself. Furthermore, it was evident that community involvement was a prominent feature of the electoral process, with a considerable number of individuals engaging to enhance the overall ambience. Furthermore, when individuals deliver speeches, they do so with composure and attentiveness, carefully considering the aspirations of those who may one day assume leadership roles. Nevertheless, there are some individuals within our society who do not adhere to a belief in the political process. Some citizens assert that those in power have become detached from the people, claiming that political participation is contingent upon individuals who are willing to engage when their input is required.

### **THE RANGE OF AVENUES THROUGH WHICH THE COMMUNITY MAY ENGAGE IN POLITICAL ACTIVITIES**

The specific forms of political participation observed in any given country and at any given time vary considerably. The majority of contemporary democracies facilitate political participation through traditional political activities. Examples of unconventional forms of political participation include petitions, violence, and revolutionary activities. The form and frequency of political participation can be used to assess the stability of political institutions, the vitality of political life, and the level of citizen satisfaction or dissatisfaction. Studies have demonstrated that individuals are more likely to be disengaged from elections. Those who vote more frequently are local stakeholders and officials who participate in leadership elections and other political activities, such as voting (Michael, 2020).

The process of transmitting traditions, values, and norms from one generation to the next within a group or society is referred to as socialization. Many sociologists view

socialization as an extension of role theory. During the socialization process, individuals are assigned the roles that they are expected to perform. The everyday activities of individuals are influenced by political factors. For instance, parents may instill certain attitudes within their families. He inculcates political principles in his children through straightforward political discourse. 2) The integration of civic education into the school curriculum. In the context of political discourse, students and educators engage in the exchange of information and interaction with one another. 3) The capacity to disseminate and communicate official ideology meticulously throughout the country; 4) The ability to function as a political socializer in the context of political parties. This indicates that political parties habitually engage the services of participants, organisers, and members. It is incumbent upon political parties to demonstrate that they are acting in the public interest. (Setiawan & Fauzi, 2019).

It is essential that communication activities be capable of anticipating future developments. Firstly, it can be argued that there is a fundamental human desire to master the environment. This is because communication allows people to gain the knowledge required to exploit, preserve and avoid threats to the natural environment. Secondly, there is the human endeavour to adapt to the environment. The capacity of a society to adapt to its environment is a critical determinant of its survival. Thirdly, this endeavour aims to alter the cultural heritage of socialisation. Furthermore, the relationship between the elements of communication can be defined as follows: (1.) the source-recipient relationship, which is determined by the purpose of the communicative activities; (2.) the relationship between the source and the environment. The impact of specific social, political, and cultural factors highlighted by the communicator (3) The link between the recipient and their surrounding context encompasses the influence of social, political, and cultural elements on the psychological states of the receiver. (4) Given that the form, content, and presentation of messages impact the recipients of messages, the term "recipient-message relationship" is employed to describe the manner in which communication affects them. Consequently, a crucial element in developing an effective and efficient political communication strategy hinges on the context and environment in which political communication occurs.

The findings indicate the existence of five distinct topic clusters within the domain of political communication participation. These include the green, yellow, purple, red, and blue clusters. Each cluster is strongly related to the others. The actions of local leaders have a significant impact on various aspects of community life. Effective leadership is not a spontaneous phenomenon; rather, it is the result of a prolonged and meticulous process. The capacity to compel others to act in accordance with the leader's wishes is referred to as leadership. The functioning of communication in the community is considered to be conducive to the process of community political participation, despite the lack of clarity and inadequacy in the manner of information distribution. The process of political participation, including the election of leaders and other political bodies, is facilitated by the support of available communication media. Local residents are encouraged to engage in the decision-making process, given their superior understanding of the requisite conditions for the village's collective well-being. The findings of this study facilitate various forms of political participation and furnish pertinent information to those who

require it. The research process is limited by the fact that the articles used only come from the Scopus database. As a result, the research findings cannot provide a comprehensive examination of the issue of government communication in increasing rural community participation. As with any research project, this one has inherent limitations that can be addressed in future work.

## CONCLUSION

This research revealed that, despite the lack of clarity and inadequacy in the communication methods employed in the process of community political participation in Waisai District, they remain effective. This is corroborated by the political participatory process in the selection of organizations and leaders. The smooth functioning of other policies is facilitated by the effective dissemination of political messages through communication media, which also serves to garner support for electoral participation. It is of great importance that the general public be made aware of the benefits and functions of political parties in their everyday lives. Political education enables political parties to elucidate the ways in which they contribute to society. The objective of voter education is to enhance political participation and public initiative in the electoral process. The demonstration of political awareness through the electoral process can encourage both voters and those in their immediate vicinity to engage in active participation as voters. It is also incumbent upon organizers and political parties to provide voters with the requisite education.

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