Information Quality of Regional Government's Websites in Central Java Province

[1]Eny Ratnasari, [2]Ascharisa Mettasatya Afrilia, [3]Wahyu Eka Putri

Universitas Tidar, Magelang, Indonesia
E-mail: [1]enyratnasari@untidar.ac.id, [2]mettaafrilia@untidar.ac.id, [3]putri.eka@untidar.ac.id

Abstract: *As stated in the Public Information Disclosure Act, Government Public Relations bears a dual responsibility, managing both the main website of the regional government and the PPID (Information and Documentation Management Official) websites. This research analyzes the content of the PPID websites of 29 districts and 6 cities in Central Java Province. This research used a website assessment instrument consisting of 84 questions. This instrument is a modification of the Industrial Website Evaluation Model which focuses on information quality and information disclosure policies in Indonesia. The research results indicate that the implementation of the public information disclosure policy has not yet fully aligned with government public relations ethics. Several aspects still require improvement. Government Public Relations needs to focus on empathy in managing the PPID website and needs to acknowledge the behavior of the public who tend to access the main website belonging to each institution, not the PPID website. Therefore, government public relations needs to distinguish between the content of the main website and the PPID website. However, commitment is required in managing the PPID website to ensure that people are motivated to access information and can do so effectively.*

Keywords: *ethics, government public relations, information quality, website*

INTRODUCTION

One of the crucial characteristics of a democratic country that upholds people's sovereignty is the ease of obtaining information, which is a human right, and openness of public information to realize good state administration. Public information disclosure is used to optimize public oversight of the state and public administration (Schmidthuber et al., 2021). The issue of transparency in Public Relations, which is often associated with a conflict of interest, is an important ethical issue (Brown et al., 2014; Cronin, 2020). Transparency is vital in Digital Public Relations practices (Ikonen et al., 2017).

Public information disclosure for institutions is an obligation of state institutions regarding community service. Moreover, transparency and accountability are tools to increase government trust and legitimacy in the eyes of the public (Ernungtyas & Boer, 2023; Porumbescu, 2017). Public Relations also contributes to the failure to form a positive image of government if the dissemination of information about government activities is not based on a two-way symmetrical communication model (M. Lee et al., 2021).

Every institution is obliged to implement the principle of Openness of Public Information. One implementation of Openness of Public Information that must be carried out is by establishing an Information and Documentation Management Officer (PPID) and creating a website to implement the Public Information Disclosure policy.

Public Relations officers use websites as a communication channel to build the organization's reputation. In addition, websites are an important communication platform to support interactions between government and society (Lee et al., 2023).

Article 7 paragraph 1 of Law Number 14 of 2008 states, "A Public Agency is obliged to supply, provide and/ or publish the Public Information under its authority to the Public Information Applicant, except information that is classified in accordance with the provisions. " (Law Number 14 of 2008 concerning Public Information Disclosure Act (KIP), 2008; Government Regulation of the Republic of Indonesia Number 61 of 2010 concerning Implementation of Law Number 14 of 2008 concerning Public Information Disclosure Act, 2010). To implement this law, Government Public Relations must have two websites, namely the main website and the PPID website. This website makes it easier for people from public agencies to find out about the efforts of each public agency in disclosing information to the public. Apart from that, this separation makes it easier for public relations to take action when they become PPID. The main website and PPID must go hand in hand, but in this case public relations must know that there are two different responsibilities (Ratnasari et al., 2018).

Discussions regarding transparency on a public information website are still a topic of study. In the context of the PPID website, this is the meeting point between e-Government and public relations practices. The concept of transparency that is applied is part of public agencies as stated in law. However, to this day, studies regarding transparency carried out by public relations are still being debated (Craig et al., 2016; Erkkilä, 2020; Goncalves & Santos, 2017; Holland et al., 2018; Moore, 2018; Porumbescu, 2017; Saldanha et al., 2022; Vujnovic

& Kruckeberg, 2016). The concept of transparency has been promoted as ethical and beneficial (Holland et al., 2018), increase trust, credibility and accountability (Craig et al., 2016; R. L. Lee & Joseph, 2013).

Information quality can be understood as the main indicator that influences the satisfaction of information users or site users (Priyadarshini et al., 2017; Rasool & Warraich, 2018; Rohmah & Fataron, 2020; Tao et al., 2017). In government public relations, the level of use and satisfaction with site quality is a direct factor of individual impact which ultimately affects the image of the organization. A quality government website is needed to build public trust in its public electronic services (Alshira'H, 2020; King & Youngblood, 2016; Rasyid & Alfina, 2017; Wahyudi et al., 2017).

Transparency cannot be separated from honesty. Honesty will increase trust in institutions. The code of ethics for the public relations profession compiled by the Indonesian Public Relations Association states that public relations must act honestly in dealing with clients or superiors (Article II paragraph 1). Furthermore, Article IV paragraph 1 which regulates behavior towards co-workers states, "Do not deliberately damage or defame the reputation or professional actions of colleagues. However, for example, suppose a colleague is found guilty of committing an unethical, unlawful or dishonest act, including violating the Indonesian Public Relations Code of Ethics, in that case the evidence must be submitted to the Indonesian Public Relations Honorary Council. From these two articles it can be concluded that the Public Relations code of ethics places great emphasis on behaving honestly, transparently and openly (Perhumas, 1977).

Public relations can assert its openness and transparency, but from

an ethical standpoint, the empirical assessment of transparency's effectiveness remains untested. The quality of information or messages conveyed through communication channels must undergo empirical scrutiny. This evaluation is crucial for assessing clarity, determining the most suitable mode of expression, and verifying the accuracy of the communicated message (Holland et al., 2018).

Recent research indicates that beyond the implementation of government public relations ethics, there is a need for a new ethical dimension in the context of public services. This involves the adoption of care-based ethics by government public relations. In this framework, government public relations is expected to embody a proactive approach in communicating with the public, demonstrating empathy and dedication, recognizing and preserving diversity and public order, and acknowledging the inherent limitations of government communication. Additionally, government public relations is encouraged to employ care-based relationship development strategies, including aspects such as access, openness, empathy, active listening, flexibility, prioritizing competency, ensuring the quality of community decisions, and embracing humanism (Dong & Morehouse, 2022).

The implementation of government public relations ethics aligns with Mordecai Lee's model of government public relations. According to Lee, public administrators can enhance their job performance by fully integrating public relations practices to support the organization's mission and fulfill the democratic responsibilities of government (M. Lee et al., 2021). Mordecai Lee's Model of Government Public Relations encompasses three key components: mandatory, optional, and dangerous but powerful (M. Lee et al., 2021).

Building upon the context provided in the background above, it is evident that the information quality of PPID websites at the regional levels in Central Java Province requires improvement. Government Public Relations bears a dual responsibility, managing both the main website of the regional government and the PPID website. The observation reveals that the main website of the regional government receives more attention in terms of management compared to the PPID website. While the main website fulfills obligations mandated by the Public Information Disclosure Act, overseen by the Information Commission, it does not imply that Public Agencies can afford to be complacent with these achievements.

In recent times, both academics and practitioners in Public Relations have undertaken studies to scrutinize and critique transparency and publicity practices. This focus arises from the inherent duties and functions of Public Relations in institutions, primarily centered around publicity. Simultaneously, the presence of an information disclosure policy mandates Public Relations to reveal information in accordance with legal provisions. Consequently, Public Relations must exercise caution to establish a distinct boundary between the realms of publicity and transparency.

The relationship between information transparency practices and government public relations in the digital realm can now be seen from the aspect of public relations ethics. Public Relations Ethics has developed into a complex matter. Current developments in information technology make this type of closed communication no longer relevant to use. However, it is important to remember that transparent communication is beneficial for institutions. However, fully transparent communication has negative consequences for institutions and stakeholders. Presenting content on

the PPID website requires collaboration with all work units. In this case, Public Relations assigned as PPID must cooperate reasonably with all work units.

All efforts to achieve transparency require a redistribution of communication power, but they are not egalitarian or democratic. Transparency is a means of controlling information. Transparency cannot be separated from the relationship between parties who close themselves off from information, parties who want it, can disseminate it, and can gain or lose from the disclosure of that information. All efforts at transparency are a means of regulating institutional power. Therefore, further exploration of the use of transparency helps clarify institutional access restrictions or reinforce institutional privilege.

This study assesses the information quality on the PPID websites in 29 regencies and 6 cities within Central Java Province. The research specifically analyzes the information quality of PPID websites throughout the entire province.

METHOD

This information quality research is part of a web-based content analysis study. This methodology was chosen because it allows quantitative evaluation of website content so that the conclusions obtained can be generalized (Neuendorf, 2017). Web-based content analysis is a research method employed to identify certain words, themes or concepts in qualitative data, such as text. Through this method, researchers can quantify and analyze the presence, meaning and relationship of certain words, themes or concepts (Dade & Hassenzahl, 2013; Herring, 2009; Neuendorf, 2017).

The population under investigation in this study comprises the PPID websites of 35 regencies and cities within Central Java Province, consisting of 29 regencies and 6 cities (Table 1). This population also serves as the sample for this research. The selection of these PPID websites is justified by several factors: (1) it is the closest level for users; (2) their frequent usage by the public; (3) the focus of regency/city-level PPID websites on meeting the information needs of users; and (4) the existence of substantial challenges at the local level of PPID website at the regency/city level.

In research that assesses the quality of information content, the evaluation typically covers the following aspects: (1) Product or services catalogue page; (2) Picture or photo gallery; (3) Industry-specific content, including industry research reports and expert tips; (4) Company information, encompassing details about the company, terms and conditions, contact information, and credential validation; (5) Up-to-dateness and accuracy. This evaluation instrument is integrated into the Industry Website Evaluation Model (Kropivšek et al., 2021).

Next, we modified the Industry Website Evaluation Model (Kropivšek et al., 2021) specifically regarding the quality of information (content). This adjustment was made to answer the objectives of this research. This instrument was developed based on public relations literature and regulations related to public information disclosure (Law Number 14 of 2008 concerning Implementation of Law Number 14 of 2008 concerning Public Information Disclosure Act, 2010). The website assessment consists of five sections, namely: (1) Information that must be provided and announced periodically, with subsections namely information relating to public agencies and information regarding the activities and performance of public agencies; (2) Public Agency Information Relating to Government Public Relations Work; (3) Other information regulated in laws and regulations, with subsections namely

TABLE 1. PPID Website Address from 29 regencies and 5 cities in Central Java Province

Num	Regency/City	PPID Website Address
1	Banyumas Regency Government	http://PPID.banyumaskab.go.id/
2	Batang Regency Government	https://PPID.batangkab.go.id/
3	Blora Regency Government	https://PPID.blorakab.go.id/
4	Boyolali Regency Government	https://PPID.boyolali.go.id/
5	Brebes Regency Government	http://PPID.brebeskab.go.id
6	Cilacap Regency Government	https://PPID.cilacapkab.go.id/
7	Demak Regency Government	http://PPID.demakkab.go.id/
8	Grobogan Regency Government	https://PPID.grobogan.go.id/
9	Jepara Regency Government	http://PPID.jepara.go.id/
10	Karanganyar Regency Government	https://PPID.karanganyarkab.go.id/
11	Kebumen Regency Government	https://PPID.kebumenkab.go.id/
12	Kendal Regency Government	https://kendalkab.go.id/PPID
13	Klaten Regency Government	https://PPID.klaten.go.id/
14	Kudus Regency Government	https://PPID.kuduskab.go.id/
15	Magelang Regency Government	https://PPID.magelangkab.go.id/
16	Pati Regency Government	https://PPID.patikab.go.id/
17	Pekalongan Regency Government	https://PPID.pekalongankab.go.id/
18	Pemalang Regency Government	http://PPID.pemalangkab.go.id/
19	Purbalingga Regency Government	https://PPID.purbalinggakab.go.id/
20	Purworejo Regency Government	https://PPID.purworejokab.go.id/
21	Rembang Regency Government	https://PPID.rembangkab.go.id/
22	Semarang Regency Government	https://PPID.semarangkab.go.id/
23	Sragen Regency Government	http://PPID.sragenkab.go.id/
24	Sukoharjo Regency Government	https://PPID.sukoharjokab.go.id/
25	Tegal Regency Government	https://PPID.tegalkab.go.id/
26	Temanggung Regency Government	https://PPID.temanggungkab.go.id/
27	Wonogiri Regency Government	https://PPID.wonogirikab.go.id/
28	Wonosobo Regency Government	https://PPID.wonosobokab.go.id/
29	Banjarnegara Regency Government	https://PPID.banjarnegarakab.go.id/
30	Magelang City Government	http://PPID.magelangkota.go.id/
31	Pekalongan City Government	https://PPID.pekalongankota.go.id/
32	Salatiga City Government	https://PPID.salatiga.go.id/
33	Semarang City Government	https://PPID.semarangkota.go.id/
34	Surakarta City Government	https://PPID.surakarta.go.id/
35	Tegal City Government	https://PPID.tegalkota.go.id/

Source: Proceed by Researcher, 2022

information regarding information services and other information regulated in laws and regulations; (4) Mechanism for Obtaining Public Information.

Data collection for this research took place in May 2022, utilizing a website assessment instrument comprising 84 questions. The research enlisted

TABLE 2. Web-Based Content Scale and Indicator

Web-Based Content Scale	Indicator
Very Incomplete	Information as required by the information disclosure policy, information available only for the current year, and accessible
Incomplete	Information as required by the information disclosure policy, information available for only 2-3 years, and accessible
Sufficiently Complete	Information as required by the information disclosure policy, information available for only 4-5 years, and accessible
Very Complete	Information as required by the information disclosure policy, information available for more than 5 years, and accessible

Source: Proceed by Researcher, 2022

the assistance of seven enumerators, who were third and fourth-year Public Relations students possessing above-average academic abilities. To ensure thorough assessment, data collection involved direct examination of the PPID website using desktop PCs.

Prior to conducting the research, all enumerators underwent training to align their perceptions with the researchers, ensuring consistency in data collection procedures. Following the data collection phase, the researcher subsequently re-evaluated the PPID website, which constituted the research population, at different times. This step was taken to ensure the validity of the data collected.

In web-based content analysis, the unit of analysis can be understood as part of the content under investigation that is utilized to draw conclusions about the text. This content may take various forms, such as words, sentences, photos, images, scenes, and videos (Neuendorf,
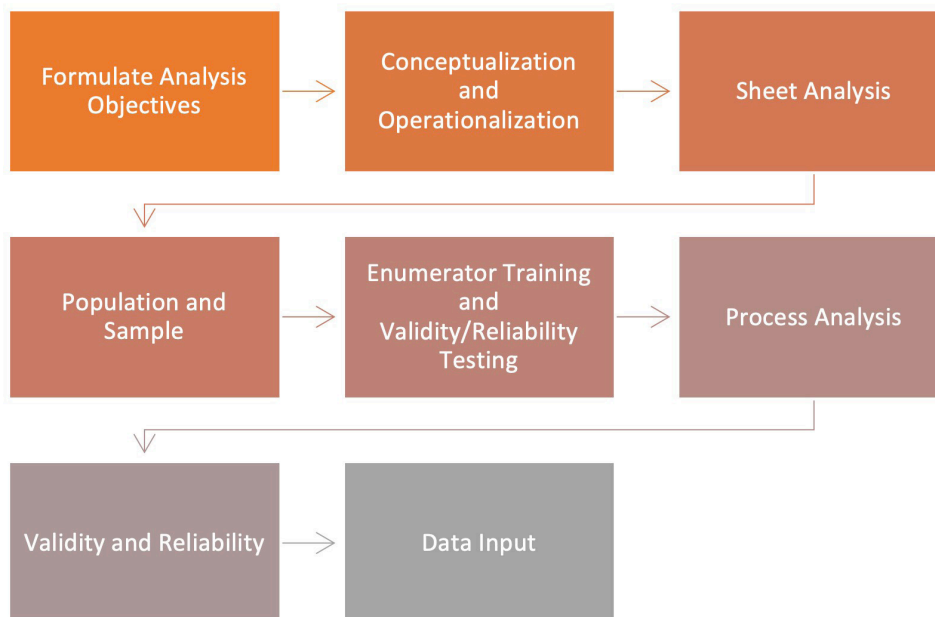

FIGURE 1. Data Analysis Stages
Source: Proceed by Researcher, 2022

2017). Data analysis involved calculating averages using web-based content for the PPID website. The scale employed in this analysis was tailored to the research objectives and comprised four values to provide clarity for enumerators: very incomplete, incomplete, sufficiently complete, and very complete (see Table 2). The first stage is to formulate the objectives of the analysis and create conceptualization and operationalization. Next, the researcher compiled a coding sheet, which serves as derivatives of concepts and operations for carrying out measurements or calculations. Subsequently, the researcher proceeds to population selection and sampling. The population and sample in this study were the PPID websites of 29 districts and 5 cities in Central Java Province. Seven individuals are chosen as enumerators. The analysis process is then carried out for each category, followed by a stage of validity and reliability testing conducted by both enumerators and researchers. The final stage is data input, where the researcher describes the results of the data obtained and presents the data in tabular form (Figure 1).

RESULTS AND DISCUSSIONS

The Public Information Disclosure Act governs public information, which includes both information to be supplied and published periodically and information to be published immediately. Public information, with the exception of exempted cases, is mandated to be available at all times. The enactment of laws that regulate the obligation to disclose public information and oversee all public bodies is intended to fulfill the information needs of the public.

The transparency of public information on the PPID (Information and Documentation Management Official) website is detailed in Table 3, with a specific focus on the completeness of information related to public agencies. A total of 35 websites were subjected to analysis, revealing high scores in several categories. Notably, these include public agency profile information, details about the vision and mission of public agencies, the organizational structure of public agencies, information about public agency officials, and the locations of public agency offices. The category with the highest score is information

TABLE 3. Level of Completeness of Information Relating to Public Agencies (in %)

Availability of Information Relating to Public Agencies	Very Incomplete	Incomplete	Sufficiently Complete	Very Complete
Public agency profile	8.6	8.6	17.1	65.7
History of public agency	68.6	14.3	8.6	8.6
Vision and mission	14.3	11.4	5.7	68.6
Duties and functions	5.7	22.9	34.3	37.1
Organizational structure	5.7	2.9	22.9	68.6
Official information	17.1	17.1	11.4	54.3
Office location	0	2.9	20.0	77.1
Public agency identities, such as terms of use of logos, colors, and fonts	77.1	5.7	14.3	2.9

Source: Research Result, 2022

regarding the location of public agency offices, achieving a percentage of 77.1% compared to other categories.

However, two out of the eight categories received low scores, indicating a need for additional information. These two categories are the history of public agencies and information regarding public agency identification standards, such as provisions for the use of public agency logos, colors, and writing. Overall, the PPID websites in the 35 Regencies/Cities contain comprehensive information regarding public agencies, particularly in the context of public information. Public information encompasses details that

should be promptly published and made available at any time.

Table 4 displays the comprehensiveness of information on the PPID website, particularly pertaining to the activities and performance of public agencies. The 12 categories include information on public agency programs and performance, annual work plans or programs, budget management or financial reports on the website, performance reports on the website, annual reports on the website, staffing information on the website, legislation, and summary service reports. Additionally, it covers information on the number of requests

TABLE 4. Level of Completeness of Information on Activities and Performance of Public Agencies (in %)

Availability of Information Regarding Activities and Performance of Public Agencies	Very Incomplete	Incomplete	Sufficiently Complete	Very Complete
Program and performance	8.6	17.	31.4	42.9
Annual work plan/annual program	17.1	22.9	8.6	51.4
Management of budgets/ financial reports	8.6	14.3	25.7	51.4
Performance reports on the website	14.3	5.7	37.1	42.9
Annual report on the website	5.7	14.3	31.4	48.6
Employment info	14.3	25.7	31.4	28.6
Legislation	0	8.6	20.0	71.4
Information service reports	11.4	11.4	25.7	51.4
Number of requests for public information received	8.6	11.4	22.9	57.1
The time required to fulfill the application	20.0	14.3	8.6	57.1
Number of requests for public information that are partially/ fully granted	22.9	14.3	11.4	51.4
Reasons for rejecting requests for public information	22.9	20.0	8.6	48.6

Source: Research Result, 2022

for public information received, the time required to fulfill each request, the number of requests for information granted (partially or in whole), and, finally, the reasons for refusing the information.

In terms of the completeness of information on the activities and performance of public agencies, the PPID website, on average, demonstrates transparency in conveying information in accordance with the provisions of the Public Information Disclosure Act.

However, there are still several issues that need to be addressed concerning the activities and performance of public agencies.

More than half of the PPID websites display and provide access to information regarding laws and regulations on their websites. As indicated in Table 4, information related to statutory regulations has a high percentage, namely 71.4%. However, there are three websites that only scored 8.6%, signifying a need

TABLE 5. Level of Completeness of Public Agency Information Related to Government Public Relations Work (in %)

Availability of Public Agency Information Relating to Government Public Relations Work	Very Incomplete	Incomplete	Sufficiently Complete	Very Complete
Public agency publication materials on the website	8.6	28.6	40.0	22.9
News articles on the website uploaded regularly	11.4	14.3	22.9	51.4
Press releases on the website uploaded periodically	45.7	14.3	17.1	22.9
Articles and Opinions	25.7	28.6	34.3	11.4
Periodically uploaded magazine	74.3	20.0	2.9	2.9
Newsletters uploaded regularly	65.7	22.9	8.6	2.9
Periodically uploaded journal	82.9	14.3	2.9	0
Gallery menu/sub-menu displaying photos, videos, and infographics uploaded periodically	37.1	31.4	22.9	8.6
Public information service menu	0	11.4	2.9	85.7
Menu agenda of routine activities carried out every year/other significant events	45.7	25.7	14.3	14.3
Sitemap on the website	34.3	5.7	2.9	57.1
Search facility	14.3	0	8.6	77.1
Footnotes (footer) on the website	20.0	17.1	11.4	51.4
Description of copyright usage	25.7	2.9	25.7	45.7
Bilingual facility	97.1	0	0	2.9
Number of visitors/counter	51.4	0	5.7	42.9
Feedback facility	57.1	5.7	5.7	31.4

Source: Research Result, 2022

for more complete information in this regard.

The completeness of information related to government public relations work varies across different categories. Only five information categories are displayed on the PPID website and have high or complete information availability on more than half of the total websites. These categories include the availability of articles on the website (51.4%), the public information service menu (85.7%), the presence of a site map or sitemap (57.1%), accompanied by search facilities (77.1%), and the inclusion of footnotes (51.4%).

In this section, many PPID websites still need to enhance transparency by providing access to information regarding several categories. These include publication materials,

press releases, articles and opinions, magazines, bulletins, journals, galleries, routine activity agenda menus, and bilingual facilities. Notably, there is even a 0% completeness of information in the journal category uploaded on the website.

The level of completeness of other information regulated in laws and regulations comprises eight categories that are interrelated to one another. The availability of information received and the time required for public agencies to fulfill each request for information show almost the same results, namely 60% and 62.9%.

In the category "Announcement of Information and Documentation Management Officials," the scores exhibit a range across both ends of the spectrum, encompassing both low and high scores. There were 37.1% with very

TABLE 6. Level of Completeness of Other Information Regulated in
Laws and Regulations (in %)

Availability of Information Regarding Information Services	Very Incomplete	Incomplete	Sufficiently Complete	Very Complete
Number of requests for information	11.4	11.4	17.1	60.0
The time required to fulfill each request for information	11.4	14.3	11.4	62.9
Granting and refusal of requests for Information	17.1	17.1	17.1	48.6
Reasons for refusing a request for information	20.0	22.9	22.9	34.3
Information management officer info	22.9	25.7	14.3	37.1
Quick information services by nationally applicable information service technical instructions	2.9	8.6	31.4	57.1
Information services efficiently by nationally applicable information service technical guidelines	2.9	11.4	28.6	57.1
Reasonable information services by nationally applicable information service technical guidelines	2.9	11.4	28.6	57.1

Source: Research Result, 2022

complete criteria, while 22.9% and 25.7% fall into the categories of incomplete and very incomplete criteria, respectively. The attention to providing comprehensive information concerning officials responsible for managing information and documentation has not yet been a focal point in the management of PPID websites. This observation is further supported by the analysis results presented in Table 4, regarding the provision of gallery menus and submenus that showcase photos, videos, and infographics, which also yield suboptimal results.

Based on the principle of information disclosure, the scope of information that can be accessed by the public is very broad, making it possible to obtain as much information as possible. Of the 11 categories that represent the completeness of information related to statutory regulations, only seven have good scores, meaning that half of the website content has implemented and provided information related to statutory regulations.

Meanwhile, the lowest score for the completeness of information related to standard information acquisition cost policies on the PPID website is 5.7%. Similarly, the percentage results related to the availability of details

TABLE 7. Level of Completeness of Information Related to Laws and Regulations (in %)

Availability of other Information Regulated in Laws and Regulations Invitation	Very Incomplete	Incomplete	Sufficiently Complete	Very Complete
Regulations/policies/decisions regarding public information services	0	2.9	25.7	71.4
There is information that is designated as excluded information	5.7	25.7	5.7	62.9
Policy regarding the standard cost of obtaining information on the website	45.7	31.4	17.1	5.7
Standard operating procedures for public information services	11.4	14.3	11.4	62.9
SOP for managing requests for information	11.4	5.7	11.4	71.4
SOP for managing objections to information on the website	11.4	2.9	14.3	71.4
SOP for handling public information disputes	20.0	8.6	8.6	62.9
SOP for establishing and updating DIP	51.4	20.0	11.4	17.1
SOP Testing about consequences	25.7	5.7	14.3	54.3
SOP for documenting public information	42.9	17.1	17.1	22.9
SOP documentation of excluded information on the website	45.7	25.7	14.3	14.3

Source: Research Result, 2022

of costs and payment methods for obtaining information requested by public information applicants also show low results. Only the two new websites provide transparency regarding costs, both standard costs for obtaining information and details of costs and payment methods. This raises questions for us, the public, as applicants and users of this information.

Table 8 reveals that nearly half of the PPID websites have facilitated the acquisition of public information. This facilitation includes the provision of features allowing applicants to submit information requests, offering details about the information request procedures, recording names and addresses, presenting proof of receipt for information requests,

TABLE 7. Level of Completeness of Information Related to Laws and Regulations (in %)

Mechanism of Obtaining Public Information	Yes	No
Availability of features for public information applicants to submit requests to obtain information.	91.4	8.6
Public agencies document and describe procedures for requesting public information from them.	94.3	5.7
The public agency records the name and address of the public information applicant, the subject and format of the information, and the method of delivery of the information requested by the Public Information Applicant	74.3	25.7
Public bodies state that they will record unwritten requests for public information.	28.6	71.4
Provide proof of acceptance of requests for public information to public information applicants	60.0	40.0
The Public Agency provides proof of receipt of the request for Public Information to the Public Information Applicant in the form of a registration number when the request is received in the form of an electronic mail	48.6	51.4
The Public Agency expresses its willingness if a request for public information is submitted by written letter; the registration number can be sent along with the delivery of the information	48.6	51.4
The Public Agency states that it will provide the information requested by the Public Information Applicant no later than 10 (ten) working days after receiving the request	85.7	14.3
Public bodies declare that they can accept or reject requests with reasons in accordance with the Law on Public Information Disclosure.	80.0	20.0
The Public Agency explains whether the request is received in whole or in part, including the information material to be provided	60.0	40.0
The Public Agency states that if a document contains material that is excluded as referred to in the law, then the exempt information can be blackened out along with the reasons and the material.	57.1	42.9
The Public Agency details the fees and method of payment for obtaining the information requested by the Public Information Applicant	14.3	85.7
The Public Agency states that it can extend no later than 7 (seven) working days in fulfilling the Application for Registration Public Information when the request is received in the form of an electronic letter	85.7	14.3

Source: Research Result, 2022

delivering requested information within a maximum period of ten days, providing appropriate reasons for either rejecting or accepting a request, explaining the terms associated with received requests, and, lastly, providing information on any extension of time, no later than seven days, for fulfilling information requests.

Nevertheless, the results in the category of availability of detailed costs and methods of payment to obtain information requested by public information applicants were low, accounting for only 14.3%. Additionally, thirty websites still lack transparency in financing management or providing financial reports. Other categories also require improvement, particularly in recording unwritten requests for public information. This contrasts with submitting requests for information via electronic mail or written communication, where more favorable results are evident, comprising 51% or a total of 17 websites.

Summarized from the research results, several aspects require attention. First, the completeness of information related to public agencies. The weakness lies in the need for additional information regarding the history of public agencies and procedures for using public agency

identities, such as provisions for the use of logos, colors, and letters.

Second, the completeness of information regarding the activities and performance of public bodies. Weaknesses are found in the time needed to fulfill requests, the number of requests for public information that are partially/ fully granted, and the reasons for rejecting requests for public information.

Third, the completeness of public agency information related to government public relations work. The weakness lies in the lack of information regarding (1) Press releases on the website, which are uploaded periodically; (2) Articles and opinions; (3) Magazines which are uploaded periodically; (4) Bulletin, which is uploaded periodically; (5) Journals that are uploaded periodically; (6) Gallery menu/sub-menu featuring photos, videos and infographics that are uploaded periodically; (7) Menu agenda for routine activities carried out every year/other significant events; (8) Site map; (9) Copyright usage information; (10) Number of visitors/counters; (11) Facility feedback (feedback).

Fourth, aspects of the completeness of other information regulated in statutory regulations. The drawback lies in the
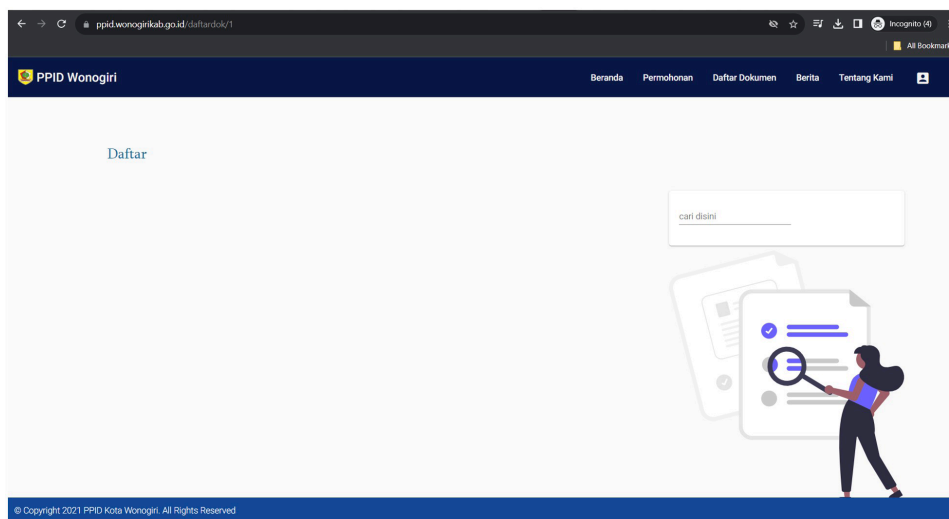

FIGURE 2. Examples of websites that do not comply the information regarding to activities and performance of public bodies
Source: Proceed by Researcher, 2022

need for further information regarding the reasons for rejecting requests for information and related statements from information management officials.

Fifth, the aspect of completeness of information relating to laws and regulations. Deficiencies in this area arise due to the absence of information concerning: (1) Policies regarding the standard cost of obtaining information from the website, (2) SOP for handling public information disputes, (3) SOP for determining and updating the list of public information, (4) SOP testing for consequences, (5) SOP for documenting public information, and (6) SOP for the documentation of excluded information on the website.

Sixth, the mechanism aspect of obtaining public information, the lack of PPID website quality is caused by the absence of the following information: (1) A statement from a public agency indicating its commitment to recording written requests for public information; (2) Failure to provide evidence of receipt of public information requests to the applicants; (3) The public agency does not furnish proof of receipt, in the form of a registration number, when a request is submitted via electronic mail; (4) Lack

of a statement from the public agency specifying its willingness when a request is submitted in writing, the registration number can be sent simultaneously with the delivery of information; (5) Absence of information from the public agency explaining its ability to accept or reject requests with reasons in accordance with the Law on Public Information Disclosure; (6) Lack of clarification from the public agency regarding the acknowledgment of receipt of the request, indicating whether it is accepted in whole or in part, including details of the information to be provided; (7) No explanation from the public agency if a document contains excluded material, as stipulated by law, and the procedure for redacting such information, including reasons and relevant details; (8) No information provided by the public agency regarding the cost and payment method for obtaining requested information by the public information applicant."

These findings align with prior research, affirming the attributes of transparent communication essential for the implementation of the information disclosure policy that Government Public Relations should adopt. These attributes include: (1) Substantive Information,
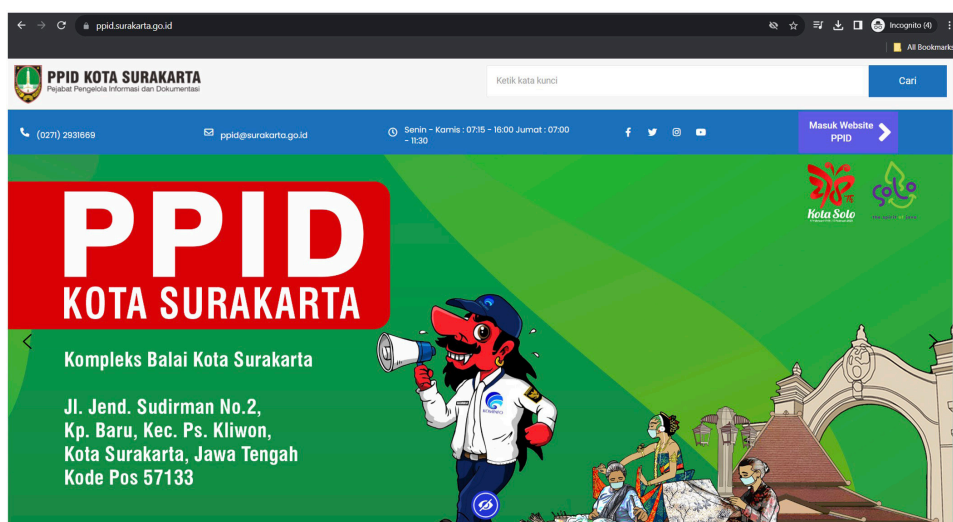

FIGURE 3. Examples of websites that comply the public agency information related to government public relations work
Source: Proceed by Researcher, 2022

embodied in three types of mandatory information—Mandatory Information at Any Time, Mandatory Periodic Information, and Mandatory Information Immediately; (2) Participation, involving internal participation that adheres to the engagement of the information management team, continuously catering to information requests in accordance with the established rules; (3) Accountability, executed through standardized SOPs based on applicable regulations, ensuring that all processes and products produced can be accounted for; (4) Confidentiality, manifested in special information categories or lists of excluded information (Muntaka et al., 2019).

On the other side, researchers identified several PPID websites that were completely inaccessible, including those of Kendal Regency, Semarang City, Semarang Regency, Jepara Regency, Wonosobo Regency, and Blora Regency. This indicates insufficient oversight from higher levels of government, such as the Central Java Provincial Information Commission, in monitoring and evaluating the performance of district and city governments in Central Java. As of now,

the monitoring and evaluation conducted by the Information Commission occur only once a year.

The identified deficiencies underscore that Public Relations, tasked with the responsibility of being a PPID, might perceive the PPID website merely as a platform requiring default information, as stipulated in the Public Information Disclosure Act. The Government Public Relations in the Central Java Province region still requires more proactive initiatives in information provision, such as regular publicity efforts carried out by public relations on a daily basis. These findings align with the latest principles in government public relations ethics. The PPID website should incorporate a new ethical dimension in government public relations, specifically care-based ethics (Dong & Morehouse, 2022). Government public relations should adopt proactive measures and employ care-based relationship development strategies.

Moreover, the government public relations ethics that should be implemented is Mordecai Lee's Model of Government Public Relations. Lee posits that public administrators can

FIGURE 4. Examples of websites that do not comply the public agency information related to government public relations work
Source: Proceed by Researcher, 2022

enhance their job performance by fully integrating public relations practices to support the organization's mission and fulfill the democratic responsibilities of government. Mordecai Lee's Model of Government Public Relations encompasses three key components: (1) Mandatory, focusing on the democratic purposes of government public relations, including media relations, public reporting, and responsiveness to the public as citizens; (2) Optional, addressing pragmatic purposes of government public relations, such as responsiveness to the public as customers and clients, enhancing the utilization of services and products, conducting public education and public service campaigns, seeking voluntary compliance with laws and regulations, and utilizing the public as the eyes and ears of an agency; (3) Dangerous, yet powerful, centering on political purposes of government public relations, such as bolstering public support (M. Lee et al., 2021).

A potential approach to achieve this is by emphasizing empathy. In the administration of the PPID website, government public relations should adopt an open-minded approach, actively listening to the aspirations of stakeholders, including both agencies and the public. Website managers should also strive to comprehend the public's perspective in utilizing this platform.

Furthermore, government public relations should acknowledge that the public tends to access the main website owned by each agency rather than the PPID website. Consequently, government public relations should differentiate content between the main website and the PPID website.

The fundamental principle of communication revolves around ensuring that information reaches the public. In the management of the PPID website, Government Public Relations is anticipated to go beyond fulfilling its legal obligations merely by providing required information. Instead, there should be a commitment to managing the PPID website in a way that motivates the public to access information and ensures effective access to information.

CONCLUSION

As outlined in the Public Information Disclosure Act, Government Public Relations bears the dual responsibility of overseeing both the main website of the regional government and the PPID (Information and Documentation Management Officer) website. Despite the implementation of the public information disclosure policy, adherence to government public relations ethics has yet to be fully realized. Several aspects necessitate improvement, including the completeness of information pertaining to public agencies, information about the activities and performance of public agencies, public agency information related to government public relations work, and other information regulated by laws and regulations. Additionally, attention is required in areas such as the completeness of information related to laws and regulations and the mechanism for obtaining public information. To enhance the management of the PPID website, Government Public Relations should prioritize empathy. Furthermore, recognizing that the public predominantly accesses the main website of each agency rather than the PPID website, Government Public Relations should tailor content accordingly. The commitment to managing the PPID website should extend beyond legal requirements, ensuring that the public is motivated to access information and can do so effectively.

REFERENCES

Alshira'H, M. H. (2020). The Effects of Usability and Accessibility for

E-Government Services on the End-User Satisfaction. International Journal of Interactive Mobile Technologies, 14(13), 78–90. https://doi.org/10.3991/ijim.v14i13.14659

Avery, E. J., & Graham, M. W. (2013). Political public relations and the promotion of participatory, transparent government through social media. International Journal of Strategic Communication, 7(4), 274–291. https://doi.org/10.1080/1553118X.2013.824885

Brown, A. J., Vandekerckhove, W., & Dreyfus, S. (2014). The relationship between transparency, whistleblowing, and public trust. In Research Handbook on Transparency (pp. 30–58). Edward Elgar Publishing Ltd. https://doi.org/10.4337/9781781007945.00008

Craig, C., Ngondo, P. S., & Flynn, M. A. (2016). How firm is your digital handshake?: Mission statements and transparency. Public Relations Review, 42(4), 692–694. https://doi.org/10.1016/j.pubrev.2016.05.002

Cronin, A. M. (2020). The secrecy−transparency dynamic: A sociological reframing of secrecy and transparency for public relations research. Public Relations Inquiry, 9(3), 219–236. https://doi.org/10.1177/2046147X20920800

Dong, C., & Morehouse, J. (2022). Toward a caring government: Advancing ethical government public relations with a care-based relationship cultivation model. Journal of Public Relations Research, 34(5), 179–207. https://doi.org/10.1080/1062726X.2022.2119978

Erkkilä, T. (2020). Transparency in Public Administration. In Oxford Research Encyclopedia of Politics. Oxford University Press. https://doi.org/10.1093/acrefore/9780190228637.013.1404

Ernungtyas, N. F., & Boer, R. F. (2023). The Citizen Trust and Engagement in Indonesia Government's Social Media and Website. Mediator: Jurnal Komunikasi, 16(1). https://doi.org/10.29313/mediator.v16i1.2159

Goncalves, G., & Santos, J. M. (2017). What ethics for governmental communication? Ethical issues on government public relations / Que ética para a comunicação governamental? Questões éticas nas relações públicas governamentais. https://doi.org/10.5783/RIRP-14-2017-10-165-182

Holland, D., Krause, A., Provencher, J., & Seltzer, T. (2018). Transparency tested: The influence of message features on public perceptions of organizational transparency. Public Relations Review, 44(2), 256–264. https://doi.org/10.1016/j.pubrev.2017.12.002

Ikonen, P., Luoma-aho, V., & Bowen, S. A. (2017). Transparency for Sponsored Content: Analysing Codes of Ethics in Public Relations, Marketing, Advertising and Journalism. International Journal of Strategic Communication, 11(2), 165–178. https://doi.org/10.1080/1553118X.2016.1252917

King, B. A., & Youngblood, N. E. (2016). E-government in Alabama: An analysis of county voting and election website content, usability, accessibility, and mobile readiness. Government Information Quarterly, 33(4), 715–726. https://doi.org/10.1016/j.giq.2016.09.001

Kriyantono, R. (2019). APOLOGIA STRATEGIES AND ETHICAL ASPECTS OF GOVERNMENT PUBLIC RELATIONS IN A CRISIS SITUATION. Jurnal Representamen, 5(2).

Lee, B.-K., Lee, E. H., & Lee, T. (David). (2023). The effect of E-Government website evaluation on user satisfaction and intention to use: the mediating role of warmth and competence judgment on government. Information, Communication & Society, 26(9), 1868–1889. https://doi.org/10.1080/1369118X.2022.2041701

Lee, M., Neeley, G., & Stewart, K. (2021). The practice of government public relations. Routledge.

Lee, R. L., & Joseph, R. C. (2013). An examination of web disclosure and organizational transparency. Computers in Human Behavior, 29(6), 2218–2224. https://doi.org/10.1016/j.

chb.2013.05.017

Moore, S. (2018). Towards a Sociology of Institutional Transparency: Openness, Deception and the Problem of Public Trust. Sociology, 52(2), 416–430. https://doi.org/10.1177/0038038516686530

Neuendorf, K. A. (2017). The content analysis guidebook. Sage.

Perhumas. (1977). Kode Etik Perhumas. https://www.perhumas.or.id/kode-etik-perhumas/

Porumbescu, G. (2017). Linking Transparency to Trust in Government and Voice. American Review of Public Administration, 47(5), 520–537. https://doi.org/10.1177/0275074015607301

Undang-Undang Nomor 14 Tahun 2008 tentang Keterbukaan Informasi Publik (KIP), (2008).

Peraturan Pemerintah Republik Indonesia Nomor 61 Tahun 2010 tentang Pelaksanaan Undang-Undang Nomor 14 Tahun 2008 tentang Keterbukaan Informasi Publik, (2010).

Priyadarshini, C., Sreejesh, S., & Anusree, M. R. (2017). Effect of information quality of employment website on attitude toward the website. International Journal of Manpower, 38(5), 729–745. https://doi.org/10.1108/IJM-12-2015-0235

Rasool, T., & Warraich, N. F. (2018). Does Quality matter. Proceedings of the 11th International Conference on Theory and Practice of Electronic Governance, 433–442. https://doi.org/10.1145/3209415.3209473

Rasyid, A., & Alfina, I. (2017). E-Service Quality Evaluation on E-Government Website: Case Study BPJS Kesehatan Indonesia. Journal of Physics: Conference Series, 801, 012036. https://doi.org/10.1088/1742-6596/801/1/012036

Ratnasari, E., Rahmat, A., & Prastowo, F. A. A. (2018). Peran Humas Perguruan Tinggi Negeri Badan Hukum dalam Implementasi Kebijakan Keterbukaan Informasi. PRofesi Humas, 3(1), 21–38.

Rohmah, H., & Fataron, Z. A. (2020). Effect Analysis of Trust , Ease , Information

Quality , Halal Product on Online Purchase Decision of 2016-2018 Batch Students of Islamic Economics Study Program in UIN Walisongo at Shopee Marketplace. 1–19.

Saldanha, D. M. F., Dias, C. N., & Guillaumon, S. (2022). Transparency and accountability in digital public services: Learning from the Brazilian cases. Government Information Quarterly, 39(2), 101680. https://doi.org/10.1016/j.giq.2022.101680

Schmidthuber, L., Ingrams, A., & Hilgers, D. (2021). Government Openness and Public Trust: The Mediating Role of Democratic Capacity. Public Administration Review, 81(1), 91–109. https://doi.org/10.1111/puar.13298

Sukmono, F. G., & Surya Kencana, A. P. (2023). Pola Baru Pengelolaan Media Digital dalam Instagram @humasjogja. Mediator: Jurnal Komunikasi, 15(2), 264–277. https://doi.org/10.29313/mediator.v15i2.10705

Tao, D., LeRouge, C., Smith, K. J., & De Leo, G. (2017). Defining Information Quality Into Health Websites: A Conceptual Framework of Health Website Information Quality for Educated Young Adults. JMIR Human Factors, 4(4), e25. https://doi.org/10.2196/humanfactors.6455

Vujnovic, M., & Kruckeberg, D. (2016). Pitfalls and promises of transparency in the digital age. Public Relations Inquiry, 5(2), 121–143. https://doi.org/10.1177/2046147X16635227

Wahyudi, S. E., Pinandito, A., & Saputra, M. C. (2017). Penilaian Kualitas Website E-Government Pejabat Pengelola Informasi dan Dokumentasi (PPID) Dengan Dimensi e-GovQual (Studi Pada Dinas Komunikasi dan Informatika Pemerintah Kota Probolinggo). Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer, 1(2), 108–117. http://j-ptiik.ub.ac.id

Wood, T., & Aronczyk, M. (2020). Publicity and Transparency. American Behavioral Scientist, 64(11), 1531–1544. https://doi.org/10.1177/0002764220945359