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The effect of government public relations effectiveness of Bogor City government in disseminating information through TikTok social media (@pemkotbogor)

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ABSTRACT

The development of information technology has driven a transformation in public communication strategies, particularly through social media. Tiktok, as one of the short-form video-based platforms, as experienced significant growth in Indonesia, with over 150 million users recorded in 2024. This platform is no longer used solely for entertainment purposes but has also been adopted by various institutions, including government bodies, as an effective and real-time medium for disseminating information to the wider public. This study aims to determine the effectiveness of the public relations division of the Bogor City Government in disseminating information to the public through the TikTok social media account @pemkotbogor. This research uses a quantitative method with a survey approach to collect data from active TikTok users who follow the account. The study was conducted in the Bogor City area using purposive sampling, selecting respondents based on their active use of TikTok social media. The results indicate that the public relations activities through the TikTok account @pemkotbogor are effective in spreading information to the community, demonstrated by high levels of understanding, interaction, and message reach. In conclusion, the use of TikTok social media by the Bogor City Government can serve as an efficient public communication strategy in the digital era; however, continuous improvement in content quality and interactivity is needed to reach a wider audience.

Keywords: communication organization; effectiveness; public relations; social media

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1. INTRODUCTION

The rapid development of information and communication technology has fundamentally transformed the structure of social interaction, the circulation of information, and the mechanisms through which governments communicate with citizens. The digital era has shifted communication patterns from one-directional, conventional media systems toward more interactive, network-based platforms that allow real-time engagement and participatory communication. Social media, in particular, has become a dominant channel in shaping public discourse and information exchange, enabling institutions to disseminate messages quickly while simultaneously receiving feedback from the public (Juanda, 2017). This transformation has altered not only the speed of communication but also citizens' expectations regarding transparency, responsiveness, and accessibility of public information.

In the context of public administration, government communication plays a strategic role in ensuring that policies, programs, and public services are clearly understood by the community. Government public relations is not merely concerned with delivering information; it also involves fostering trust, maintaining institutional credibility, and strengthening relationships between the government and society. Effective government communication must therefore be structured, accountable, and aligned with the informational needs of citizens (Hasan, 2014). In the digital environment, these responsibilities become more complex, as the public demands faster updates, clearer explanations, and more engaging formats of communication. The increasing dominance of social media has encouraged government institutions to integrate digital platforms into their public communication strategies. Compared to conventional media, social media provides a broader reach, measurable engagement metrics, and opportunities for interactive dialogue, enabling governments to communicate more effectively with the public. The use of digital platforms also supports transparency and facilitates the faster dissemination of information to citizens (Abdilah & Purnamasari, 2024). In addition, the development of information systems and digital communication technologies has significantly influenced how public institutions manage and distribute information. Digital-based systems enable government agencies to organize data, deliver services, and communicate information more efficiently to the public (Abdullah, 2015). This transformation has strengthened the role of digital platforms as essential tools in modern governance and public service delivery. However, the effectiveness of digital communication is not determined solely by the presence of official social media accounts or the frequency of content uploads. The success of government communication through digital platforms depends on several factors, including the quality of messages, clarity of information, consistency of content production, and responsiveness to public feedback. Effective public relations activities carried out by government institutions can significantly influence public perception and strengthen the institutional image among external audiences (Adriani et al., 2016).

Among various social media platforms, TikTok has emerged as one of the most rapidly growing digital applications. Its short-form video format allows information to be presented in concise, visually attractive, and easily digestible forms. This format is particularly relevant in contemporary communication environments, where attention spans are limited and audiences prefer dynamic audio-visual content. Research has indicated that TikTok can function as an effective medium for communication campaigns when managed strategically and creatively (Pratama et al., 2023). The platform's algorithmic distribution system also enables content to reach audiences beyond followers, thereby expanding the potential scope of information dissemination. At the local government level, digital adaptation has become increasingly important for maintaining relevance and strengthening community engagement. The Bogor City Government, through its Department of Communication and Informatics, has actively utilized social media as part of its public communication strategy. One of its digital platforms is the official TikTok account @pemkotbogor, which is used to disseminate information related to public policies, government programs, public services, tourism promotion, and documentation of official activities. The utilization of TikTok reflects an institutional effort to align governmental communication practices with contemporary digital trends and the media consumption patterns of citizens.

Nevertheless, the presence of a digital platform does not automatically guarantee effective communication. The success of public information dissemination must be evaluated using measurable indicators. In the context of public relations effectiveness, several dimensions are commonly used to assess performance, including productivity in content delivery, quality of information, efficiency in communication processes, flexibility in adapting to public needs, and overall public satisfaction (Wardani & Isbandono, 2024). These indicators provide a comprehensive framework for determining whether public relations activities successfully contribute to broader information dissemination outcomes. Public relations management plays an important role in shaping institutional images and maintaining effective communication between organizations and the public (Erilin et al., 2024). In the context of government institutions, public relations activities are expected to facilitate communication between the government, the media, and society to ensure that public information can be delivered effectively and transparently (Aras, 2014). Furthermore, the effectiveness of digital public relations is closely related to the extent to which information reaches the target audience, is perceived as relevant and accessible, and fosters awareness among citizens. Social media platforms have become strategic tools for organizations to communicate directly with audiences and build interactive relationships with users. Platforms such as Instagram and TikTok enable institutions to deliver information quickly while also encouraging engagement through comments, likes, and shares (Feroza & Misnawati, 2021).

Information dissemination is considered effective when it not only reaches a wide audience but also enhances public understanding, reduces misinformation, and encourages community engagement. Therefore, an empirical evaluation is essential to determine whether the Bogor City Government's public relations activities through TikTok genuinely influence the level of information dissemination within the community. Statistical analysis can be used to measure the relationships between variables and evaluate the effectiveness of communication strategies implemented through digital platforms (Ghozali, 2021). Based on these considerations, this study aims to analyze the effectiveness of the Bogor City Government's public relations activities in disseminating information through TikTok. The research examines the key dimensions of public relations effectiveness and investigates their influence on the level of public information dissemination. The findings are expected to contribute theoretically to the development of digital government communication studies and provide practical recommendations for optimizing social media-based public communication strategies at the municipal level in the era of digital transformation.

2. LITERATURE REVIEW

2.1. Effectiveness in Public Relations Context

Effectiveness is fundamentally associated with the degree to which predetermined objectives are achieved through planned activities. In organizational and communication studies, effectiveness is not merely about activity execution but about measurable outcomes that reflect goal attainment. Within public sector institutions, effectiveness becomes a critical evaluative construct because government communication must not only be delivered but also understood, accepted, and responded to by the public. In the context of public relations, effectiveness refers to the ability of communication strategies to create mutual understanding, maintain credibility, and generate desired public responses. Effective public relations operates under a two-way symmetrical communication model, in which dialogue and feedback are essential elements. Thus, public relations effectiveness is assessed not only by message dissemination but also by public engagement and perception outcomes.

Juanda (2017) proposes that effectiveness in information dissemination can be analyzed through several dimensions: productivity, quality, efficiency, flexibility, and satisfaction. Productivity reflects an organization's ability to consistently produce communication outputs. Quality concerns the clarity, relevance, and credibility of messages delivered. Efficiency relates to the optimal use of resources in achieving communication objectives. Flexibility indicates adaptability in responding to dynamic environmental changes, particularly in digital environments. Satisfaction represents the public's perception of how well communication activities meet their needs. These dimensions are increasingly

important in digital public relations practices. The transition from conventional communication to social media platforms requires government institutions to adapt their strategies to maintain communication effectiveness. Therefore, evaluating public relations effectiveness in the digital era necessitates measuring not only output frequency but also audience reception and interaction levels.

2.2. Government Communication and Digital Governance

Government communication refers to the strategic process through which public institutions convey policies, programs, and administrative information to citizens. According to Hasan (2014), government communication involves the transmission of ideas and strategic plans aimed at achieving shared goals between authorities and society. It is not purely top-down communication; rather, it also incorporates feedback mechanisms in which public aspirations influence governmental actions. Modern governance emphasizes transparency, accountability, and citizen participation. The public trust in government is strongly influenced by communication quality and responsiveness. Consequently, digital platforms have become essential tools for enhancing open government practices (Lisdawati, 2022).

The rise of digital governance has transformed communication patterns from one-way information dissemination to interactive engagement models. Social media adoption in government institutions facilitates real-time communication, increases transparency, and supports participatory governance. However, the effectiveness of such digital communication depends on strategic management and content relevance. Within this framework, government public relations serves as a communication bridge between policymakers and citizens. Ruslan (in Amani & Djuwita, 2021) highlights that government public relations functions include policy communication, public information service provision, mediation of public aspirations, and image management. Therefore, evaluating government PR effectiveness requires examining whether communication activities lead to improved public understanding and acceptance.

2.3. Information Dissemination in the Digital Era

Information dissemination is a structured communication process aimed at ensuring that information reaches its intended audience accurately and meaningfully. Iqramullah (2022) states that effective dissemination in public institutions must prioritize accuracy, relevance, and timeliness to support transparency.

In digital communication contexts, dissemination extends beyond message transmission. It includes the creation of awareness and the stimulation of public opinion formation (Mashudi, 2020). Therefore, the effectiveness of dissemination is closely linked to audience perception and behavioral responses. Mashudi (2020) identifies three primary dimensions of information dissemination: relevance, accessibility, and awareness. Relevance refers to the suitability of information to audience needs and interests. Accessibility concerns the ease with which audiences can obtain and understand information. Awareness reflects the level of public recognition and understanding of the importance of disseminated information. These dimensions are particularly relevant in social media-based communication, where information competes within high-volume digital environments. Effective dissemination requires strategic content adaptation to audience preferences and digital platform characteristics.

2.4. Social Media as a Government Communication Tool

Social media has transformed organizational communication structures by enabling user-generated content, interactive engagement, and rapid information exchange. Kaplan and Haenlein define social media as internet-based applications built upon Web 2.0 technologies that allow users to create and exchange content. Social media enables organizations to move from informational communication to dialogic engagement. In government settings, this shift enhances public participation and strengthens transparency mechanisms. The characteristics of social media interactivity, accessibility, cost efficiency, and algorithmic amplification make it a strategic tool for public institutions. The mere presence of government accounts on social media does not guarantee effectiveness. Engagement metrics, content relevance, and public satisfaction are critical determinants of communication success.

Thus, the use of social media in government communication must be evaluated through measurable indicators related to audience reception and interaction.

2.5. TikTok as a Digital Public Relations Platform

TikTok is a hybrid platform that combines content-sharing and social networking functionalities. Its short-form audiovisual format supports concise, creative, and engaging communication. According to [Arianto \(2021\)](#), TikTok enables users to produce and distribute video-based content supported by interactive features, such as likes, comments, and sharing mechanisms. A distinctive characteristic of TikTok is its personalization algorithm, which significantly influences content visibility and virality ([Pratama & Wardani, 2023](#)). Viral potential increases the likelihood of rapid and wide information dissemination, making TikTok a strategic medium for public communication. For government institutions, TikTok offers opportunities to present public policies in a more accessible and engaging format, particularly for younger audiences. However, effectiveness depends on content relevance, clarity, creativity, and audience engagement. Therefore, analyzing TikTok as a public relations platform requires assessing both the effectiveness of public relations activities (independent variable) and the extent of information dissemination outcomes (dependent variable). This theoretical foundation supports the conceptual framework of the present study, which examines the influence of public relations effectiveness on information dissemination through TikTok in the context of local government communication.

3. RESEARCH METHOD

This study applied a quantitative approach with a correlational design to examine the relationship between public relations effectiveness and information dissemination through TikTok. Quantitative research is grounded in the positivist paradigm, which emphasizes objective and measurable data expressed in a numerical form and analyzed using statistical procedures to produce valid conclusions. The correlational design was chosen because this study sought to determine whether public relations effectiveness influenced the dissemination of information through social media. The research was conducted in Bogor City, West Java, Indonesia, and data were collected through an online questionnaire distributed between October 2024 and April 2025. The population consisted of followers of the official TikTok account @pemkotbogor, totaling approximately 54,000 followers. Considering the size of the population, it was not feasible to survey all members; therefore, sampling was applied. The sample size was calculated using Slovin's formula with a margin of error of 10%. Based on the calculation, the minimum required sample was 100 respondents. This study employed purposive non-probability sampling. Respondents were selected based on specific criteria: they followed or had followed the @pemkotbogor TikTok account, had viewed or interacted with its content through likes, comments, or shares, were at least 17 years old, and preferably resided in Bogor City or had a strong interest in information related to the city. These criteria ensured that participants were familiar with the communication content evaluated in this study.

This study utilized both primary and secondary data. Primary data were obtained directly from respondents through structured online questionnaires designed to measure perceptions of public relations effectiveness and information dissemination. Secondary data were collected from academic books, scholarly journals, institutional documents, government reports, and credible online sources relevant to public communication, government public relations, and digital media utilization. The questionnaire employed a four-point Likert scale consisting of strongly agree (score of 4), agree (score of 3), disagree (score of 2), and strongly disagree (score of 1). The four-point scale was used to encourage respondents to express clear opinions without choosing a neutral option. Data analysis was conducted using SPSS version 29. Descriptive statistics were applied to present the distribution of responses, calculate mean scores, and describe respondent perceptions. The weighted mean score was calculated by multiplying the frequency of responses in each category by the corresponding weight and

dividing the total score by the number of respondents. The results were then interpreted using a classification range derived from the scale interval.

Before conducting the regression analysis, classical assumption tests were performed to ensure the appropriateness of the model. The normality test was conducted using the one-sample Kolmogorov-Smirnov test with a significance level of 0.05. The heteroscedasticity test was performed using the Glejser method, where a significance value greater than 0.05 indicated the absence of heteroscedasticity. Linearity was assessed using the Test of Linearity to determine whether a linear relationship existed between the independent and dependent variables. To examine the effect of public relations effectiveness on information dissemination, simple linear regression analysis was applied using the equation $Y = a + bX$, where Y represents information dissemination, X represents public relations effectiveness, a represents the constant, and b represents the regression coefficient. A t-test was conducted to determine whether the independent variable had a significant influence on the dependent variable at a significance level of 0.05.

The coefficient of determination was calculated to measure the extent to which public relations effectiveness explains the variance in information dissemination. A higher coefficient indicates stronger explanatory power of the model. Instrument validity was tested using the Pearson product moment correlation technique. An item was considered valid when the calculated correlation value exceeded the critical value at the 5% significance level. Reliability testing was conducted using Cronbach Alpha. A coefficient greater than 0.60 indicated acceptable reliability. The results showed that the public relations effectiveness variable achieved a Cronbach Alpha value of 0.929, categorized as very reliable, while the information dissemination variable obtained a value of 0.753, categorized as reliable. These results indicate that the research instrument was consistent and suitable for data collection. Overall, the methodological approach was designed to ensure objective measurement and statistical rigor in analyzing the influence of public relations effectiveness on information dissemination through TikTok as a government communication platform.

4. RESULTS AND DISCUSSION

4.1 Effectiveness of Government Public Relations through TikTok

The results of the descriptive analysis show that the Bogor City Government's public relations effectiveness through the TikTok account @pemkotbogor is high across all measured dimensions. This finding indicates that social media utilization is not merely symbolic but has served as an operational and strategic public communication instrument. Table 1 shows that, in terms of productivity, most respondents rated the information conveyed as easy to understand and accurate.

Table 1. Respondent Data Based on Productivity Indicator Concept

No.	Statement	SS (%)	S (%)	TS (%)	STS (%)
1	X1P1. The information conveyed by Bogor City Government Public Relations is easy to understand.	69%	31%	0%	0%
2	X1P2. Bogor City Government Public Relations delivers information accurately and reliably.	74%	26%	0%	0%
3	X1P3. Bogor City Government Public Relations delivers information quickly when important events occur.	21%	70%	9%	0%
4	X1P4. Bogor City Government Public Relations responds quickly to public questions or comments.	62%	21%	17%	0%
5	X1P5. Criticism and suggestions from the public were responded to well by the Public Relations of the City Government.	26%	68%	6%	0%

Source: Processed Primary Data (2025)

The high percentage of respondents agreeing with the clarity and accuracy indicators indicates that the messages produced meet the principles of effective communication, namely clarity and credibility. However, a small percentage of respondents still disagreed with the speed of delivery during important events. This demonstrates that in the era of real-time communication, public expectations of government agency responses are increasingly high. Speed is no longer simply an added value but a fundamental standard for digital communication.

The quality dimension in Table 2 shows that respondents rated public relations professionalism highly. High scores on the professionalism indicator indicate that the public views public relations not merely as a conveyor of information but as a representative of a legitimate and competent institution. Consistent information updates and the use of digital technology receive positive reviews. This demonstrates the transformation from a one-way communication model to an integrated digital communication model.

Table 2 Respondent Data Based on the Concept of Quality Indicators

No	Statement	SS	S	TS	STS
1	X2P1. Public relations carries out its duties professionally in accordance with its role in government.	78%	22%	0%	0%
2	X2P2. The Bogor City Government Public Relations is active and consistent in providing information updates.	36%	61%	3%	0%
3	X2P3. Public relations utilizes digital technology to improve information services to the public.	33%	65%	2%	0%
4	X2P4. I am satisfied with the quality of information services from Bogor City Government Public Relations.	16%	81%	3%	0%
5	X2P5. Overall, the quality of Bogor City Government's public relations is considered good.	33%	66%	1%	0%

Source: Processed Primary Data (2025)

In efficiency dimension 3, respondents assessed that communication was timely and to the point. Efficiency in the social media context is crucial because digital audiences tend to have short attention spans. A high score on the direct and targeted communication indicator indicates that the implemented content strategy aligns with the TikTok platform's short, concise video-based nature (see Table 3).

Table 3. Respondent Data Based on the Efficiency Indicator Concept

No	Statement	S	SS	TS	STS
1	X3P1. Bogor City Government Public Relations delivers information in a timely and timely manner.	24%	68%	8%	0%
2	X3P2. When there is an issue or incident, Public Relations immediately responds with an official statement or clarification.	27%	67%	6%	0%
3	X3P3. Communication from Public Relations is direct and on target.	22%	68%	10%	0%
4	X3P4. I think the Bogor City Government Public Relations Department carries out its duties in an efficient manner.	25%	72%	3%	0%
5	X3P5. Overall, the performance of Bogor City Government Public Relations has been quite efficient in disseminating information to the public.	31%	68%	1%	0%

Source: Processed Primary Data, (2025)

The flexibility dimension in Table 4 demonstrates relatively good adaptability, particularly in responding to criticism and adjusting messages during crisis situations. Flexibility is a crucial indicator in modern government communications because the information environment is highly dynamic. Although generally rated high, there is still room for strengthening the aspect of following up on public aspirations to make two-way communication more substantial, rather than merely symbolic.

Table 4. Respondent Data Based on the Flexibility Indicator Concept

No	Statement	SS	S	TS	STS
1	X4P1. Public relations is responsive to changes in the communication needs of the community.	22%	74%	4%	0%
2	X4P2. Bogor City Government Public Relations quickly adjusts communication messages when a crisis or urgent situation occurs.	18%	75%	7%	0%
3	X4P3. Public relations are open to criticism and suggestions from the public through social media.	74%	22%	4%	0%
4	X4P4. Public relations adopts an approach based on public input.	18%	81%	3%	0%
5	X4P5. The public feels that their voices are heard and followed up by the Public Relations department.	21%	69%	10%	0%

Source: Processed Primary Data (2025)

In the satisfaction dimension of Table 5, the majority of respondents expressed satisfaction with public relations performance, particularly in terms of communication activity and its contribution to increasing public trust. This indicates that communication effectiveness is measured not only by message delivery but also by public perception of its impact.

Table 5. Respondent Data Based on the Concept of Satisfaction Indicators

No	Statement	SS	S	TS	STS
1	X5P1. I am satisfied with the accuracy of the information provided by Bogor City Government Public Relations.	26%	69%	5%	0%
2	X5P2. I am satisfied with the activeness of public relations in conveying information through various media.	27%	73%	0%	0%
3	X5P3. I am satisfied with the speed of the Public Relations department's response to public questions or complaints.	18%	65%	16%	1%
4	X5P4. I am satisfied with the general performance of the Bogor City Government Public Relations	22%	75%	3%	0%
5	X5P5. The Bogor City Government Public Relations plays an important role in increasing public trust in the government.	25%	74%	1%	0%

Source: Processed Primary Data, (2025)

Overall, these five dimensions indicate that the Bogor City Government's digital public relations effectiveness is high. However, improvements in real-time responsiveness and enhanced interactivity are still needed to achieve a more participatory and dialogic level of public communication.

4.2 Regression Analysis and Hypothesis Testing

The results of the classical assumption test indicate that the regression model meets the statistical requirements. The normality test in [Table 6](#) shows a significance value of 0.200, which is greater than 0.05, indicating that the residuals are normally distributed.

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean	.0000000	
	Standard Deviation	2.83941721	
Most Extreme Differences	Absolute	.073	
	Positive	.073	
	Negative	-.058	
Test Statistics			.073
Asymp. Sig. (2 – tailed) ^c			.200 ^d
Monte Carlo Sig. (2 – tailed) ^e	Sig.	.206	
	99% Confidence Interval	Lower Bound	.195
		Upper Bound	.216
a. Test distribution is Normal b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Sumber: Data Primer yang diolah (2025)

Tabel 7. Hasil Uji Heteroskedastisitas

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error		2,728	.008
1	(Constant)	5,260	1,928		-1,548	.125
	X (Public Relations Effectiveness)	-.037	.024	-.154		
a. Dependent Variable: abs						

Source: Processed Primary Data (2025)

The results of the heteroscedasticity test using the Glejser method are presented in [Table 7](#). In this test, the absolute value of the residual is used as the dependent variable (abs), while the independent variable tested is public relations effectiveness (X). As shown in [Table 7](#), the regression coefficient for the public relations effectiveness variable has an unstandardized coefficient (B) value of -0.037 with a standard error of 0.024. The t-value obtained is -1.548 with a significance level of 0.125. This significance value is greater than the specified significance level of 0.05. In accordance with the decision-making criteria in the Glejser test, if the significance value of the independent variable is greater than 0.05, the regression model is declared to not experience symptoms of heteroscedasticity. Thus, these results indicate that the public relations effectiveness variable does not significantly influence the

absolute value of the residual. This means that the residual variance is constant at various levels of the independent variable.

Furthermore, the significance value of the constant 0.008 was not the primary focus in the heteroscedasticity test, as the primary indicator is the significance of the independent variable. Therefore, based on the results of this test, it can be concluded that the regression model in this study met the homoscedasticity assumption. The fulfillment of this assumption indicates that the regression model used is suitable for proceeding to the next stage of analysis. The absence of heteroscedasticity also indicates that the regression parameter estimates are efficient and unbiased, thus interpreting the influence of Public Relations Effectiveness on Information Dissemination can be done more accurately and statistically reliably.

4. CONCLUSION

Based on the findings of this study on the effectiveness of the Bogor City Government's public relations through the TikTok platform, it can be concluded that the implemented public communication strategy has demonstrated relatively optimal results. This was evidenced by the quantitative analysis of five main indicators of effectiveness, namely productivity, quality, efficiency, flexibility, and satisfaction, all of which received high evaluations from respondents. Productivity was reflected in the consistency of the @pemkotbogor account in producing daily thematic content and disseminating information that was clear, accurate, and well targeted. Flexibility and user satisfaction were also evident in the account's ability to adapt content to emerging trends and to provide an interactive communication experience for the public. The level of information dissemination through the @pemkotbogor TikTok account also showed significant results. The information published not only reached a broad audience but was also perceived as relevant, easily accessible, and capable of fostering public awareness to participate in redistributing government content. Based on TikTok analytics data, the account experienced an increase in followers of more than 25% over the last two months, with total content views reaching several million. These findings indicate that the government's presence on a short video-based social media platform is not only well-received by the public but also effective in delivering policy information, work programs, and public education.

Furthermore, the regression analysis revealed a significant influence between public relations effectiveness and the level of information dissemination. In other words, the more effective the public relations performance, as manifested through structured communication strategies, engaging content presentation, and responsive interaction, the greater the reach of messages received by the public. This positive relationship confirms that the role of public relations extends beyond merely transmitting information; it also fosters more active public participation in receiving and redistributing official information. Therefore, it can be concluded that the utilization of TikTok as a public communication channel by the Bogor City Government has successfully enhanced the effectiveness of information dissemination in the digital era. This strategy remains highly relevant and should be continuously developed to build an inclusive, participatory, and adaptive relationship between the government and society within the dynamics of modern communication.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

KRA contributed to the conceptualization of the study, methodology, investigation, data collection, data analysis, interpretation of findings, and writing of the original draft. RP contributed to the research design, supervision, validation of the analysis, and critical review and editing of the manuscript. YAN contributed to the methodological development, validation, review of the results, and editing and refinement of the manuscript. All authors read and approved the final version of the manuscript.

Disclosure Statement

No potential conflict of interest was reported by the author(s).

Data Availability Statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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Notes on Contributors

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