

Website Management as Public Information Media in Bogor Regency Government

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Anisa Diniati^{1*}, Intan Dara Phonna², Hanna Wisudawaty², Martha Tri Lestari²

¹Department of Communication, Universitas Gadjah Mada

Jln. Sosio Yustisia No.1, Sleman, Yogyakarta 55281 - Indonesia

²Faculty of Communication and Social Science, Universitas Telkom

Jln. Telekomunikasi Terusan Buah Batu, Bandung 40257 - Indonesia

*E-mail korespondensi: anisadiniati@mail.ugm.ac.id

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Abstract - Websites are widely employed in its use as a way of delivering targeted information, such as the use of websites in government organizations aimed at distributing integrated information. The information will be published on the official government website so that the public may obtain all vital government information. Researchers picked online media websites because Bogor Regency is highly active and constant in distributing information in the form of increasingly diverse material every day. The purpose of this research is to define the Bogor Regency Government's plan for administering the bogorkab.go.id website. The website is an attempt to address public information demands, particularly those of the Bogor Regency government. The reference concept employed refers to the components that must be addressed in identifying the major message that government agencies aim to transmit through their social media initiatives, namely: Character, major Purpose, Main Motive, Main Story, and Details. The results indicated that in a month, this one regional apparatus website could post more than 140 materials regarding the Regent's operations and policies in the form of YouTube videos, pictures, and COVID-19 infographics, which were also shared on social media. The uploaded news material also demonstrates that the information given by Bogor Regency as the Regent's centralized official media is simple to grasp and diverse from numerous views, fields, and concerns in the Bogor Regency region.

Keywords: Digital Media, Digital Media Management, Information Media, Website Management, Bogor Regency Government

INTRODUCTION

The importance of communication technology in the social and cultural order has transformed print media into electronic media. This transformation impacts the process of message development and delivery, as well as the shape of media and how individuals and society comprehend media messages. The evolution of media as a communication channel currently has a broad influence in a variety of disciplines, including the increased openness of information and communication channels within the domain of government. For government public relations, controlling public information through digital media plays a critical role since the public may more quickly obtain information about various policies, initiatives, and actions carried out by the government.

According to previous research provided by Setiawan et al. (2022), public information management through official websites controlled by government agencies is intended to speed up interactions between the government and the community. Furthermore, the website serves as a platform for information, collaboration, and transaction between the government, the community, and other stakeholders. According to Wardah (2017), while managing communications on a website, the public relations department prioritizes trustworthiness, context, significance of material, clarity, consistency, channel, and capacity. This method of message delivery influences public understanding of the information provided by public relations, as well as the necessity of appropriately organizing message content when the government utilizes public relations to offer information to the public.

The public requires quick and simple-to-use media to transmit aspirations and complaints, with easy access anywhere and at any time. Furthermore, Article 28F of the 1945 Constitution states that everyone has the right to communicate and obtain information to develop their personal and social environment and that everyone has the right to seek, obtain, own, store, process, and convey information through any available channel (Sekretariat Kabinet Republik Indonesia, 2022). The government is accountable in this context for providing a communication medium that is sensitive to feedback and constructive criticism as a source of public information and a transparent communication tool to the public, such as by creating an official government website.

Anggrahini et al. (2008) discovered a similar thing in their research, that every organization need the public to grasp the level of development made by the organization. Government agencies, as part of the government system, require public support to implement policies. Not only that, but collaboration is required to ensure the effectiveness of government initiatives, because public perceptions of government policies have the ability to harm the government's position if not supported.

Purnama et al. (2016) found that, in the context of good governance, it is critical to prioritize the interests of the parties involved (stakeholders), including in the scope of community services as public institutions by the government. Local governments are the primary reference in administering government policies in the age of decentralization, through using and maximizing information and communication technology (ICT). E-government is used to apply ICT in the local government management system, to build effective governance. Local governments' usage of websites is one tangible example.

Bogor Regency Government Public Relations uses four digital platforms to deliver information based on observations and pre-research findings. These platforms include Facebook, Instagram, Twitter, and YouTube. The material on each medium is nearly the same, consisting of videos and images of activities, posters, and infographics. YouTube media differs from other social media platforms in that it exclusively provides video and live content.

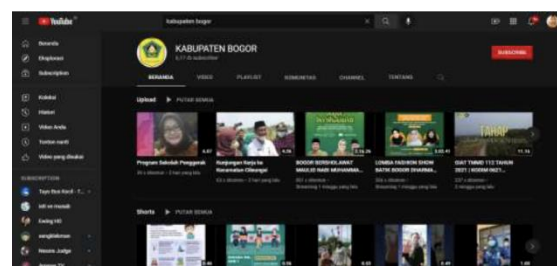


Figure 1. Home Page of Bogor Regency on YouTube
Source: Bogor Regency Official YouTube Account

Figure 1 shows a YouTube capture profile. Bogor Regency Public Relations consistently uses YouTube as a media platform to upload profile videos of a Regent's activity program, documentary videos, and activity videos that have been packaged with perfect visualization so that they can be easily enjoyed and understood by the public. They also provide live streaming material on Radio Teman 95.3 F.M., which includes interactive chats, discussions, and interviews.



Figure 2. Bogor Regency's Homepage Official
Source: Official Website: <https://bogorkab.go.id>

The material shown on the www.bogorkab.go.id website is extensive and thorough. Several internal and external objects may be viewed on the profile and segregated according to their requirements and fields, making it simpler for anybody who wants to access since the information is in place. Within the website, there are other branch sites separated into many SKPD (Regional Work Unit) or official sites and 40 sub-districts dispersed across Bogor Regency. The information shown is separated into four categories: Bogor Regency Tourism Potential, Bogor Regency News, Bogor Regency Regional Information, and Bogor Regency Regional Apparatus.

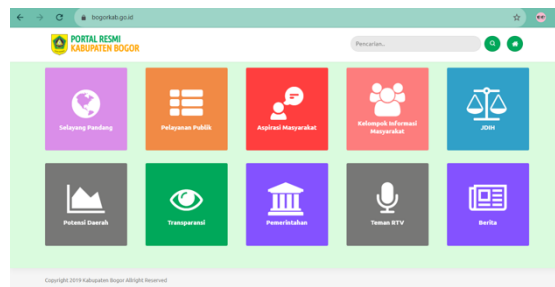


Figure 3. Bogor Regency's Home View Site
Source: Website: <https://bogorkab.go.id>

Figure 3 depicts the homepage of Bogor Regency's official website. All policies and current news from all regional apparatus and sub-districts dispersed around Bogor Regency may be viewed through this one site, which is the official website of Bogor Regency. The website is divided into eight branch sites to help site visitors get the information they need about the Bogor Regency government. Selayang Pandang, Public Services, Community Aspirations, Community Information Groups, Legal Documentation and Information Network (JDIH), Regional Potential, Transparency, Government, Teman RTV, and News are the eight branch pages. The official website is the most comprehensive, extensive, and informative digital media outlet when compared to social media.

Some of the benefits of using a website for an agency include: a) establishing a personal image, b) introducing products and services, c) serving as a platform for information sharing, and d) increasing the number of visits and potentially generating revenue (through proper optimization, ranging from technical aspects to On Page and Off Page optimization using SEO) (Setiawan et al., 2022).

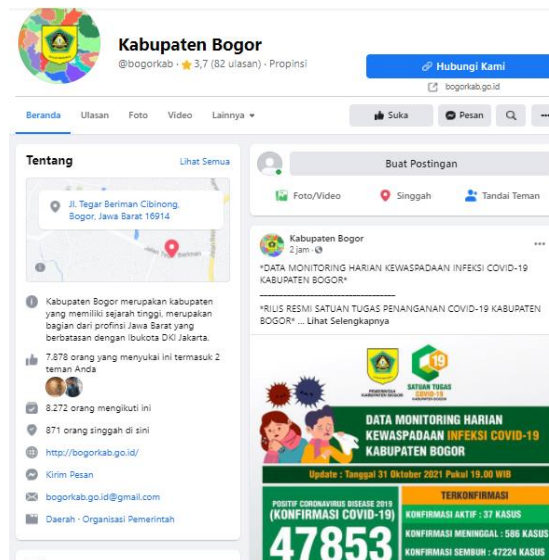


Figure 4. Bogor District's Facebook Home Page
Source: Bogor Regency Facebook Official Account

Figure 4 depicts the Bogor Regency Facebook page. Bogor Regency Public Relations uses Facebook social media, which serves as the first social media known to the public, as well as an option for regular people who do not use other recent social media. The uploaded content includes images and videos of activities, as well as infographics and posters. It is well known that the Facebook comments column has a greater number of ambitions and complaints. Thus, Bogor Regency's public relations department maintains consistency in submitting articles to Facebook.



Figure 5. Bogor Regency Instagram Home Page
Source: Official Instagram Account @kabupaten.bogor

Figure 5 depicts the Bogor Regency Instagram site. Bogor Regency Public Relations is more consistent in uploading content in the form of photos of activities, videos, posters, and infographics on Instagram because of the larger number of followers, so it is assumed that the level of use of Instagram media by the people of Bogor Regency and outside the area is higher. Occasionally, for

each posted material to have a large number of likes and multiple comments conveying inquiries and complaints about the state of the community section.

The researcher picked online media websites for this research because Bogor Regency is extremely active and constant in spreading information in the form of diverse material every day. This single regional apparatus website may post more than 140 materials regarding the Regent's activities and policies in the form of YouTube videos, pictures, and Covid-19 infographics in a month. Content from the website is also shared on social media.

The integration of information from the website to all social media platforms in the Bogor district administration is a first in this research. According to the findings of previous research given by Yavetz & Aharony (2020), the use of digital technology gives several chances for governments to create and improve their relationships with the community and inhabitants of the country. Furthermore, the advancement of digital technology is linked to a process that stresses the evolution of methods that emerge from the inclusion of normal activities and specific conventions, as well as the adaptation of creative practices to organizational goals. This results in the incorporation of digital technologies into the technological framework as well as the construction of standardized operational measures in the public communication process.

The website www.bogorkab.go.id contains several information-access capabilities, including the Selayang Pandang page, which provides a detailed corporate biography as well as the address and geographical map of Bogor Regency. Furthermore, there is a Public Service and Community Aspiration page where the public may communicate directly with Bogor Regency's public relations since there is an office phone number, primary email, numerous official social media account usernames, and a complaint column.

The Public Communication Section of the Bogor District Diskominfo is in charge of this website. The daily uploads on the website are considered highly relevant and up to date, mainly linked to the Regent's government's operations, conducting programs, creating contacts or meetings with stakeholders, COVID-19 in Bogor Regency, and regional rules and regulations. The variety of information offered is because release publishing always follows the timetable of the Regent and Deputy Regent. Since the pandemic, the website has included more infographics detailing the disease's progression. The website management staff is consistently in charge of keeping the site secure to guarantee it cannot be hacked.

According to the preliminary research results, the website management staff always examines and reviews the posted material monthly. The monitoring results analysis includes a subdomain report as a measure of the website's activity and security. After that, the monitoring and assessment data are forwarded to the Head of the Section for further processing. Other monitoring findings include monthly news recaps in the form of current news reports.

Targeted audiences, systematic management, activities carried out on digital media, and the characteristics of using digital media (websites) to represent agencies are the reasons and novelty that researchers want to focus on in this study. In addition, the online media website www.bogorkab.go.id is considered very active, actual, and more detailed than its social media. This can be seen from the news content uploaded in Figure 6, proving that the information conveyed by Bogor Regency as the official centralized media of the Regent is easy to understand and varied from various perspectives, fields, and problems in the Bogor Regency area.

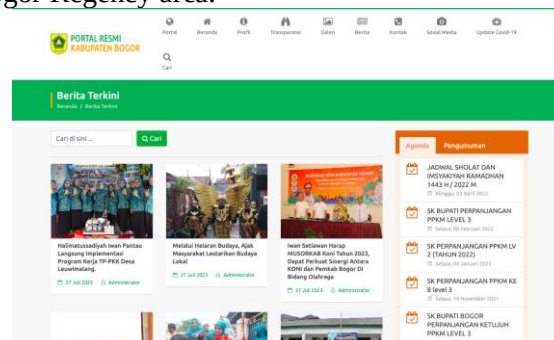


Figure 6. Bogor Regency News Homepage
Source: www.bogorkab.go.id

The role of public relations is to create public space to ensure that individuals transparently obtain information. public relations functions as a communicator, facilitator, and disseminator in compliance with applicable legislation through government websites (Wardah, 2017). The purpose of this research is to describe the administration of the Bogor Regency Public Relations website as a public communication medium.

According to Cutlip, Center, and Broom's theory, managing communication-related programs or activities necessitates a public relations management process that includes meticulous planning, organizational structure, communication actions, and assessment to achieve future success. The focus of this study is on the public relations management process, which stresses how public relations handle their responsibilities in managing websites as a medium of public information in a governmental environment.

THEORETICAL FRAMEWORK

The fundamental concept of public relations in the context of government is founded on two key facts. First, it is the right of the public to be informed; hence, it is the responsibility of government officials to offer explanations to the public. Second, officials have to encourage public comment on growing concerns and societal pressures in order to engage participation and secure public support. Only via such channels can the government and the public establish a mutually beneficial agreement (Anggrahini et al., 2008).

Kominfo (2018) argues that developing a government agency's social media grand strategy is linked to identifying the approach and relationship that the agency wants to sync with the public. The main message is to be transmitted across the complete sequence of government agencies' social media operation. The objective is for the message to be easily accepted as a whole and cohesive both rationally and emotionally by the community, or in the case of social media programs, citizens. To preserve the continuity of the message to be delivered, the core message must be selected from the start of the institution's social media program execution. The main message developed for an institution's social media is the outcome of a synergy between the government's vision and mission in general and the institution's vision and mission in particular (Kominfo, 2018).

The following elements must be considered when determining the main message that government agencies want to convey through their social media programs: (1) Character: Manifesting the image of the government agency into a character; (2) Main Objective: The main goal that the government agency wants to achieve; (3) Main Motive: The main drive of the government agency in achieving the goal; (4) Main Story: Provides a description of the struggle being undertaken, including any challenges; and (5) details: Including specific information so that the overall message may be transmitted and understood (Kominfo, 2018).

A website can be defined as a collection of pages that display information on text data, still image data or motion image data, animation data, sound, video, and a combination of all of them, both static and dynamic, that form a series of interconnected buildings linked by a network of pages. That is what makes the Website the most appropriate, fast, and accurate information medium to use, because each information described on the Website page can be conveyed clearly and support each other, allowing the explanation of the information to be easily understood, such as describing something through text and then strengthening it by adding images or videos (Andriyan, Septiawan, & Aulya, 2020).

Websites are part of internet technology, which is a system designed by humans to make it simpler for humans to ease their efforts, enhance outcomes, and save energy and resources. Currently, the internet is the most extensively utilized source of information to discover the information needed since there is a search engine or search engine on the internet network that users can use to get the web pages they need (Andriyan et al., 2020).

When you type the information needed on a search engine via the internet network, several websites and the information contained within them will show. As a form of human creativity, it should give convenience to numerous elements of life, one of which is discovering information where accurate and rapid information is required to assist living activities. Supported by the development of various devices such as tablets and smartphones that make it easier for many people to access information, the internet has become an alternative media in obtaining information at a low and

affordable cost when compared to information disseminated at a high price through print or electronic media based on television and radio (Andriyan et al., 2020).

Websites are frequently utilized as a method of providing targeted information, such as the usage of government websites as a venue for sharing integrated information. Whereas, the information will be published on the official government website so that the public may obtain all relevant government information.

MATERIAL AND METHODOLOGY

This study uses a qualitative method by performing non-participant observations, in which researchers make numerous observations on the official bogorkab.go.id website, which cannot be defined statistically or numerically. This research is descriptive, to describe and explain the topic of inquiry, which is subsequently related to the results in the field throughout the research data collection phase.

The use of a qualitative approach and descriptive research type aims to obtain actual results related to how Public Relations manages the bogorkab.go.id website as a public information media in the Bogor district government, as well as the main message components that government agencies want to convey in their social media programs. Researchers utilize narratives to convey field discoveries in order to discover novel things that cannot be discovered using statistics or quantitative research methods.

In this study, researchers employed non-participant observation approaches to collect data without being actively involved in the process of establishing assessment procedures. Researchers apply interview approaches in addition to observation to gather more reliable information. Researchers conducted interviews relating to website management operations carried out by the Bogor district's public relations.

According to Moleong (2018), the research's subject is an informant, which indicates that this research is utilized to offer information regarding the research scenario and conditions. Novando Andria, the bogorkab.go.id Website Manager of the Public Communication Section, was the study subject whom the researcher interviewed as a key informant.

In qualitative research, data analysis begins when the researcher begins data collection and continues until the researcher is pleased with the results of the informant interviews and decides to conclude the data collecting period (Sugiyono, 2017). Researchers use a data analysis approach that consists of three activities: summarizing the data received from observations and interviews. Then, data reduction or filtering of important information from observations and interviews to be presented in the form of narrative text; and finally, researchers develop conclusions to address the issue formulation. Researchers can take inferences from inquiries concerning how the Bogor district website is managed as a public information medium.

Researchers used triangulation techniques to examine the data acquired to confirm the integrity and validity of the research outcomes. Researchers use several approaches to examine data in technical triangulation. This assessment involves the use of data gathered by researchers using interview and observation approaches.

RESULT AND DISCUSSION

The public relations role in government organizations' structure is critical to express government information or decisions and secure public support for various elements linked to government actions and policies. Some main tasks of government public relations are to understand the desires and aspirations of the community, provide advice or suggestions to respond to the steps that should be taken by regional government organizations (OPD) in accordance with public expectations, ensure satisfactory relationships between the public and government officials, and provide clarification or information about the efforts made by the city government and related matters (Ruslan, 2020).

Bogor Regency is a regency in West Java Province. Cibinong District is the administrative headquarters. Bogor Regency borders several regencies and cities and surrounds Bogor City. Bogor Regency is made up of 40 sub-districts, which are further subdivided into villages and sub-villages. The Bogor Regency logo is significant for Bogor's identity since, in addition to having an identity, it is also one of the branding processes and marketing tactics (Ainun et al., 2023).

This logo becomes a form of representation and identification for a regional apparatus. Therefore, it becomes an image and affects the regional apparatus's reputation.



Figure 7. Bogor Regency Logo
Source: bogorkab.go.id Official Website

Figure 7 shows the Bogor city emblem, which includes the phrases *Prayoga Tohaga Sayaga* and *Kuta Udaya Wangsa*. *Prayoga* means primary, *Tohaga* means powerful and substantial, and *Sayaga* means ready or attentive. Thus, the meaning of these words is that the people of Bogor Regency's establishment and struggle should always prioritize sturdiness, be strong in its stance and struggle, and always be ready to face various challenges in achieving ideals, realizing a just and prosperous society based on Pancasila.

Vision: The realization of the most advanced, convenient, and civilized Bogor Regency. Mission: realizing a quality society. Realizing a competitive and sustainable regional economy. Realizing good regional governance. Realizing Social Piety. Realizing equitable and sustainable regional development. The objectives of regional apparatus according to IKU (Key Performance Indicators) are informative and integrated communication and informatics governance, while the targets based on IKU are public information disclosure and SPB. The targets of regional apparatus according to IKU are as follows: Realizing an Informative Bogor Regency. Improving the Quality of Electronic-Based Government Systems. Improving the Quality of Sectoral Statistical Data and Information. Increasing the Implementation of Coding and Information Security.

Bogor Regency's numerous awards have attracted visits from other regencies to share information, experiences, and strategic recommendations, and maximize government collaboration with the mass media, as well as perform comparative studies. The awards include: (1) Bogor Regency receiving an award as a Child-Friendly Regency in 2021; (2) Bogor Regency receiving an award as a women's fighter during the Covid-19 pandemic in 2021; (3) Bogor Regency receiving an award as a sustainable tourism village in 2021 Batu Layang Tourism Village by *Kemenparekraf* RI; and (4) Bogor Regency receiving an award as the most innovative district in Indonesia in the 2020 Innovative Government Award (IGA). In addition, Bogor Regency received the Regent Entrepreneur of the Year Award 2019 in the tourism category at the Regional Leader Entrepreneur of the Year Awards.

Geographic Segmentation

The bogorkab.go.id website is accessible to all Indonesians at any time and from any location; however, the scope of news material is limited to discussions concerning Bogor Regency. If there are issues beyond Bogor Regency, such as reviews, invites from outside the regency, and others, and the Bogor Regency managerial excellence (Regent, Deputy Regent, or Regional Secretary) is present, the news material can be deemed to be outside the scope of the Bogor Regency region. To access a Bogor Regency website, users merely need to fulfill the criteria of a decent network.

For example, East Bogor, North Bogor, and South Bogor are considered to have areas with stable network strength, while East Bogor is considered to be an isolated area because its villages are still undeveloped and need to build network towers. So, the geographical segmentation of the population of Bogor Regency is determined by the network strength of the regions in Bogor Regency. The main goal of Bogor Regency through Diskominfo Bogor Regency is information equality, so as much as possible the government strives and maximizes this.

Demographic Segmentation

In their research, Diniati et al., (2023) state that when it comes to target segmentation and media choices to reach audiences, the experiences and satisfaction of each individual become factors influencing their assessment of the value of each media. The bogorkab.go.id automated website tool's demographic graph, which indicates the number of site users each day, the device used to access the website, the SKPD, and a statistical overview based on the top 10 pages of the sub-district website, is shown below.

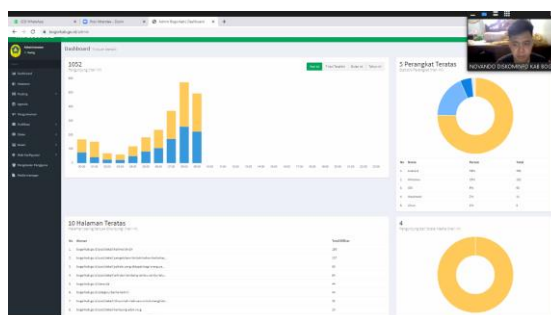


Figure 8. Display of automatic website monitoring results
Source: Data screen for resource monitoring

The majority of site visitors utilize Android, iOS, Linux software, or laptop/computer devices. The previously mentioned information is taken automatically from the site's capability. Thus, no further tools are required. The SKPD and Sub-district sites received the most site views each day. The age group is 25 years old and above, as they are considered to be more interested in politics and public administration and sensitive to such matters. Then, the older age group of 50 years old and above, Diskominfo Bogor Regency through the website and social media manager of the Bogor Regency Government, constantly provides magazine products produced every period.

When the middle and lower classes are said to be able to directly access the website and explore on social media because many have tagged information related to BLT, social assistance, compensation, scholarships, information on the availability of beds for *isoman* residents, vaccine location information, and many others. The tag function is highly effective for immediately notifying the government via social media of the posted material so that the management admin can be readily alerted or viewed. The controlling admin responds quickly when policy information is posted or comments are made on the tag post.

Psychographic Segmentation

Bogor Regency audiences are particularly excited and interested in the Bogor Regent's initiative, *Samisade*, which means for One Billion One Village and is a program that builds communities into tourism villages as well as turning them into digital villages.

The Regent Ibu 'Ade Yasin', a prominent figure or figurehead from Bogor Regency, piqued the audience's curiosity as well. She is a figure who enjoys posing for the media, and big banners, posters, or billboards of Regent Ade Yasin and Deputy Regent Iwan Setiawan may be found throughout Bogor Regency. This regent is adored in the same way as an artist is, such as being cheered and eager to take selfies with the crowd until the regent has become an icon (characteristic) of Bogor Regency.

Digital Media-Related Activities

Bogor Regency, as a government that practices information disclosure, actively employs one of the website-based digital media to serve the public with information and online services. The website <https://bogorkab.go.id/> publishes news classed as Bogor Regency government news, sub-district news, and OPD news on a regular basis. In a day, public relations in the area of PIKP (Public Information and Communication Management) of Bogor Regency can upload a minimum of one or two news, with a maximum of up to seven news material, depending on the government's schedule and agenda.

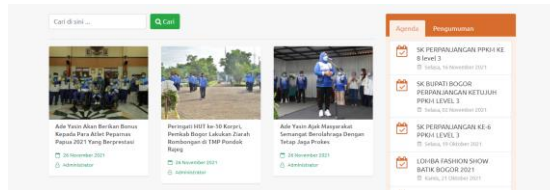


Figure 9. Display of Three News on November 26, 2021

Source: Official Website: <https://bogorkab.go.id> Bogor Regency Government News Page



Figure 10. Three News Views on November 24, 2021

Source: Official Website bogorkab.go.id Bogor Regency Government News Page

Straight News is a type of news that the Bogor Regency Government Public Relations uses every day when composing news. Straight News is direct information from the phenomena or event's temporal distance, with data checking and reporting completed within 24 hours. Depending on the schedule, agenda, and activities of the Bogor Regency Government, the website manager can submit two to 10 news items every day. Public Relations working in the field of PPID (Information Management and Documentation Officer) is also always actively serving the people of Bogor Regency on the Public Service and Community Aspiration page through the LARAS ONLINE (Official Aspiration Service) feature to form a more effective and efficient two-way communication so that public services can be optimized and the community's right to submit complaints and aspirations related to government administration is fulfilled.



Figure 11. Display of the LARAS Online Feature on the Community Aspiration Page

Source: www.bogorkab.go.id

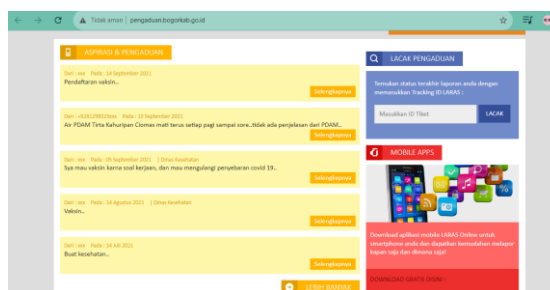


Figure 12. Display of LARAS Online Features on the Community Aspiration Page

Source : www.bogorkab.go.id

It is quite simple; just register if you do not already have an account or log in with your social network, then enter the posting column to make comments, recommendations, complaints, requests, and others in good manners and sayings, then click post. Users can also access services using ready-to-download apps and SMS.

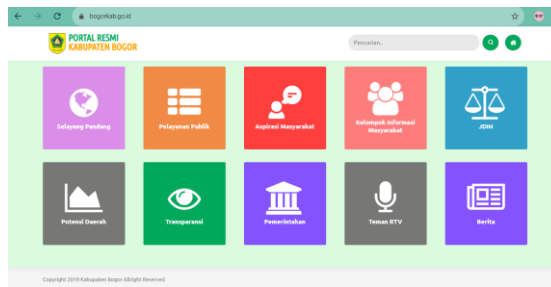


Figure 13. Bogor Regency's Residence

Source: www.bogorkab.go.id

Additional features on the previously mentioned website enable site users to obtain more information about any area in a thorough and easy-to-understand manner. The daily duties of a publicist who runs this website are dependent on processes and timetables for activities, programs, and reports. For example, since the *Teman RTV* feature transmits an exclusive radio program once a week, the publicist who runs this site uploads news or radio broadcasts once a week, with the upload timeline falling on the day of the broadcast.

Rania & Diniati (2023) stated in their research results that the content timetable can be used as a reference in finding the basic data for managing digital media content, which is then packaged in such a way that it can be distributed to its audience. Of course, in content creation, there are content limitations, namely, adapting to the social media management guidelines for government agencies issued by the Directorate General of Kemen Kominfo, as well as rules that apply according to the law.

Digital Media Utilization Characteristics

The Bogor Regency Government's website does not appear to employ captions, audience welcomes, or hashtags when disseminating news to its visitors, who appear to be the majority of Bogor Regency people. The writing style applied includes describing the date and time of the occurrence, and the figures involved, using active and detailed words, and formal language.

The objective of producing news content is to convey their ideas and sentiments toward what happens every day in Bogor Regency in the form of infographics, images, videos, and exclusive radio audio files, all to form a positive image. The information implied in the news included good news, sad news, catastrophe news, and other news for the people of Bogor Regency as the major audience or consumer of Bogor Regency public relations.

Efforts in Managing Digital Media

In terms of challenges, Bogor Regency Public Relations' efforts in managing digital media websites as a kind of public relations practice have to compete with external media that are not legally registered in partnership with the Bogor Regency Diskominfo. Bogor Regency Public Relations participates in covering and creating news without any terms or agreements, one of which impacts the image of the Bogor Regency Government itself if unfavourable news is released.

The general audience also tends to view material from social media, even though the social media posts themselves are derived from the Bogor Regency website. As a result, the audience is less interested in viewing material on the website than in seeing it on social media. As a consequence, greater efforts are required to increase the website's audience and the distribution of information to all levels of Bogor Regency society, particularly those who do not use digital media to access news information, so efforts to create non-online media such as banners, stickers, billboards, and magazines are required.

The overview of efforts in terms of opportunities is to capitalize on the cooperative relationship that has been established, particularly with BSSN (State Cyber and Code Agency), because the main official website of the government's security must be kept free of viruses, malware, hacks, and other threats that have the potential to leak or lose data. Furthermore, offering feedback and ideas from external parties, such as the media, or internal parties, such as the section head or head of service, as improvements and advancements in releasing news material of better quality and quality.

Public Relations Objectives

Bogor Regency Public Relations will achieve the following goals using digital media platforms by connecting public relations functions are Bogor Regency Public Relations as a communicator who conveys information in the form of news in various media used in the form of photos, videos, and infographics to the Bogor Regency community in accordance with the main objectives of the Public Communication section in implementing information disclosure. Ultimately, creating a positive image of the Bogor Regency Government through daily news publications.

For the Public Relations of Bogor Regency, managing the website provides a significant opportunity to convey information to the public, considering that the information presented has been highly timely and varied. It covers activities of the Regent in implementing programs, establishing relationships or meetings with stakeholders, and local policies and regulations. The diversity of information presented is due to the regular release schedule following the Regent and Vice Regent's activities. Since the pandemic, the site has predominantly uploaded infographics regarding the developments of the pandemic. The website management team consistently takes responsibility for maintaining the site's security to prevent any hacking attempts.

In addition to the varied content, (Rachman & Diniati, 2022) recommend that the process of formulating content ideas should be done more carefully and meticulously. This is because the managers need to have a comprehensive understanding of the institution's content to avoid possible word errors that could negatively impact the information reception by readers. Their research findings indicate that the role of website managers is not only as content creators but also involves challenges in determining the types of content that align with the institution's vision, mission, and objectives.

CONCLUSIONS

Bogor Regency is a potential and natural resource-rich administrative area, as well as the quality of its Smart City initiative in digitizing the city planning system and aspects of Bogor Regency life. Its government employs professional public relations practitioners through the regional apparatus of the Bogor Regency Communication and Informatics Agency, which uses digital media in the form of four different types of social media and online media in the form of websites to disseminate information through content or daily news related to the Bogor Regency Government's agenda, schedule, programs, policies, and regulations.

Researchers consider the website to be the primary object of research in online media management because it is the hub of all Bogor Regency Government information that is easily and effectively accessed by the Bogor Regency community's target audience, consisting of features classified according to their fields or needs. The outcomes of public relations research observations and data acquired throughout the work are referred to as audience segmentation analysis based on psychological, demographic, and geographical factors. Bogor Regency Public Relations identified unlawful external media, audience information access activities via the internet, and information dissemination to all levels of society as obstacles in administering the <https://bogorkab.go.id> website.

In terms of potential, Bogor District PR appears that it will take advantage of its positive connection with BSSN to administer this website, improve site security, and get inspiration from constructive feedback and ideas. Bogor District Public Relations, in terms of goals, is a communicator between the government and the public in the concept of information disclosure, which is very much in line with the role of Public Relations in building a favourable image via daily news.

Further research on website online media management is expected to come closer to the audience by examining more precise and targeted audience segmentation. Moreover, it would be preferable to utilize tools to assess the progress of the website in terms of publication and segmentation more precisely and thoroughly. As a follow-up, the author plans to enhance the structure of the report with the aid of suggestions from various sources and constructive feedback from readers.

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