THE SYNERGY OF PUBLIC INFORMATION DISSEMINATION: INSIGHTS FROM EAST JAVA PROVINCE

M. Mas'ud Said

Department of Public Administration, Universitas Islam Malang, Indonesia
Email: masud.said@unisma.ac.id

Abstract

Currently, it is widely considered that the government is being left behind by private informal information institutions, non-governmental broadcasting institutions, and netizens on social media. Thus, this study aims to analyze the government's organizational and institutional information dissemination systems. Their mutual needs are also analyzed in this study. Although several previous researchers have carried out studies within the scope of this research, a missing element must be added in order to upgrade the efficiency of the government's information and communication dissemination systems. Moreover, this study showcases that the initiation of a public information dissemination strategy in East Java has been carried out at the implementation stage, with preliminary problems in coordinating data and information on one platform that addresses both stakeholders and shareholders. Therefore, synergy between institutions and a more integrated public information dissemination system is needed. This study employs the documentation, visitation, and interview methods under the umbrella of qualitative research in order to collect data.

Keywords: *information dissemination; public service synergy; office of communication and informatics.*

Reikšminiai žodžiai: *informacijos sklaida; viešųjų paslaugų sinergija; komunikacijos ir informatikos biuras.*

Introduction

Generally, public information, especially information from the government, employs strategic goods. In this era of open information, sending news and accessing, assessing, and evaluating development data have become essential elements of democracy and a basic need of modern society (Fadila et al. 2022). The Indonesian government issued Law

Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE), regulating how information is disseminated to the public for development purposes. However, the government must also implement a fast, electronic, and real-time public service policy that the public can access through direct mechanisms. The Law on Public Services confirms that public service should provide fast, high-quality, and digitalized services, credible personnel, and solid technological systems (Nur and Mahzaniar 2022).

Information management is a means of two-way communication for the community, ensuring the public and citizens' right to access public information. In this context, a public information dissemination strategy is needed. Therefore, the Ministry of Communication and Informatics created an information dissemination unit to formulate and implement policies and manage public opinion, public communication resources, communication partnerships, public information services, and public information and media (Li et al. 2022). This unit should also strengthen the capacity of public communication resources and provide districts and cities with information access (East Java Communication and Information Service 2023; Nanz and Mathhes, 2022). Thus, this study is guided by four research questions:

1. How can public information dissemination be discovered and analyzed?
2. How can data development regarding the process of integrated team building be analyzed?
3. How can the new format of public dissemination be characterized?

Developing the Quality of Information and Public Services

In the international context, public dissemination inevitably becomes the government's obligation. "The government is responsible for collecting, maintaining, and disseminating information to the public. The free flow of information between the government and the public that it serves is essential to maintaining an informed citizenry" (American Library Association 2018). However, news sources, accuracy, and the speed of sending and producing news no longer rely on the government as the news sender. Individual power has instead come to the forefront in the last decade (Hadlington et al. 2022).

Theories and practices of prime public service have become the credo of local government throughout Indonesia, supported by Innovative Bureaucracy Theory (Holst and Moe 2021). In addition, Styhre (2007) argued that innovation becomes the main value of bureaucracy, develops efficiency and transparency, and improves something that is already suitable. Moreover, Sound Governance Theory, where government services pay attention to the community's aspirations and where the context of local wisdom becomes its essential value, is much lauded in the country (Farazmand 2004). Another theory posits that citizens drive change (Goldsmith 2010). This theory considers what is good for the community by determining important points with service users, not solely with the government.

The government, however, should ensure the quality of public services. This is stated in the Law of Public Service Number 25, of 2009, which notes that public service is the right of the people. The government's obligation is to organize it well (Sudrajat 2023). Therefore, the government must provide high-quality services to the people (Lapuente and Van de Walle 2020).

The four conditions critical to preparing public information management institutions and systems are as follows: (1) the reorientation of objectives to make it easier for the public to access government news, data, and information, along with fast service facilitation; 2) the strengthening of work systems and institutional facilities that are modern and efficient following public demands in the era of open information; 3) supporting an institutional environment that adopts information technology; and 4) an emphasis on the importance of including young IT experts and senior officials in concert within the public service. These demands ensure the implementation of an electronic government system.
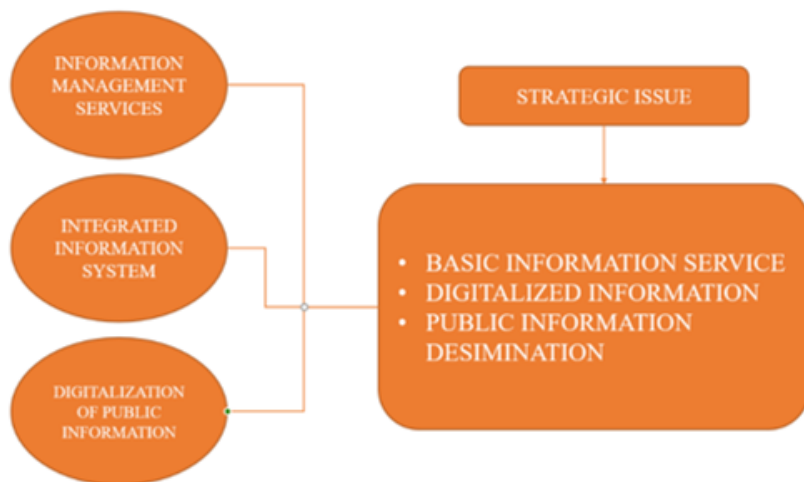

Figure 1. The preparation of a basic information service (Said 2019)

Therefore, creating a standard scenario related to the format of information dissemination can adequately guide stakeholders in managing government information (Soeteman-Hernandez et al., 2019). This scenario refers to the vision and mission of information management, consists of descriptions of what to publish, ensures the quality of information traffic, and overcomes hoax content, which can endanger the local and national security of Indonesia.
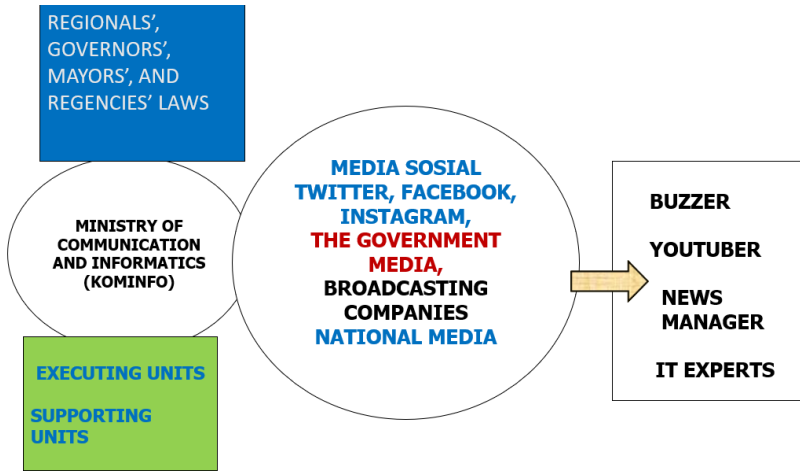
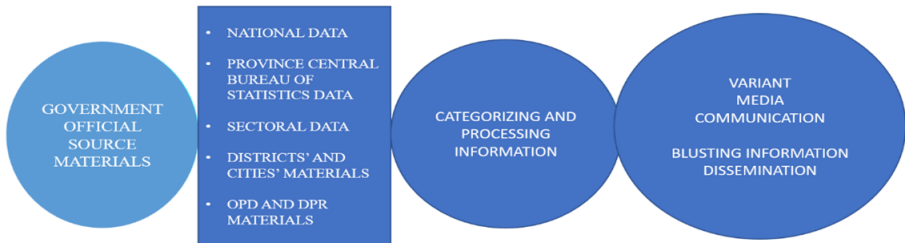**Figure 2.** The key to successful initiation (Said 2019)

Figure 3. Material, data type, categorization, and dissemination (Said 2019)

Currently, media hoaxes are spread over WhatsApp, Line, and Telegram (62.80%), websites (34.90%), and Instagram, Facebook, and Twitter (92.40%). Data from the Ministry of Communication and Information (kominfo.go.id website) revealed 800,000 websites spreading hoaxes and hate speech in Indonesia (East Java Communication and Information Service 2023).
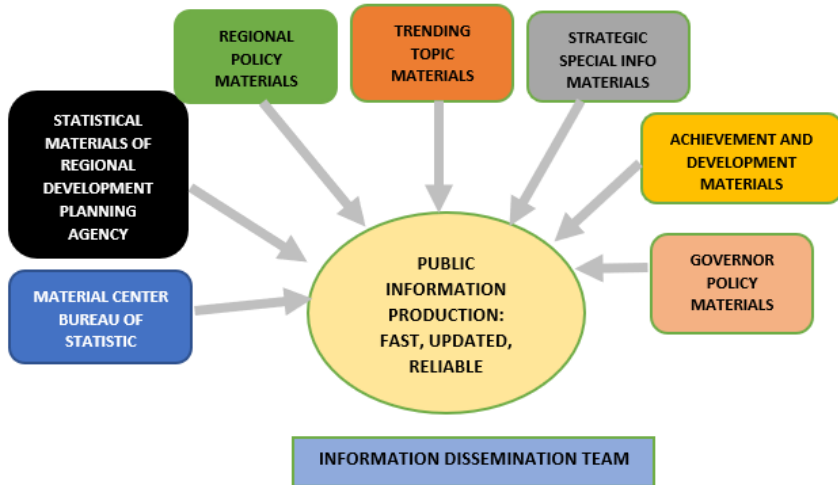
Figure 4. Information materials and production sources (Said 2019)

Method

The current study employed a qualitative approach with technical documentation, fieldwork, and interviews (Ary et al. 2010). Documentation techniques were carried out to obtain basic data by studying official information from the East Java Provincial Communication and Information Service. The Ministry of Communication and Information was chosen as a research site because this service is undergoing rapid dynamic transformation. Field visitation was also carried out by conducting workshops and orientations for structural officials of the East Java Communication and Information Agency in Batu, along with Public Information Dissemination Training in Malang, Banyuwangi district, and Surabaya.

The author also interviewed two heads of the Communication and Information Agency with three periods as heads of units from 2019 to 2023. Furthermore, primary data was obtained from the official website of the Ministry of Communication and Information and various other sources, including the policies and regulations of the Governor of East Java. To answer the research question, the author narratively presented and analyzed the data to obtain an overview of the general condition and context of institutional development, dissemination patterns, and the design of public information dissemination strategies at the research location.

Findings and Discussion

The East Java Provincial Government won the Digital Government Award in 2023 from the Ministry of State Apparatus Empowerment and Bureaucratic Reform (PANRB) in the category of Implementation of Electronic-Based Government System Services (SPBE) for Central and Regional Government Agencies. The East Java Provincial Government is considered the best province to implement SPBE services because of its successful implementation of integrated digital government. The East Java Provincial Government realizes SPBE by issuing policies through Governor Regulation (Pergub) No 53 of 2021 concerning SPBE for East Java Province. An internal team designed to assess the SPBE of East Java Province was formed in 2022, as stated in the East Java Governor's Decree Number 188,469/KTPS/013/2022.
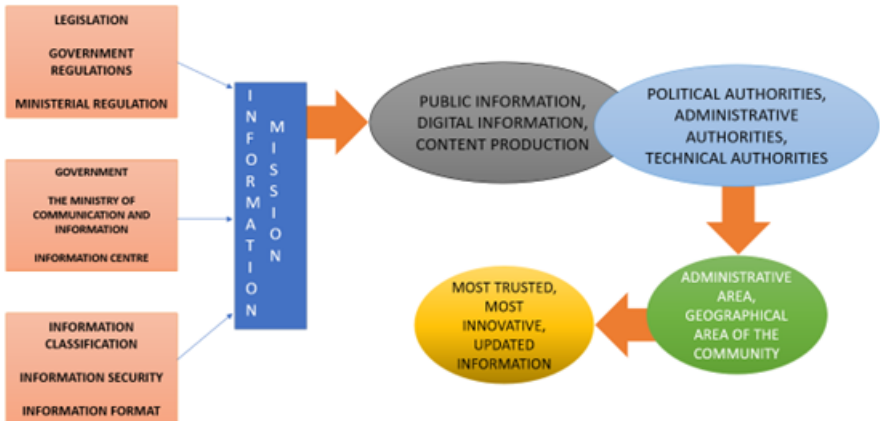

Figure 5. A public information dissemination scenario (Said 2019)

Therefore, SPBE was built to support thematic bureaucratic reforms. The SPBE architecture focuses on poverty alleviation, increased investment, digitizing the government system, and accelerating the president's priorities. Business process architecture is regulated in Governor Decree Number 188/1016/KPTS/013/3022 concerning SPBE architecture and the SPBE roadmap of East Java Provincial Government for 2023–2024 (East Java Communication and Information Service 2023).

The Implementation of Synergy in the Realm of Dissemination of Public Information

Synergy in disseminating public information is implemented through 5 steps: regional

head's concern (IT, innovation ideology); regulatory and budgetary support; creating a super information team (IT experts); strong institutions and solid dissemination format; and facilities (operating system, software, and hardware) (Said 2019).

A. Regional Concerns, Ideology, Innovation, and IT

This project requires the sensitivity, attention, and willingness of regional heads to understand that government information is a democratic need and that the quality of government is a prerequisite for the integration of public information and its dissemination (Macq and Jacquet 2023). Furthermore, there are regional and head regulations relating to public information, which are decisive and have become one of the keys to success. This regulation also includes an annual budget work plan and a Regional Medium-Term Development Plan. The ideology of innovation means that information must always be updated, with a format that is easily read by the public and trusted (Albano et al. 2020; Naeem et al. 2021).

The East Java Provincial Government strengthens public services through the motto of Fast, Effective, Efficient, Responsive, Transparent, Accountable, and Responsive (CETTAR), which continues to be echoed by the East Java Provincial Government in providing public services to the community. The State Civil Apparatus (ASN) of the East Java Provincial Government must understand and carry out the CETTAR motto, echoing its spirit (East Java Communication and Information Service, 2023).

In the investment sector, the East Java Provincial Government has built an information system-based licensing service, entitled Jatim Online Single Submission Goes to Android Operating System (JOSS GANDOS). This system prioritizes transparency, legal certainty, corruption-free operation, and time certainty. This is an integrated electronic system built by DPMPTSP (Investment Board One-Stop Service) East Java Province which aims to facilitate licensing under the authority of the East Java Provincial Government (East Java Communication and Information Service 2023).

In making it easier to provide access to services for employees of the ASN, the Regional Civil Service Agency of the East Java Provincial Government implements an electronic information system. Through Integrated ASN Management (E-Master), all ASN data (names and addresses) is covered and can be accessed easily through the android application. Thus, all services ranging from promotions to periodic salaries and so on can be accessed online (East Java Communication and Information Service 2023).

The implementation of SPBE was in accordance with President Joko Widodo's direction in the plenary cabinet session of March 2, 2023. There it was also stated that the president's direction included strengthening the SPBE policy direction, encouraging the commitment of the leaders of Central and Regional Government Agencies in the implementation of SPBE, and encouraging the acceleration of integrated and sustainable SPBE implementation (East Java Communication and Information Service 2023).

It is hoped that the implementation of SPBE will realize clean, effective, transparent, and accountable governance. In addition, it is also intended to support quality public services and increase integration and efficiency. Through SPBE, the government administration utilizes information and communication technology to provide services to its users (East Java Communication and Information Service 2023).

Some Lessons from the ASEAN Countries

Sabani et al. (2019) evaluated Indonesia's e-government performance, finding that overall performance was unsatisfactory due to the low level of availability, the substandard quality of information, the unreliability of e-government services, and the vulnerability of information security. Therefore, the performance of Indonesia's e-government can be improved by formulating better strategies and policies.

However, Indonesia has better e-government and public information dissemination than Malaysia and Thailand. The Indonesian government is now undergoing rapid expansion and reformation by enacting regulations, including those of the State Minister of State Apparatus Utilization and Bureaucratic Reform. This entails digital transformation through the enactment and implementation of government regulation PERPRES 95/2018 regarding the electronic government services system. In summary, Indonesia is making significant progress, despite the various setbacks observed in previous studies.

Public Sector and Government Organizations

The government should encourage information dissemination because limiting people's liberty in disseminating their beliefs may lead to a country's division. Combating the spread of hoaxes may prove vexatious, since many people may only focus on the first news that they receive (Sofyani and Oktavianti 2021). Therefore, the government should facilitate collective action and co-produce quality public services to prevent rapid public information dissemination (Gao and Yu 2020).

Nevertheless, liberty conclusively belongs to everyone who lives in a country. Vetoing people's liberty may indicate that a country possibly violates human rights. However, liberty does not mean complete freedom (Halldenius 2022). Specific regulations must prune freedom to preserve public safety and order systematically. For example, Warkentin and Orgeron (2020) employed the security triad to assess blockchain technology in public sector applications. Thereby, the government may hold authority and asses information reliability.

B. REGULATORY AND BUDGETARY SUPPORT

The attitude of the Provincial Government towards developing East Java Governor

Regulation Number 80 of 2016 stands against the position, organizational structure, job description, functions and work procedures of the East Java Provincial Communication and Information Service. All levels of government work on the basis of regulatory references (Drinóczi and Bień-Kacała 2020), and Perda (Regional Regulation), Perwali (Mayor Regulation), Perbub (Regent Regulation), and Pergub (Governor Regulation) are some of the key bureaucratic processes. All regional heads have limited budgets to fulfill all of their programs (Saleh et al. 2019). Budgetary priorities can provide the answer to an integrated management information system. From scarcity or budget constraints, the size and effectiveness of regional spending are key (Mohanty et al. 2023).

The East Java Provincial Government is currently boosting SPBE for public services. The seriousness of the East Java Provincial Government in realizing SPBE can be seen in their issuing of a policy through Governor Regulation (Pergub) 53/2021 concerning SPBE for East Java Province. In addition, an internal SPBE assessor team was also formed for East Java Province in 2022, as stated in the East Java Governor's Decree Number 188,469/KTPS/013/2022. Thus far, East Java has indeed boosted SPBE as part of efforts to digitize the entire system. At present, SPBE is being briefed for affected public services. The development of digital systems and cooperation with a number of parties are also important, as it is through this that the acceleration of service improvement can be realized (Chatterjee 2020). This is in accordance with the regulation of the Government of the Republic of Indonesia Number 61 of 2010 concerning the Implementation of Law Number 14 of 2008 concerning Public Information Openness.

In 2021, the East Java Government budgeted IDR 72,594,861,850 for the total expenditure of the East Java Communication and Information Agency, consisting of regional expenditures, goods and services operation expenditures, capital expenditures, and others (East Java Communication and Information Service 2023).

Audited Local Government Financial Statements in 2021

CODE	DESCRIPTION	BUDGET	REALIZATION
4	District Revenue	32,969,569,58,052.00	34,280,709,120,323.71
41	District Own Source Revenue	17,124,366,352,581.00	18,935,885,925,145.61
4101	District Tax	14,227,429,290,118.00	15,400,864,401,471.00
4102	District Retribution	110,303,169,600.00	110,950,961,634.00
4203	Separated Regional Management Result	404,504,407,994.00	408,640,386,025.80
4104	Other Legitimate District Own Source Revenue	2,382,129,484,869.00	3,015,430, 176,014.00
42	Transfer Revenue	15,644,967,099,471.00	15,194,249,240,653.00
4201	Central Government Transfer Revenue	15,644,967,099,471.00	15,186,749,240,653.00
4202	Transfer Revenue Between Regions	0,00	7,500,000,000.00
43	Other District Own Source Revenue	200,235,706,000.00	150,573,954,525.00
4301	Grant Revenue	200,235,706,000.00	148,231,490,924.92
4303	Other Income in accordance with The Law	0,00	2,342,463,600.18
5	District Expenditure	36,621,318,449,634.85	33,852,938,529,603.57
51	Operational Expenditure	24,948,257,616,040.53	23,369,681,934,695.80
5101	Employees Expenditure	7,459,100,119,626.72	6,988,563,017,319.00
5102	Goods and Service Expenditure	8,129,102,417,243.81	7,300,023,803,758.31
5104	Subsidy Expenditure	0,00	0,00
5105	Grant Expenditure	9,259,050,001,270.00	8,988,623,474,551.49
5106	Social Assistance Expenditure	101,005,077,900.00	92,471,639,067.00
52	Capital Expenditure	2,418,101,833,529.23	1,969,920,805,388.69
5201	Land Capital Expenditure	12,032,308,000.00	11,286,558,100.00
5202	Equipments and Machines Expenditure	1,273,952,249,911.80	1,127,823,456,596.90
5203	Buildings Capital Expenditure	684,173,591,213.43	471,887,466,773.40
5204	Roads, Networks and Irrigation Capital Expenditure	323,547,405,814.00	241,707,168,945.39
5205	Other Fixed Assets Capital Expenditure	118,882,298,590.00	115,061,287,673.00
5206	Other Assets Capital Expenditure	5,513,980,000.00	2,154,867,300.00
53	Incidental Expenditure	777,435,998,366.29	369,938,609,909.12
5301	Incidental Expenditure	777,435,998,366.29	369,938,609,909.12
54	Transfer Expenditure	8,477,523,001,698.80	8,143,397,179,609.96
5401	Profit-Sharing Expenditure	7,868,817,511,698.80	7,563,628,623,810.00
5402	Financial Aid Expenditure	608,705,490,000.00	579,768,555,799.96
6	Regional Take Over	3,651,749,291,582.85	3,651,610,820,078.86
61	Take Over Receipts	3,732,917,926,819.85	3,732,430,883,400.52
6101	Remaining Previous Budget Calculation	3,700,033,197,793.85	3,699,546,154,375.52
6104	Regional Loan Receipts	32,884,729,026.00	32,884,749,025.00
62	TAKE OVER EXPENDITURE	81,168,635,237.00	80,820,063,321.66
6203	Maturity Debt Installment Payments	81,168,635,237.00	80,820,063,321.66

Table 1. LKPD (Regional Government Financial Report) of East Java Communication and Information Service 2021–2022 (East Java Communication and Information Service 2023)

C. CREATING A TEAM IN THE FIELD OF INFORMATION TECHNOLOGY IN THE REGION

Creating a team is pivotal to handling IT (Fadila et al. 2022). The Information and Documentation Management Officer (PPID) is the organ appointed to facilitate this task. However, technically, the average governmental implementation apparatus is weak in the field of infrastructure development and IT-related programs and formats, because IT must be handled by experts. This should thus be strengthened, expanded, and developed in its capabilities as an IT team (Ulucak and Khan 2020). East Java has been recognized as the most innovative province; in 2022, the number of innovations was as high as 213. So far, 34 innovations have received awards as finalists or Top Commendable Innovations in the KIPP (Public Service Innovation Competition) organized by the Ministry of State Apparatus Utilization and Bureaucratic Reform.

According to reports, the Jati Communication and Information Agency (Diskominfo) oversaw the development of One Data (Sata) East Java with the Sepuluh Nopember Institute of Technology. Data construction in East Java may assist development planning and provincial government policy determination. Data taken from various sources will later be unified and cross-tabulated in Sata Jatim, leading to a service in the form of an application. Sata Jatim development may manifest into an application-shaped service (East Java Communication and Information Service 2023).

The preparation of data development in Satu Data Jatim will later come in the form of an application service containing data units in East Java province, and the application will then be introduced to the community. In terms of technology, the progress of One Data is over 80% complete. Once finished, the system will accredit data by law, making it valid and reliable (Albano et al. 2020; East Java Communication and Information Service 2023).

Thereby, the government urges the intensification of the formulation of One Data, enhancing its appearance and requesting data to award, index, and graph (Agostino et al. 2021) so that data processing is more effective and efficient in accordance with the targets of processing on regional devices (East Java Communication and Information Service 2023). With the progress of Sata Jatim, East Java has become the most innovative data center, working with valid and accurate databases for technology which can facilitate provincial government service processes (Naeem et al. 2021). With cross-tabulated data, the obtained material is valid, so that technology can facilitate service processes in government (East Java Communication and Information Service 2023).

D. STRONG INSTITUTIONS AND A SOLID DEPLOYMENT FORMAT

The communication and information service and PPID are units that are key to implementing information system development programs, building quality data and information (Sahoo and Gupta 2021). Strong institutions are supported by strong structures,

qualified personnel, and also an integrated, productive work culture that is measurable.

Information formats, information quality, and forms of information that are suitable for information media channels such as social media must be built with high creativity, with messages that are easily understood by the public (Garcia et al. 2022).
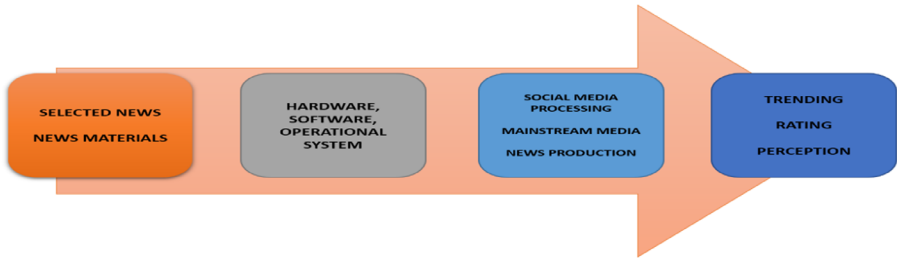

Figure 6. The government information management initiation process (Said 2019)

Conclusion

In conclusion, the Indonesian government has initiated and developed e-government through its local and national governments, especially those that involve the synergy of public information dissemination. The outside world demands to access more direct, accurate, and comprehensive information are inevitable. The Indonesian government has provided insight into managing information, avoiding biased information, distorted facts, and information disclosure. High-quality dissemination begins with adequate facilities in regional IT institutions, regulatory and budgetary support, adequate teams, having adequate institutions with solid dissemination formats, and disbursing significant funds for spending on hardware, software, and extensive data preparation.

Compared with other countries in its neighborhood, the Indonesian government faced complexities in obtaining data and information from districts and cities. The dissemination strategy requires more time to develop comprehensively into a sophisticated approach. Therefore, the synergy between institutions and a more integrated public information dissemination system is needed.

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M. Mas'ud Said

VISUOMENĖS INFORMACIJOS SKLEIDIMO SINERGIJA: ĮŽVALGOS IŠ RYTŲ JAVOS PROVINCIJOS

Anotacija. Šiuo metu valdžia bendradarbiauja su privačiomis neformaliomis informacijos institucijomis, nevyriausybiniais transliuotojais, socialinių tinklų internautais. Taigi šiuo tyrimu siekiama išanalizuoti valdžios organizacines ir institucines informacijos sklaidos sistemas. Tyrime analizuojami ir jų tarpusavio poreikiai. Nors keli tyrėjai jau buvo atlikę dalį šio tyrimo, tačiau, norint pagerinti vyriausybės informacijos ir ryšių sklaidos sistemų efektyvumą, reikia tyrimą pratęsti ir užbaigti. Be to, tyrimas parodė, kad viešosios informacijos sklaidos strategija Rytų Javoje buvo inicijuota įgyvendinimo etape, su išankstinėmis problemomis derinant duomenis ir informaciją vienoje platformoje, pritariant suinteresuotoms šalims. Tyrimu nustatyta, kad būtina institucijų sinergija ir labiau integruota visuomenės informacijos sklaidos sistema. Tyrimo duomenims rinkti buvo taikomi dokumentavimo, lankymosi ir interviu metodai (kokybinio tyrimo elementai).

M. Mas'ud Said, professor adjunct at the Department of Public Administration at Universitas Islam Malang, Indonesia.
E-mail: masud.said@unisma.ac.id

M. Mas'ud Said – Islam Malang universiteto Viešojo administravimo katedros profesorius adjunktas, Indonezija.
E. paštas masud.said@unisma.ac.id