

SOCIAL MEDIA MANAGEMENT BY GOVERNMENT AGENCIES IN THE PERSPECTIVE OF LEGISLATION IN INDONESIA

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Abstract

In the digital era, Indonesian government agencies increasingly utilize social media as an official instrument of public communication, information dissemination, and citizen engagement. However, its management raises various legal and governance challenges, including message inconsistency, ethical violations, misinformation, personal data risks, and potential breaches of cyber regulations. This study aims to analyze the legal framework governing government social media management in Indonesia and evaluate its alignment with applicable legislation. Using a normative juridical approach, this research examines relevant laws, including the Law on Public Information Disclosure, the Law on Electronic Information and Transactions and its amendments, the Law on Personal Data Protection, and Ministerial Regulation Number 83 of 2012. The findings indicate that although Indonesia possesses an adequate legal foundation, implementation gaps persist due to regulatory ambiguity, limited technical supervision, and insufficient human resource capacity. Strengthening governance requires regulatory updates, standardized operating procedures, enhanced digital literacy, and integrated monitoring mechanisms. Optimized governance will ensure accountability, transparency, legal compliance, and the protection of citizens' rights, thereby enhancing public trust and supporting democratic digital transformation in Indonesia.

Keywords: Social Media management, government agencies, legislation, Public Information Disclosure, Personal Data Protection, governance.

INTRODUCTION

In the increasingly massive digital era, social media has become the main space of interaction between the government and society in Indonesia. Social Media has been used by various government agencies to facilitate public services and crisis management due to the speed of information distribution and transparency (Maulvi et al., 2023). Instagram facebookwith the number of internet users reaching more than 212 million people and the identity of social media users around 143 million at the beginning of 2025 (DataReportal, 2025), platforms such as WhatsApp, Instagram, Facebook, YouTube, and TikTok dominate people's daily lives. This figure shows a very high penetration, where social media not only serves as a means of entertainment and personal communication, but also as the main channel for delivering public information, forming opinions, and monitoring government performance.

The urgency of the problem of social media management by government agencies is increasingly urgent due to several crucial factors. First, the rapid development of digital technology has changed the pattern of public communication from one-way to interactive and two-way, so that the government is required to be more responsive, transparent, and accountable. However, the reality of the field shows that many government agencies still face serious challenges, such as inconsistency in the implementation of regulations, lack of human resource capacity of managers, and lack of effective content supervision mechanisms.

Secondly, the proliferation of hoaxes, disinformation, and negative content on social media has become a real threat to social stability and public trust. Throughout 2025, the government through the Ministry of Communications and Digital is tackling thousands of disinformation content, including false narratives that attack government policy or polarise society. Cases such as the dissemination of manipulative information related to public policy, digital attacks on activists or journalists, to alleged ethical violations by official agency accounts (such as doxing or posts that trigger bullying) add even more complexity.

Third, existing regulations such as regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 83 of 2012 on guidelines for the use of social Media by government agencies, Law Number 14 of 2008 on Public Information Disclosure, and Law Number 11 of 2008 on information and Electronic Transactions and their changes have not been fully adaptive to the dynamics of new platforms and challenges such as deepfakes and AI-generated content. This causes a gap between legal norms and management practices on the ground, which has the potential to damage the image of the government, lower public trust, and hinder the achievement of good governance in the digital age.

Therefore, this study was written to analyze the social media management of government agencies from the perspective of legislation in Indonesia. This study is expected to uncover the root causes, evaluate the suitability of regulatory implementation, and provide recommendations for strengthening governance so that government public communication is more effective, credible, and able to ward off information threats in the digital space. Thus, this study is relevant as a contribution in supporting the transformation of adaptive and law-based public communication in the midst of rapid technological development.

LITERATURE REVIEW

Social Media has become an important instrument in modern public communication, including for government agencies. Government social media management not only serves as a means of disseminating information, but also as a mechanism to increase transparency, accountability, and public participation in government processes (Hastrida, 2021). However, the use of social media by government agencies presents challenges in the form of risks of misuse, dissemination of inaccurate information, and potential violations of applicable regulations.

Theoretically, management can be understood as the systematic process of organizing, controlling and optimizing resources so that certain objectives are achieved. In the context of social media, management includes content planning, communication strategies, as well as evaluation mechanisms. The management literature emphasizes that management must be structured, planned, and oriented towards the desired results.

In practice, the management of social media by governments is often linked to the planning of Public Communications. By actively communicating, interacting and sharing information through social media, local government agencies can demonstrate their commitment to transparency, accountability, and community participation (Supriyanto et al., 2024). This can help reduce the gap between local governments and their communities. This confirms that social media can be an effective means of strengthening the relationship

between government and citizens, provided that it is managed with the right communication strategies.

From a legal perspective, there are a number of relevant regulations. Law Number 14 of 2008 on Public Information Disclosure affirms the obligation of the government to provide accurate and accessible information to the public. Law Number 11 of 2008 on information and Electronic Transactions, along with its amendments, regulates legal aspects related to the dissemination of information through digital media, including responsibility for published content. In addition, Law Number 27 of 2022 on Personal Data Protection emphasizes the importance of maintaining the confidentiality of data of citizens who may be involved in interactions through government social media.

The literature review also highlights the gap between regulation and implementation. Several studies have shown that despite the legal framework already available, government agencies often do not yet have clear technical guidelines in managing official social media accounts. This poses a risk of violation of the ethics of public communication, political bias, as well as the weakness of the Supervisory Mechanism.

Thus, this literature review confirms that the management of social media by government agencies is a multidimensional issue involving management, communication, and legal aspects. The existing literature shows the need for integration between public communication strategies and regulatory compliance, as well as strengthening the capacity of the apparatus in managing social media professionally. This study is an important foundation to further examine how social media management practices can be harmonized with laws and regulations in Indonesia, so that social media really functions as an instrument for democratization of information and improving the quality of public services.

METHOD

This study uses a qualitative approach with the type of normative juridical research (legal research). This method was chosen to analyze the alignment between social media management practices by government agencies with the prevailing regulatory framework in Indonesia. The main focus of normative legal research is to examine the norms, principles, and rules of law contained in legislation and Related Literature.

1. Research Approach

This study proposed two main types of research:

- a. Statutory Approach: carried out by reviewing all relevant regulations, ranging from the law on information and Electronic Transactions, the law on Public Information Disclosure, the law on Personal Data Protection, to the regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 83 of 2012 on guidelines for the use of Social Media government agencies
- b. Conceptual Approach: refers to legal doctrines, principles of good governance, and theories of public communication to construct legal arguments in the face of emptiness or ambiguity of norms.

2. Data Sources (Legal Materials)

The Data used in this study is secondary data consisting of:

- a. Primary legal materials: laws and Regulations Law Number 19 of 2016 is an amendment to Law Number 11 of 2008 on Electronic Information and Transactions, Law Number 14 of 2008 on Public Information Disclosure, Law Number 27 of 2022 on Personal Data Protection, and Minister of Administrative Reform and Bureaucratic Reform Number 83 of 2012 on guidelines for the use of Social Media government agencies.
 - b. Secondary legal materials: law textbooks, reputable scientific journals, past research reports, and expert opinion articles relevant to government digital governance.
 - c. Tertiary legal materials: legal dictionaries and encyclopedias to provide guidance or explanation to primary and secondary legal materials.
3. Data Collection Techniques
- Data were collected through library research. Researchers conducted an inventory, identification, and categorization of regulations and literature related to government social media governance. In addition, document observation was carried out on several social media accounts of government agencies to see the synchronization between published content and existing ethical and legal standards.
4. Data Analysis Techniques
- The collected Data were analyzed using descriptive-analytical method. The researcher describes the legal facts found, then analyzes them critically using deductive logic (drawing conclusions from things that are general to things that are specific). The analysis process focused on identifying regulatory barriers, overlapping authorities, and legal loopholes in the protection of public data on government-owned social media platforms.

RESULTS AND DISCUSSION

Legal Stance of Social Media Publications of Government Agencies in Indonesia

Social media of government institutions in Indonesia is basically built on the foundation of State Administrative Law and cyber law which are interrelated in the context of digital governance. Social media managed by government agencies is not only an informal means of communication, but also an official representation of the state in the digital space. Therefore, every publication, interaction, and policy implementation activity must be subject to the principle of legality, the principle of legal legality, the principle of accountability, and the principle of responsibility as principles set forth in the general principles of good government. In the perspective of administrative law, official repairs and improvements to government social media accounts can be carried out as a form of improving government administration that has legal consistency, both internally and externally to the community. Thus, the applicable law cannot be separated from the broader system of legislation.

Law Number 14 of 2008 on Public Information Disclosure is one of the main foundations in the management of social media of government agencies. This law regulates every public body to provide accurate, truthful and non-misleading information to the public. Social media then serves as one of the strategic channels to increase awareness, understand its fast, interactive, and reach a wide audience. Through social media, government agencies can provide benefits, work programs, issue classifications, and public education in real time.

In this context, social media has become a tool to support people's right to information throughout the means of government transparency.

Law Number 11 of 2008 on information and Electronic Transactions and its amendments are normative acts related to the responsibility for content digital. The law on information and Electronic Transactions provides for a ban on the disclosure of information involving violations of good name, national utterances, false news, and even contacts that harm public interests and interests. For government agencies, this decision has a double implication: first, the authority decides that the issued contract does not go beyond the law; second, the responsibility to manage the digital interaction space so that it does not become a means of illegal exchange of content by third parties. It is stated that the government's social media research not only focuses on communication, but also has a legal dimension that must be strictly observed.

The legal framework is established by Law Number 27 of 2022 on Personal Data Protection, which establishes government agencies as data managers in many situations of digital interaction. Any collection, storage and publication of citizens' personal data through social media must pay attention to the principles of organization, preparation of goals, as well as data security. Attempts to meet this challenge have the potential to lead to administrative rather than criminal liability.

At the level of technology regulation, the regulation of the Minister of Education on state apparatus and Bureaucratic Reform Number 83 of 2012 on guidelines for the use of social media by government agencies sets operational directions related to ethics, ethics, transparency, and accountability in managing official accounts. Although this regulation is not necessarily adaptive to the latest digital platform developments, its existence shows that the state has understood the importance of structured social media governance. In Indonesia there has been a normal social media, but its effectiveness is very influential on the consistency of implementation, regulatory development, and strengthening the capacity of the apparatus in the face of the dynamics of digital space that continues to grow.

Implementation of Public Information Disclosure Law in Social Media Management

The implementation of Law Number 14 of 2008 on Public Information Disclosure in the management of social media of government agencies in Indonesia shows a significant transformation in the way the government carries out its transparency obligations in the digital era. Law Number 14 of 2008 on Public Information Disclosure states that every public body is obliged to provide, provide, and/or publish public information under its authority to the public quickly, on time, low cost, and in a simple way. In the context of the development of information technology, social media is one of the most relevant instruments to realize this mandate because it is real time, easily accessible, and reaches a wide layer of society without geographical boundaries. Facebook Instagram, X (Twitter), YouTube, and TikTok allow government agencies to communicate policy information, work programs, performance reports, and clarifications on public issues directly to the public without intermediaries.

In practical terms, the implementation of the Public Information Disclosure Law through social media is reflected in the increasing intensity of the publication of informative content by government agencies. Many agencies routinely upload policy infographics, public service announcements, activity schedules, to responses to issues that develop in the community. The pattern of communication that was previously one-way through press releases has now changed to two-way communication that allows people to provide responses, questions, and even criticism directly. This interactivity is in line with the spirit of the Public Information Disclosure Law which not only emphasizes information disclosure but also encourages public participation in the government process. Thus, social media serves as an extension of the information and documentation management officer in disseminating information more dynamically.

However, the implementation of the Public Information Disclosure Law in social media management practices has not been fully optimal. One of the challenges that arises is the consistency and quality of information delivered. Not all published content has sufficient informative substance; some are still ceremonial or promotional activities without providing a comprehensive explanation of the policy. In fact, the principle of openness requires the delivery of relevant, accurate, and not misleading information. Responses to people's questions or comments on social media often have not been done systematically and evenly. In some cases, only positive comments are responded to, while criticism or sensitive questions are ignored. This kind of practice is potentially contrary to the principle of nondiscrimination in public information services.

Another aspect of concern is the synchronization between information published through social media with official information available on websites or other formal channels. Discrepancies in data or delays in updating information can lead to confusion and lower public confidence. Therefore, social media management must be integrated with internal documentation and information management systems so that the information submitted remains consistent and can be accounted for.

The implementation of the Public Information Disclosure Law through social media has brought progress in government transparency, but still requires strengthening in terms of content standardization, increasing the capacity of account managers, and periodic evaluation mechanisms. With professional management and based on the principle of openness, social media can be an effective means to strengthen accountability, increase public participation, and build public trust in government institutions in the digital age.

Content regulation and legal responsibility in the perspective of Information and Electronic Transactions Law

Regulation of content and legal responsibility in the perspective of Law Number 11 of 2008 on information and Electronic Transactions and their amendments has a central role in the management of social media government agencies in Indonesia. The law on Electronic Information and transactions is the main legal instrument regulating activities in the digital space, including the production, distribution and transmission of electronic information. In the context of official accounts of government agencies, any uploads, statements, images,

videos, or responses to public comments are categorized as electronic information that has legal consequences. Therefore, the management of government social media cannot be viewed solely as an ordinary public communication activity, but rather as a legal act that must be subject to the norms and limits established in legislation.

The law on information and Electronic Transactions expressly prohibits the dissemination of information that contains content that violates decency, gambling, insults or defamation, extortion, threats, hate speech based on ethnicity, religion, race, and Intergroup, as well as the spread of false news that harms the community. For government agencies, this requires extra caution in the process of planning and publishing content. Every communication material must go through a verification process of substance and language so as not to cause multiple interpretations or potential violations of the law. For example, the use of diction that is nuanced to attack certain parties or the submission of unverified data can potentially cause legal problems and public polemics. Thus, the principle of prudence or prudence becomes an important element in government social media governance.

In addition to responsibility for self-produced content, government agencies also face challenges related to managing public interactions in the comments field. Even if comments come from third parties, account managers still have a moral and administrative responsibility to moderate content that violates the law, such as hate speech or provocation of violence. The Electronic Information and Transactions Act does not explicitly regulate government account moderation obligations, but in good digital governance practices, oversight of the interaction space becomes part of the institutional responsibility to maintain order and information security. The absence of clear moderation standards in various agencies indicates the need for more detailed technical guidelines so that the management of comments is carried out consistently and proportionately.

On the other hand, some provisions of the information and Electronic Transactions Law, particularly related to defamation and the dissemination of false information, often lead to diverse interpretations. This potential for multi-interpretation can have an impact on the way government agencies convey information to the public. In certain situations, concerns about legal risks can make the apparatus to be too careful so as to limit the disclosure of information that should be submitted. Therefore, a balance is needed between compliance with legal norms and the fulfillment of people's right to information.

Content regulation and legal responsibility in the perspective of the Electronic Information and Transaction Law places government agencies in a strategic and vulnerable position in the digital space. Government social media must be managed with high standards of professionalism, strict verification mechanisms, and transparent moderation systems. Thus, compliance with the Electronic Information and Transaction Law not only serves as legal protection for institutions, but also as an effort to maintain the credibility and integrity of public communication in the digital age.

Personal Data Protection in Government Social Media Interactions

Personal data protection in government social media interactions is becoming an increasingly crucial issue along with the enactment of Law Number 27 of 2022 on Personal

Data Protection. In the context of managing official accounts of government agencies, social media not only serves as a channel for conveying information, but also as a space for interaction involving the exchange of citizen data, either directly or indirectly. Any comments, direct messages, participation in online surveys, or documentation of activities that reveal an individual's identity may potentially contain personal data. Therefore, government agencies in their capacity as data controllers have a legal obligation to ensure that any collection, processing, storage and publication of data is carried out in accordance with legitimate data protection principles.

The Personal Data Protection Law affirms a number of basic principles, including the principle of consent, purpose limitation, data minimization, accuracy, security, and accountability. In government social media practices, the principle of consent becomes especially important when agencies upload photos or videos of activities featuring the public, including children, people with disabilities, or other vulnerable groups. Publication without explicit consent may constitute a violation of the right to privacy and potentially lead to legal consequences. Similarly, when people submit complaints or questions through the comments field that contain identity numbers, addresses, or other sensitive information, Account Managers must ensure that such data is not further disseminated without adequate protection.

Another challenge arises in the aspect of data security (data security). Social media is a third-party platform whose infrastructure is outside the direct control of the government. This poses a risk of data leakage, account hacking, or misuse of information by irresponsible parties. Therefore, government agencies need to implement technical and organizational measures to protect official accounts, such as the use of two-factor authentication, restrictions on admin access, and recording account management activities. The absence of clear standard operating procedures (SOP) related to data protection in social media management can increase the risk of violations, both intentional and due to negligence.

There are also issues related to the boundary between public data and personal data. Not all information circulating in the public sphere automatically loses its status as personal data. For example, even if someone voluntarily comments on a government account by stating their identity, it does not mean that the agency can use the data for other purposes without a clear legal basis. The principle of purpose limitation in the Personal Data Protection Act demands that data be used only in accordance with the original purpose for which it was collected.

The protection of personal data in government social media interactions demands an integration between legal compliance, ethical awareness, and technical readiness. Professional management must ensure that transparency and disclosure of information do not compromise an individual's right to privacy. By establishing clear internal policies, increasing the capacity of the apparatus, and implementing adequate digital security systems, government agencies can make social media a safe, reliable communication space, and in line with the principles of protecting human rights in the digital age.

Evaluation of Regulation of The Minister of Administrative Reform and Bureaucratic Reform Number 83 of 2012

An evaluation of the regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 83 of 2012 concerning guidelines for the use of social Media by government agencies shows that this regulation is an early milestone in the institutionalization of social media governance in the Indonesian government. At the time of publication, this regulation was considered progressive because it had recognized social media as an official instrument of Government Public Communication, not just a complementary means. This regulation emphasizes the principles of transparency, accountability, participation, neutrality, and communication ethics in the management of official accounts of government agencies. This regulation provides general guidance on the importance of content planning, Human Resource Management, and institutional responsibility in ensuring messages delivered are aligned with government policies. In this context, the regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 83 of 2012 on guidelines for the use of social Media by government agencies has provided a normative foundation for government digital communication practices.

However, after more than a decade in force, this regulation faces relevance challenges due to the rapid development of technology and the dynamics of digital platforms. Facebook Instagram in 2012, the social media landscape was still dominated by platforms such as Facebook and Twitter, while today the digital ecosystem has grown with the presence of Instagram, TikTok, YouTube Shorts, and artificial intelligence-based technology. Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 83 of 2012 on guidelines for the use of social Media by government agencies has not explicitly regulated contemporary issues such as digital crisis management, coordinated disinformation handling, deepfake threats, and the use of AI in content production. The absence of detailed arrangements regarding these aspects causes the existing guidelines to be general and not yet fully operational in responding to the challenges of the current digital era.

In terms of substance, this regulation also does not explicitly regulate the mechanism for monitoring and evaluating the performance of social media management by government agencies. There are no clear provisions on indicators of success, standards of response to public interaction, or administrative sanctions for internal violations. As a result, the implementation of the guidelines depends a lot on the commitment and capacity of each agency, which ends up causing variations in the quality of management between agencies. Some agencies are able to manage accounts in a professional and responsive manner, while others still exhibit one-way communication patterns and are less interactive.

The integration between the regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 83 of 2012 concerning guidelines for the use of social Media by government agencies with newer regulations, such as the Personal Data Protection Law, has not been explicitly accommodated in the guidelines. In fact, personal data protection is now a crucial aspect in every government digital activity. The absence of normative

synchronization indicates the need for revision or updating of regulations to be in line with the current legal framework.

An evaluation of the regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 83 of 2012 on guidelines for the use of social Media by government agencies shows that although this regulation has important historical and normative value, substance renewal is an urgent need. Regulatory revisions should include more detailed technical arrangements, integrated monitoring mechanisms, and adaptation to the development of digital technology. With a comprehensive update, government agencies social media utilization guidelines can remain relevant and effective in supporting professional, accountable, and adaptive Public Communication Governance to the dynamics of the Times.

Contemporary Challenges: Hoaxes, Disinformation, and AI

Contemporary challenges in managing social media of government agencies are increasingly complex with the rise of hoaxes, disinformation, and the development of artificial intelligence (AI) technology that is able to produce massive content and is difficult to distinguish from authentic information. In the highly connected digital age, information flows move at high speed and often do not go through adequate verification processes. Hoaxes and disinformation are not only spread by individuals but can also be produced in an organized manner for political, economic, or ideological purposes. For government agencies, this creates a major challenge because any policy or official statement has the potential to be twisted, manipulated, or misinterpreted in a short period of time. When false information spreads faster than official clarification, the institution's reputation and public trust can be significantly affected.

One of the latest forms of challenge is the use of deepfake technology, which is AI-based audio or video manipulation that can display as if a government official is delivering a certain statement when it never happened. This technology is increasingly accessible and the results are increasingly realistic, so that ordinary people find it difficult to distinguish between original content and engineered results. If not anticipated with rapid response systems and adequate digital literacy, deepfakes can trigger public unrest, disrupt social stability, and even cause serious political consequences. AI is also used to generate large amounts of automated text, synthetic images, and comments through bots, which can create the illusion of certain public opinions or reinforce negative narratives about government policies.

On the other hand, the social and political polarization that often occurs in the digital space also complicates the management of government social media. Official accounts of agencies are often the target of coordinated attacks, spam, hate speech, and provocations aimed at discrediting government agencies. Without a clear and professional moderation mechanism, the comment column can turn into a conflict space that damages the image of the institution. This challenge demands a balance between maintaining people's freedom of expression and ensuring that digital spaces remain orderly and do not violate the law.

Another problem is the limited human resources and infrastructure in monitoring content in real time. Not all agencies have specialized teams trained in detecting disinformation patterns or analyzing digital trends quickly. In fact, a late response to hoaxes can worsen the impact caused. Therefore, it is necessary to integrate public communication policies, digital monitoring technologies, and cross-agency coordination to deal with information threats collectively.

The challenges of hoaxes, disinformation, and AI show that government social media management is no longer just a matter of content publication, but also of complex digital risk management. Low digital literacy is an obstacle in the use of government social media (Kusuma et al., 2024). The government needs to strengthen the digital literacy of the community, increase the capacity of the apparatus, and develop crisis communication protocols that are adaptive to technological developments. With a comprehensive and collaborative approach, social media can remain an effective instrument of public communication without getting caught up in the flow of manipulative and misleading information.

Analysis of compliance with the principles of Good Governance

Analysis of social media management needs of government institutions with the principle of good governance shows that the digital space has become an important arena in carrying out the government's commitment to good governance. Good governance is defined as the government's ability to build efficient, effective, and accountable public management (Andayani et al., 2024). The principle of good governance in general is to create transparency, accountability, participation, effectiveness and efficiency, rule of law, and responsiveness. In the context of social media, transparency is reflected in the openness of information that is conveyed to the public in a clear, accurate, and timely manner. Many government agencies have taken advantage of social media to publish news, programs, activity reports, and clarification of growing issues in society. Social Media is an effective means of public communication to improve the quality of government (Suciska, 2016). This shows that there are efforts to improve people's right to information so as to build more open communication compared to conventional bureaucratic patterns that are taking place. Nevertheless, the ideal transparency is not only seen from the quantity of data, but also from the quality of the information substance and the progress of public access to relevant data.

In terms of accountability, social media provides a great opportunity for people to provide criticism, advice, and even assistance directly to government agencies. This interaction can be an effective mechanism of social control if it is carried out professionally. Some examples have shown good responsiveness by answering public questions and understanding the needs posed through digital platforms. However, there is still a practice of selectivity in dealing with comments, where sharp criticism or sensitive questions often arise. This condition shows that the principle of accountability has not been fully internalized in the government's digital communication culture. True responsibility is to exercise responsibility for public evaluation, including constructive criticism.

The principle of partitioning also involves developing through social media, as people have the space to engage in discussions or engage in government programs. Social Media has great potential to help the government get closer to the community (Nugraha et al., 2025). Some examples of how to take advantage of online survey or forum features to gather public opinion. However, such partitions often occur times still together symbolic and not yet integrated systemically in the development process. In order to be aligned with good governance, the digital partition must be followed by a clear subsequent policy so that the aspirations of the community do not stop at the comment space alone. Strengthening social media in e-government has the potential to increase government transparency and responsiveness (Yanti, 2025).

In the aspect of the rule of law, the management of government social media in principle has been carried out in various regulations, such as the Public Information Disclosure Law (UU KIP), The Information and Electronic Transaction Law (UU ITE), and the Personal Data Protection Law (UU PDP). However, the purpose of implementation is still hidden in terms of the consistency of the implementation of ethical norms and standards. Meanwhile, the principle of efficiency and efficiency is reflected in the ability of social media to lift the public quickly and cost-effectively compared to traditional communication methods. Overall, social media has opened up great opportunities to improve good governance, but optimization is still being done through increasing the capacity of the apparatus, building regulations, and strengthening the culture of bureaucracy that is responsive and transparent. With this step, social media can really become a strategic instrument in assessing democratic governance and public interest-oriented.

Recommendations and governance control strategies

Based on the results of the analysis, several steps are carried out, including the following:

1. Regulatory Updates

Regulation of the Minister of Education on state apparatus and Bureaucratic Reform Number 83 of 2012 on guidelines for the use of social Media by government agencies needs to be revised so that:

- a) AI and deepfake settings;
- b) Content moderation standards;
- c) Organization of digital crisis management.

2. Standardization of national SOP

Required SOP national social media broadcasting government stating:

- a) Contact verification;
- b) Personal data protection;
- c) Respond to hoaxes.

3. Strengthening HR capacity

Official account manager:

- a) Cyber law training;
- b) Crisis communication training;

c) Digital governance competency certification.

4. Strategy For Strengthening Governance (Good Governance)

To determine responsible and transparent social media governance, the following strategic steps are established.

Table 1. Strengthening Governance Strategies

Aspects Of Reinforcement	Action Steps	Purpose
Regulation	Update of regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 83 of 2012 on guidelines for the use of Social Media government agencies	Adapts to new AI technologies and platforms.
Resources	Regular training and certification of account managers	Increase professionalism and ethical compliance.
Technical	Establishment of real-time integrated supervision mechanism	Preventing the spread of hoaxes and responding quickly to crises.
Penalties	Enforcement of strict administrative sanctions for internal violators	Ensuring the discipline of managers in maintaining neutrality.

Synthesis of Results

Overall, the results showed that:

1. Indonesia has sufficient legal basis.
2. The main challenge lies in the implementation and updating of regulations.
3. The gap between norms and practices is still significant.
4. An integrative approach between law, technology and communication management is required.

Strengthening social media governance of government agencies is an urgent need to maintain integrity, increase public trust, and support the digital transformation of democratic and inclusive government.

CONCLUSION

Based on the results of research and analysis that has been done, it can be concluded that the management of social media by government agencies in Indonesia is an integral part of governance practices in the digital era that cannot be separated from the legal framework of the state. Digital transformation in government aims to realize good governance (Shabihah et al., 2025). Social media has developed into a strategic instrument in public communication, dissemination of policy information, increased public participation, and strengthening government transparency and accountability. Therefore, its management is not only technical-communicative, but also has a significant legal and administrative dimension. Normatively, Indonesia already has a relatively adequate legal basis to regulate government activities in the digital space. The law on public disclosure of information provides the basis for the obligation of public bodies to provide accurate and non-misleading information. The law on Electronic Information and transactions regulates aspects of the legality of electronic activities, including responsibility for digital content. Meanwhile, the law on the protection of personal Data confirms the obligation of government agencies in maintaining the security and confidentiality of individual data. In addition, the principles of state administrative law, such as legality, accountability, proportionality, and openness, are also normative guidelines in any government action, including in the management of official social media.

Nevertheless, this study shows that in practice there is still a gap between legal norms and implementation in the field. Some of the problems identified include the lack of uniform standard operating procedures across government agencies, not optimal archiving mechanisms and documentation of digital content as part of the state archives, potential violations of the principle of neutrality of the apparatus, and the risk of leakage or misuse of personal data. In addition, the management of public interactions through comments and direct messaging features is often not yet supported by clear guidelines regarding the limits of moderation and administrative responsibility.

These conditions indicate that although substantive regulation is available, it is necessary to strengthen the technical and implementation aspects of regulation. Harmonization between regulations and the preparation of more integrated national guidelines on government social media governance is an urgent need. Strengthening the capacity of human resources, increasing legal and digital literacy for the apparatus, as well as the implementation of a continuous monitoring and evaluation system are also important factors to ensure compliance with applicable legal provisions.

Thus, it can be affirmed that the management of social media by government agencies must be placed as part of government administrative actions that have legal consequences. Every public communication activity in the digital space must be carried out based on the principles of legal certainty, transparency, accountability, and protection of human rights. Efforts to strengthen social media governance in line with laws and regulations in Indonesia

will ultimately contribute to the realization of a Democratic, responsive, and public interest-oriented government.

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