

CHAPTER I

INTRODUCTION

A. Background

In today's modern era of globalization, advances in technology and information have become a hallmark of everyday life. Instant access to a wide range of information is becoming the norm, making information a crucial element for individuals and society. Governments, companies, and communities now provide diverse facilities to society, with strategies designed to provide services that vary in function, usefulness, and convenience. Government and companies efforts to become widely known involve diversified strategies, including carefully designed new initiatives. Currently, competition between the government and companies from various regions is getting fiercer, intending to attract public attention and interest. Success in achieving this goal is strongly influenced by the right strategy and efforts. Therefore, the participation and function of public relations is a key factor in ensuring that the government or company can be widely known by local and interlocal communities.

Public Relations (PR) can be thought of as the art of interacting with the general public to establish positive relationships and create a positive image for a government, business, or organization. The role and function of PR become very important and crucial in the context of government or companies, functioning as a contact person between these entities and the

general public. In addition to playing a role in building public trust, public relations also has a key role in maintaining the reputation of the organization or government (Effendy, 2009).

In the context of government, one of the institutions that has a significant role in controlling and protecting the interests of the state is the government itself. The formation of the government is carried out with the main aim of providing services to the community and improving the welfare of the people, with high peace standards. Government public relations aims to inform the public, ensure community contributions to the success of government initiatives, build positive social bonds, foster partnerships that benefit all stakeholders, and increase trust levels (Kriyantono, 2014).

Dinas Komunikasi dan Informatika (Dinkominfo) has the responsibility of supporting local governments in the implementation of government affairs in the field of information and communication under regional authority, as well as carrying out assistance duties given to regions. In carrying out these duties, this *Dinkominfo* involves policy formulation functions in the Secretariat, and areas including Public Information and Communication, e-Government Management and Infrastructure, e-Government Services, Statistics, and Encryption (Yulinda, 2020). Thus, *Dinkominfo* become a key pillar in ensuring that government can operate transparently, responsively, and effectively amid the evolving dynamics of information and technology.

Related to the subject of this study, tasks and functions of the *Dinas Komunikasi dan Informatika (Dinkominfo)* of Banjarnegara Regency government regulated in Banjarnegara Regent Regulation Number 75 of 2016 concerning the Position, Organizational Structure, Duties and Functions and Work Procedures of the Banjarnegara Regency Communication and Information Service. The function of the *Dinkominfo* of Banjarnegara Regency government is to organize the whole set of policy implementation from various fields (Dinas Komunikasi dan Informatika Kabupaten Banjarnegara, 2022, p. 10) namely:

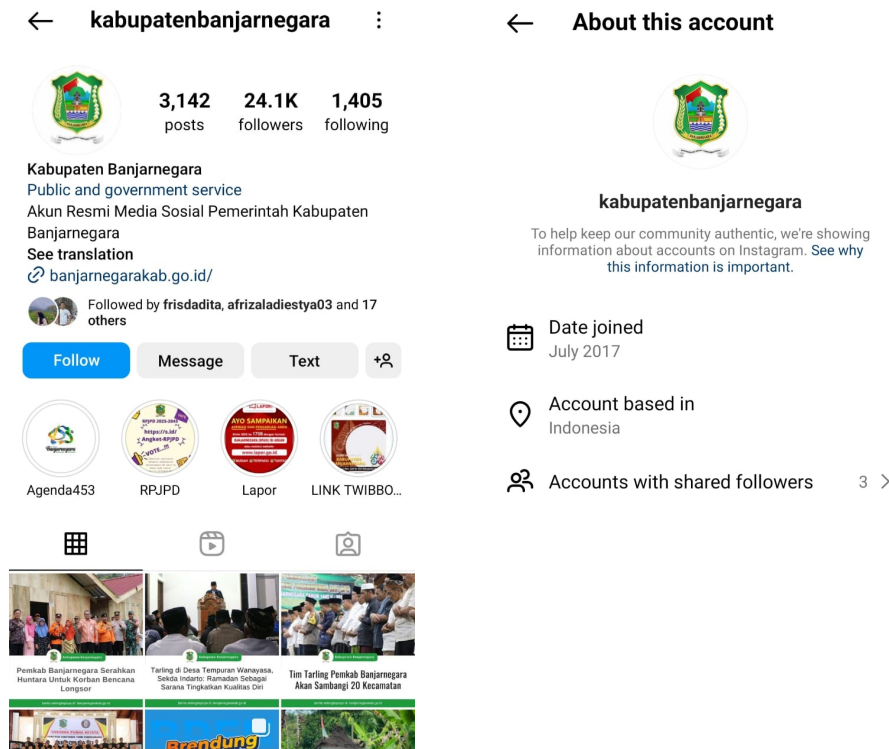
- a. The fields of administration, law, finance, household, cooperation, archives, documents, organization, personnel, and administrative services within *Dinkominfo*.
- b. The field of public information implementation, management of public opinion and aspirations, public complaints, cross-sectoral content, management of communication media, and media relations and institutions.
- c. The field of e-government management within the scope of local government which includes the implementation of information and communication technology ecosystems, data and information management, application management and development, as well as the integration of public services and the implementation of the Government Chief Information Office (GCIO).

d. The field of organizing and managing sectoral information data statistics at the regional scope, implementing encryption for securing local government information, and determining patterns of encryption communication relationships between *Dinas Komunikasi dan Informatika*.

The role of communication elements in the information dissemination process implements public information dissemination as the responsibility of units in the field of information, communication, and/or public relations in public bodies (Sari, 2021). This principle is explained in Law No. 14 of 2008 concerning Public Information Openness. Regarding the Banjarnegara Regency government, this emphasizes the need for relevant agencies, such as the *Dinkominfo*, to be strategic in carrying out communication activities to support public information dissemination.

In practice, *Dinkominfo* of the Banjarnegara Regency government uses multiple media channels as a means of disseminating information to the public in implementing a cyber public relations. One of them is @kabupatenbanjarnegara Instagram account. This account was created in July, 2017 and managed by *Dinkominfo* of the Banjarnegara Regency to published many information about news that occurred around Banjarnegara Regency. In 7 years of its existence, @kabupatenbanjarnegara Instagram account has 24.000 followers and more than 3.000 posts have been published on that Instagram account.

Figure 1.1
Banjarnegara Regency Government Instagram Account



(Source: <https://www.instagram.com/kabupatenbanjarnegara/>, accessed on March 14, 2024)

In 2023, *Dinkominfo* of Banjarnegara Regency Government was faced with several problems related to the implementation of public information dissemination through the cyber Public Relations (PR) strategy. One of the problems encountered was the effectiveness of cyber PR in reaching the target audience and ensuring the information delivered is right on target. In addition, challenges related to adaptation to technological developments and new communication trends can also be the focus of attention. There may be a need to increase community involvement and ensure that the information submitted by *Dinkominfo* can be easily accessed by various groups. Therefore, evaluation and adjustment of cyber PR

strategies are important to ensure that public information dissemination achieves the desired level of effectiveness, builds public trust, and supports government transparency in Banjarnegara Regency.

As mentioned earlier, *Dinkominfo* of Banjarnegara Regency Government manages the official media owned by the Banjarnegara Regency Government which is the @kabupatenbanjarnegara Instagram account. As one of the media for disseminating information to the public, @kabupatenbanjarnegara's Instagram account seems to have not been able to optimize its management. Compared to the two Instagram accounts owned by the Regency Government closest to Banjarnegara Regency, namely the Purbalingga Regency Government and Wonosobo Regency Government, the official Instagram account owned by the Banjarnegara Regency Government still does not seem to highlight its characteristics as an official government-owned social media account that can attract public attention.

Table 1.1
Banjarnegara Regency Government Instagram Account Content Analysis in 2023 (compared with Purbalingga Regency Government and Wonosobo Regency Government)

Instagram Account Name	Contents
@kabupatenbanjarnegara	<ol style="list-style-type: none"> 1. News about the agenda of the Regent and Government. 2. Documentation of agenda of the Regent and Government.
@dinkominfopbg	<ol style="list-style-type: none"> 1. News about the agenda of the Regent and Government. 2. Documentation of agenda of the Regent and Government. 3. Creative content about social issues that are happening in society (e.g. anti-corruption campaign content and gratification in public services) 4. Publication of complaint facilities and public information service media.
@wonosobohebat	<ol style="list-style-type: none"> 1. News about the agenda of the Regent and Government. 2. Documentation of agenda of the Regent and Government. 3. Publication of information on tourism/entertainment activities in the Wonosobo Regency area. 4. Publication of information on complaint services for the public. 5. Creative content during a specific period (e.g. educational content during Ramadan)

(Source: Data processed by sources <https://www.instagram.com/kabupatenbanjarnegara/>, <https://www.instagram.com/dinkominfopbg/>, and <https://www.instagram.com/wonosobohebat/>, accessed on April 3, 2024)

The data shows that the management of communication media carried out by the *Dinkominfo* of Banjarnegara Regency Government has not run optimally. Another case with Instagram accounts owned by the

Purbalingga Regency Government (@dinkominfopbg) and Wonosobo Regency Government (@wonosobohebat) which actively publish various kinds of creative content as a tool to disseminate information to the public, while Instagram accounts owned by the Banjarnegara Regency Government (@kabupatenbanjarnegara) only upload official government news. Information that can be published is not much, while the public may need various other essential information such as education about an issue, information about village potential, or another trivia about Banjarnegara Regency itself, also about public services managed by the Banjarnegara Regency Government itself. This can be one of the focuses of attention for those who manage it. As explained by Fazira Ulfah, one of the staff in the Public Information and Communication Management Division of the *Dinkominfo* of Banjarnegara Regency, in an interview on March 14, 2024:

We still have no systematic and strategic planning in managing uploads on the Instagram account. We just upload news about activities in Banjarnegara Regency and it can be said that if the Regent or Government does not have any agenda, there is no information update that we can upload on Instagram. (Fazira Ulfah, staff in the Public Information and Communication Management Division of the *Dinkominfo* of Banjarnegara Regency, in an interview on March 14, 2024)

Content management and planning in social media is one of the things that need to be prioritized. This is inseparable from the purpose of publication in a government social media, which is to attract public interest in knowing various kinds of useful information in everyday life.

For example, it can be seen in the government's social media accounts belonging to the Gunungkidul Regency Government. In 2023, the

Gunungkidul Regency Government received the second-best award in the Government Social Media category in the 2023 Public Relations Media Award (AMH) organized by the Ministry of Communication and Information Technology of the Republic of Indonesia.

Table 1.2
Gunungkidul Regency Government Instagram Account Content Analysis

Instagram Account Name	Contents
@pemkabgunungkidul	<ol style="list-style-type: none"> 1. News about the agenda of the Regent and Government. 2. Documentation of agenda of the Regent and Government. 3. Publication of information on tourism/entertainment activities in the Gunungkidul Regency area. 4. Publication of information on complaint services for the public. 5. Highlight attractive and varied content designs. 6. The quality of the content (images and videos) displayed is quite high. 7. Can display various kinds of creative content that is structured on an issue or activity that occurs in the Gunungkidul Regency area.

(Source: Data processed by source <https://www.instagram.com/pemkabgunungkidul/>, accessed on April 18, 2024)

In the Instagram account @pemkabgunungkidul owned by the Gunungkidul Regency Government, it can be said that the management of social media content carried out has done quite well. Ideally, a government-owned social media account should not just be a formal news platform that only displays a summary of information from the activities that have been carried out by the government itself. With various kinds of capabilities of a

social media that are very supportive of creating creative works, it is appropriate that public relations practices, especially in cyber public relations, can continue to grow along with technological advances to create information publications to the public quickly but still with optimal essence.

The implementation of communication planning largely depends on the characteristics of the organization. In the context of public organizations, the purpose of communication in the implementation of government planning has a significant impact on public views regarding public policy. Policy compatibility with community aspirations can facilitate the communication function. Conversely, if the policy is not in line with the wishes of the public, the government will try to influence public opinion through strategic communication actions. Through various communication options, it is hoped that people can accept and understand government policies.

The regularity of information in society depends largely on the effectiveness of communication planning implemented by the government. The task of information dissemination by the *Dinkominfo* of Banjarnegara Regency Government plays an important role in ensuring this order. This approach is in line with Cangara's (2017) view which emphasizes that communication planning is a skill in connecting idea-initiating institutions with target communities, functioning as a liaison of ideas from initiating parties, and as a forum for receiving community feedback.

This research was inspired by several previous studies that also discussed problems related to the cyber PR strategy of government institutions in the implementation of public information dissemination. The first research from Hasugian, Hendrayani, and Handayani (2020) with the title *Strategi Humas Siber Dalam Meningkatkan Kualitas Pelayanan Informasi Publik 4.0 di Badan Kepegawaian Negara*. The results showed that the efforts of the Public Relations of the State Civil Service Agency (BKN) in implementing cyber public relations 4.0 through various digital platforms have succeeded in improving the quality of public information services with a good response from its users. The main strategies used are the tailoring of messages to audience preferences as well as the use of infographics and schemes that also involve the use of audio-visual and public information service polling as evaluation tools.

The second study with the title *Strategi Cyber Humas Pemerintah Kabupaten Bengkulu Selatan* that written by Alfarabi and Yuliani (2024). This research concluded government public relations are responsible for managing publications, providing information, and communication through *Dinas Kominfo*. At the *Dinas Kominfo* of South Bengkulu Regency, all activities are digital and internet-based in accordance with the era of digitalization and the Industrial Revolution. The main focus of cyber public relations in realizing good governance is to monitor regional development publications, but the implementation of cyber public relations in the South Bengkulu regency has not been optimal due to limited human resources.

The third study was written by Tuhana *et. al.* (2023) with the title *Strategi Digital Public Relations Pemerintah Kota Kupang Melalui Media Sosial*. Based on the results of research in this study, the digital public relations strategy through @prokompimkotakupang Instagram account has been running well but has not been optimal. The post still looks stiff with the official and formal language style. Analysis of cyber media showed that most of the posts were related to the activities of the mayor and deputy mayor of Kupang city. Meanwhile, from the macro context analysis, public participation in each post is still lacking and is only limited to giving likes.

Based on the background of the above thoughts, the author sees gaps that need to be studied to find out the problem of why *Dinkominfo* of Banjarnegara Regency is still unable to optimize its social media management based on the cyber PR strategy. Therefore, it is necessary to examine how the **"Cyber Public Relations Strategy in Regency Government (Implementation of Public Information Dissemination by Dinas Komunikasi dan Informatika of Banjarnegara Regency Through @kabupatenbanjarnegara Instagram Account in 2023)"**.

B. Research Questions

Based on the background description above, research questions can be formulated as follows:

1. How is the cyber public relations strategy of the *Dinkominfo* of Banjarnegara Regency Government in implementing public information

dissemination through @kabupatenbanjarnegara Instagram account in 2023?

2. What are the influencing factors in the implementation process of public information dissemination of the *Dinkominfo* of Banjarnegara Regency Government through @kabupatenbanjarnegara Instagram account in 2023?

C. Research Objectives

Based on the formulation of the problem above, it can be known the research objectives as follows:

1. To describe the cyber public relations strategy of the *Dinkominfo* of Banjarnegara Regency Government in implementing public information dissemination through @kabupatenbanjarnegara Instagram account in 2023.
2. To describe the influential factors in the implementation process of public information dissemination of the *Dinkominfo* of Banjarnegara Regency Government through @kabupatenbanjarnegara Instagram account in 2023.

D. Research Benefits

1. Theoretically

This research is expected to be able to make a useful contribution to broadening horizons and knowledge about cyber public relations

strategies in the implementation of public information dissemination and to increase insight, scientific knowledge, and the development of science, especially for researchers.

2. Practically

a. For the *Dinkominfo* of Banjarnegara Regency

This research is expected to be able to become a very valuable evaluation material for the cyber public relations strategy of the *Dinkominfo* that has been carried out in the implementation of public information dissemination, especially in Banjarnegara Regency.

b. For the reader or next researcher

From this research, it is hoped that readers can provide insight and explanation related to the cyber public relations strategy of the *Dinkominfo* in the implementation of public information dissemination in Banjarnegara Regency. This research also serves as a learning resource for readers about cyber public relations strategies, it is hoped that readers can gain a deeper understanding of the application of effective cyber public relations strategies in the context of improving public information services.

E. Theoretical Framework

1. Public Relations

According to the International Public Relations Association (IPRA), the definition of public relations is a decision-making

management practice that aims to build relationships and interests between organizations and their public based on the delivery of information through trusted and ethical communication methods (IPRA, 2024). Cutlip and Center (2000, p. 4) also state that “public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance”. Public relations is a communication process that aims to increase public understanding through several actions to create a good image of an organization or company.

In practice, public relations is generally influenced by analysis and research on stakeholders. In addition, in managing public relations strategies, there is a kind of knowledge, rules, and regulations of its own. Therefore, in public relations practice, case studies and empirical research are usually used as a basis for referring to and developing theoretical and practical models (Oliver, 2001, p. 24-25).

According to Ruslan (2006, p. 134), the understanding of public relations strategy is an optimal alternative chosen to be taken to achieve the goals of public relations practice within the framework of a public relations plan itself. A pattern in decision flow is at the core of the strategy itself.

Public relations strategy can also be defined as a result of a multi-phase planning process (analysis, planning, implementation, and evaluation) as well as a deliberate decision-making activity (Andersson, 2023). Therefore, public relations strategies are often synonymous with conducting company reputation management.

Cutlip (in Elvinaro, 2014, p. 89-90) adds that the public relations process is around a managerial approach and strategic planning consisting of:

- a. Fact-finding, includes finding data and facts about issues or problems before taking action.
- b. Planning, that carried out as a first step in determining strategies to respond to issues or problems based on data and facts that have been obtained.
- c. Communication, the process of implementing a communication strategy that has been designed to achieve specific predetermined goals.
- d. Evaluation, is the last step that includes assessment, preparation, implementation, and program results. Evaluation can be carried out on an ongoing basis and can be used as a basis for the implementation of further public relations activities.

In today's digital era, the public relations approach also continues to evolve in accordance with existing technological developments. As stated by Breakenridge (2012, p. 1) that along

with the increasing use of social media, public relations or PR will also continue to develop into a digital PR that involves the internet as a medium of communication.

2. Cyber Public Relations

a. Cyber Public Relations Definition

According to Bob Julius Onggo (Onggo, 2004, p. 2) cyber public relations (PR) is the application of information and communication technology (ICT) used in public relations activities to connect with audiences through Internet media. Cyber PR has several characteristics (Hidayat, 2014, p. 107) including:

- a. Direct feedback that allows a PR officer to respond directly and quickly to the aspirations and problems of the public.
- b. The dissemination of information using internet media that is not limited by distance and time can be done instantly, with this the opportunity to be able to compete in the global market also increases.
- c. Two-way communication can be done interactively quickly and more easily, so that the needs of the public and stakeholders are immediately known and responded to. It can also strengthen relationships between institutions with the public and stakeholders.

- d. Cyber PR can reduce the cost of public relations activities because internet access does not require large costs.

In the context of government, cyber PR is responsible not only for managing communication between the government and its internal and external publics but also for offering information services as a part of the essential public services that the government provides to citizens. In Lee *et al.* (2012, p. 1) it is mentioned that public information is a key aspect of government accountability. Therefore, cyber PR in the government field must establish effective external communication to disseminate public information that can be used to enhance the performance of the government itself.

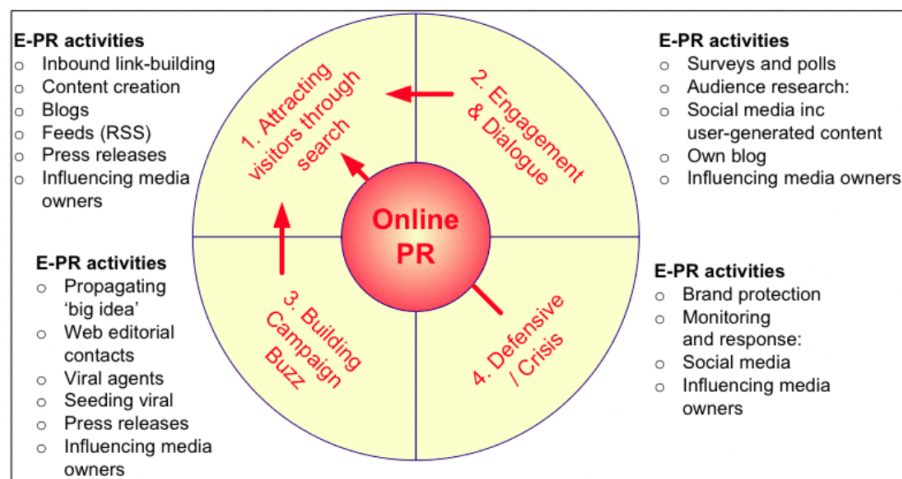
b. Function and Implementation of Cyber Public Relations

In this era of technological and informational advances, the role of cyber PR in government field has evolved from merely conveying information to becoming a strategic element that supports the successful implementation of government programs. This includes shaping a positive reputation for the government's performance in the eyes of the public (Lani and Handayani, 2021). Through cyber PR media, the role of PR becomes more pronounced because it is able to manage important information for the public with a faster and wider reach than using conventional media so that the impact becomes more quickly felt.

Quoted from Breakenridge (2012) the forms of cyber PR are as follows:

- a. Establish relationships with bloggers
- b. Create social media releases
- c. Create video news releases
- d. Managing a company blog
- e. Utilization of social media

Figure 1.2
Online PR Activities



(Source: <https://www.smartinsights.com/online-pr/>, accessed on May 31, 2024)

Based on the chart above, it can be seen that the activities of cyber PR are as follows:

- a. Attracting visitors through search with internet media related to institutions by developing strategies related to PR. The strategy

in question can be in the form of link-building, interesting and relevant content, blogs, press releases, and others.

- b. Build engagement and dialogue that can be done by conducting surveys, audience research, social media management, and so on.
- c. Building buzz campaigns that can be done by disseminating ideas on the scope of web editorials, making press releases, and others.
- d. Defensive crisis by developing strategies to protect institutions by carrying out activities to build a positive image through the internet.

Nowadays, PR activities have grown by utilizing more new media such as social media management. Within the scope of companies, Kotler and Keller (in Syahputra, 2019, p. 52) limit social media as a medium that used by consumers to convey various information in the form of text, images, audio, and video addressed to companies or vice versa. Gamble and Gamble (in Syahputra, 2019, p. 53) explains several characteristics of social media, namely:

- a. The message conveyed comes from one source for many people.
- b. Dissemination of messages or information without going through gatekeepers.
- c. Messages or information spread in real time.
- d. Message recipients can define interactions.

Syahputra (2019, p. 53) also mentioned that based on its function, social media can be divided into the following:

- a. Social Network, which is social media that provides virtual social networking facilities such as Instagram, Facebook, Telegram, LinkedIn, and so on.
- b. Discuss, which is social media that provides facilities for users to be able to communicate with each other such as Skype, Google Talk, and so on.
- c. Share, which is social media that provides facilities for various audio, visual, and audio-visual files such as YouTube, TikTok, and so on.
- d. Social Game, which is social media that provides gaming facilities for users to play together.
- e. Livestream, which is a social media that provides facilities in the form of shows that can be viewed live based on time for its users but still in virtual form.

3. Instagram

Instagram is one of the social media applications for sharing photos and videos that is available for free for iPhone and Android (Instagram, 2024). Instagram is defined as a popular social media that is used to upload photos and videos and users can add various filters in it, then the upload is shared and can be seen by other users (Landsverk,

2014, p. 2). Each user can share information in the form of photos or videos and interact by commenting and responding to the information shared.

As one type of social media, Instagram is one of the media platforms that focuses on the existence of users who facilitate them in activities and collaborations. Therefore, Instagram can function as an online facilitator that strengthens relationships between users as well as a social bond (Nasrullah, 2017, p. 11). Instagram has various features such as uploading photos or videos, captions, Instagram stories, followers or following, photo tagging, location tagging, comments or likes, direct messages, hashtags, Instagram for business, and Instagram ads.

Related to its usefulness, here are some of the functions and benefits of Instagram (Junawan and Laugu, 2020):

- a. As a means for society to produce and consume various types of messages and information.
- b. As a means of interaction and communication by conducting various kinds of dialogue between users.
- c. As a means of education through various kinds of information, data, and issues contained in it.
- d. As a means of integrating documentation and administration for institutions by disseminating various kinds of relevant content in

accordance with the goals and targets of the institution to the public.

- e. As a means of strategic planning and management based on response, interaction, and dialogue with the public.
- f. As a means of evaluating various plans and strategies carried out by the institution.

F. Research Method

1. Object of Research

The object of research is a social situation, namely the location or place set to conduct research (Mukhtar, 2013, p. 88). The object of this research is the cyber public relations strategy by *Dinas Komunikasi dan Informatika* of the Banjarnegara Regency Government.

2. Type of Research

This research is research with a qualitative descriptive approach. This method is used to describe social circumstances or phenomena systematically, accurately, and based on existing facts (Creswell, 2014). The validity of the data designed by the researcher becomes the basis of a qualitative study to be able to find accurate research results.

3. Data Collection Techniques

a. In-depth Interview

An interview is a data collection technique where the interviewer (researcher) carries out the process of obtaining information by asking a question to the interviewee (informant) (Sugiyono, 2014, p. 188). In this research, the interview technique used was a semi-structured interview with the order of questions asked to informants who did not have to follow the provisions strictly (Basuki, 2006, p. 172).

The researcher will collect data by conducting in-depth interviews guided by interview guides that have been prepared for informants. The interview guides include a list of questions for informants consisting of several specific questions and open-ended questions.

b. Documentation

Other data collection techniques are carried out by obtaining information through important documents (Sukardi, 2003, p. 81) concerning related institutions or organizations in general, such as profiles, company websites, official social media, and others. In this research, documentation was carried out by attaching screen captures of the Instagram account of Banjarnegara Regency Government.

4. Informant Retrieval Techniques

The informants in this research were selected using purposive sampling, which is determining the sample by considering various factors such as the potential to provide maximum data objectively and accurately. Purposive sampling does not depend on strata or random methods but rather considers the existence of certain goals, including taking into account the limitations of time, energy, and funds (Arikunto, 2010, p. 183).

In this research, there are some criteria about the staff from *Dinkominfo* of Banjarnegara Regency as the informants involved in this research:

1. Informants are policy makers in the field of public relations in the *Dinas Komunikasi dan Informatika* of Banjarnegara Regency.
2. Informants are staff who manage communication management and public information in the *Dinas Komunikasi dan Informatika* of Banjarnegara Regency.
3. Informants are social media management staff in the *Dinas Komunikasi dan Informatika* of Banjarnegara Regency.

Moreover, this is the criteria about the followers of @kabupatenbanjarnegara Instagram account as the other informants involved in this research:

1. Informants are social media users who are active followers of @kabupatenbanjarnegara Instagram account.

2. Informants are also active followers who conduct dialogue or interaction towards information publication uploads on @kabupatenbanjarnegara Instagram account.

These criteria are chosen as the criteria for informants to be interviewed because the informants concerned are involved in the implementation process of public information dissemination based on the cyber public relations strategy used. The selected informants are Public Relations Officer of the *Dinkominfo* of Banjarnegara Regency, Staff at the Public Information and Communication Management Division of the *Dinkominfo* of Banjarnegara Regency, Social Media Management Staff of the *Dinkominfo* of Banjarnegara Regency, and followers who have followed the @kabupatenbanjarnegara Instagram account since the account was created in 2017.

5. Data Analysis Techniques

The data analysis technique applied is a descriptive analysis technique, which is done by explaining or describing the information that has been collected without intending to make general conclusions from the research results.

The researcher used the model of Miles and Huberman (1992, p. 15-20) for the stages in data analysis, namely:

1. Data Reduction

In this stage, the researcher conducts a process of collecting data during the interview, organizing informant answers based on similarities, and evaluating and filtering relevant data for further analysis. The filtered data will be focused on the problems discussed, to provide a detailed picture of the object of research.

2. Data Display

After reduction, the interview data is then presented in the form of narrative text based on grouping according to the problem.

3. Conclusion Drawing/Verification

After all the data is presented, the problems that are the object of research can then be understood and conclusions drawn to be used as results of research.

6. Data Validity Test

The researcher use the data triangulation method to test the validity of the data. Triangulation is a method to check the validity of data using sources or information that does not depend on the data itself, both for verification purposes and as a comparison to existing data so that the data obtained is more accurate (Moleong, 2013, p. 330).

In this study, the validity of data from qualitative research "Cyber Public Relations Strategy in Regency Government (Implementation of Public Information Dissemination by *Dinas Komunikasi dan*

Informatika of Banjarnegara Regency Through
"@kabupatenbanjarnegara Instagram Account in 2023)" was reviewed
through triangulation of data with sources that can be applied by
comparing documentation studies found and data from interviews with
informants.