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The Impact of Digital Public Communication Strategies and Community Participation in the Medan Local Government

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Abstract

The development of digital technology has changed the way local governments communicate with the public and encourage public participation. This study analyzes the relationship between digital public communication strategies and community participation in local government programs in Medan. The research problem is about how the digital public communication strategies are carried out by the Medan Local Government, how the level of public participation in local government programs is, and to what extent digital public communication strategies influence public participation. This study uses a quantitative approach by collecting data from people who have accessed the local government's digital communications. Research results show that digital public communication strategies have a significant impact on community participation. Theoretically, this study contributes to the development of digital communication studies by highlighting the strategic role of public communication in strengthening community participation at the local level. From a policy perspective, the findings emphasize the importance of formulating clear, interactive, credible, and easily accessible digital public communication strategies to boost public engagement in local government programs. In conclusion, community participation and digital communication strategies in Medan's local government are very important. Community participation is influenced by the quality of public communication, which includes clarity of information, use of digital media, interactivity, source credibility, and information accessibility.

Keywords: *Digital Communication, Local Government, Public Participation.*

INTRODUCTION

The development of information technology has transformed communication between local governments and the public. In the digital era, local governments are expected to build communication that is interactive, transparent, and participatory through various digital platforms, such as social media, official websites, and public service applications. Public communication strategies have become an important instrument in government administration because the quality of communication established by the government influences policy understanding, public trust, and the level of community participation in government programs [1], [2], [3].

The importance of this research is not merely the fulfillment of theoretical objectives, but also a practical necessity to transform the way the Medan Local Government communicates with and listens to its citizens in the Internet era. By improving public communication strategies through digital platforms, the government can foster more effective interaction, strengthen public engagement, and ensure that citizens' voices are considered in the policy making process. Ultimately, this approach is expected to support

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the creation of policies that are more inclusive, responsive, and widely accepted by the community.

Various studies show that public digital communication has great potential to enhance transparency and public participation. Research conducted by [4], [5] confirms that the use of digital media by governments can expand the reach of communication, improve accountability, and create opportunities for citizen engagement in the public policy process. Through digital platforms, governments are able to disseminate information more efficiently, interact directly with citizens, and encourage broader participation in decision-making and policy implementation. This demonstrates that digital communication is an important tool for strengthening democratic governance and fostering a more transparent and responsive public administration.

Empirical findings also show that the success of public digital communication is not automatic. In Indonesia, although digital government communication continues to develop, the level of public participation remains suboptimal. This condition is influenced by several factors, including varying levels of digital literacy, unequal access to technology, and issues related to the consistency and credibility of government messages. Studies [3], [6], [7] highlight that effective digital communication requires not only technological infrastructure but also the capacity of citizens to access and understand information, as well as the government's ability to deliver trustworthy, consistent, and relevant messages. Therefore, strengthening digital literacy, expanding technological access, and improving communication quality are essential to maximizing public engagement in digital governance.

The quality of public communication strategies is often more decisive than the mere existence of digital innovations. While technological advancements provide new channels for interaction, their effectiveness largely depends on how communication is designed and implemented. The credibility of communication actors, the clarity of messages, and the level of interactivity within communication processes have been proven to play important roles in building public trust and fostering citizen engagement. Studies by [2], [8] emphasize that successful public communication requires not only the adoption of digital technologies but also the development of communication practices that are transparent, responsive, and trustworthy. Therefore, governments must focus on strengthening communication quality to ensure that digital platforms effectively support public participation and trust in governance.

Research by [1] on e-participation in Indonesia shows that public participation in e-government initiatives tends to increase; however, such participation has not yet become substantive due to regulatory constraints, the digital divide, and low levels of public trust. These findings indicate the existence of a gap between the potential of digital public communication and the reality of public participation practices. Although digital platforms provide opportunities for greater citizen involvement in governance processes, various structural and social barriers continue to limit meaningful engagement. Furthermore, the findings suggest that digital-based public service innovations can improve service efficiency and quality, but their implementation still faces numerous challenges. Supporting this view, research by [9] reveals that policies concerning electronic system-based civil administrative services have not been fully optimized due to technical limitations and unequal access to public services. Consequently, the effectiveness of digital governance depends not only on technological innovation but also

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on the government's ability to address accessibility, infrastructure, regulatory, and trust-related issues that influence public participation and service delivery.

A study on transparency and accountability in public services affirms that information openness and the accountability of public officials are essential prerequisites for fostering public trust and encouraging citizen participation [10]. When governments provide accessible information and demonstrate responsibility for their actions and decisions, citizens are more likely to trust public institutions and actively engage in governance processes. Research conducted in the context of public services and good governance further supports this view, emphasizing that participation is a key pillar of good governance, alongside transparency and accountability [11]. These principles are interconnected, as transparent and accountable governance creates an environment in which citizens feel empowered to participate, while active public participation strengthens the legitimacy, responsiveness, and effectiveness of government policies and services.

Although considerable research has been conducted on digital governance and public services, most previous studies have focused on program evaluation or the effectiveness of specific services, such as population administration services or application-based service innovations, using qualitative and contextual approaches [12], [13]. These studies provide valuable insights into the implementation and outcomes of digital service initiatives; however, they often concentrate on particular programs or sectors rather than examining broader communication dynamics. Research that specifically integrates the strategic dimensions of digital public communication with levels of public participation through a quantitative approach remains relatively limited, particularly at the local government level outside Java. This gap highlights the need for further empirical investigation to better understand how digital public communication strategies influence citizen participation across different regional contexts and governance environments.

The research gap addressed in this study lies in the limited number of empirical studies that examine the impact of digital public communication strategies on public participation within the framework of digital local governance. While previous research has explored digital service innovations, e-government implementation, and public communication practices, relatively few studies have quantitatively investigated the relationship between digital communication strategies and citizen participation, particularly at the local government level. This gap is especially evident in the context of local governments outside major metropolitan areas, where the dynamics of digital engagement may differ significantly. Therefore, this research aims to analyze the impact of the Medan Government's digital public communication strategy on public participation in local government programs. By doing so, the study seeks to contribute to the development of knowledge on digital governance and provide practical insights for improving citizen engagement through effective public communication strategies.

Although studies on public digital government communication have been conducted in large numbers, most of the previous literature tends to focus on Java with societal characteristics that are relatively homogeneous. The novelty of this research lies in the sociological locus and dynamics of the community in Medan which exhibits a high level of assertiveness in the digital space. In addition to that, this research does not merely view digital communication as a public relations tool, but rather examines empirically how such these are capable of triggering community participation which has a direct impact

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on strengthening trust in the Medan Local Government in the era of digital transformation.

Research this aims to analyze the impact of public digital communication strategies implemented by the Medan Government on public participation, with the hypothesis that the dimensions clarity of information, utilization of digital media, interactivity, credibility of sources, as well as accessibility of information have a positively and significantly on public participation, both partially and simultaneously.

The results of this research are expected to provide a theoretical contribution to the development of public communication and digital governance, as well as practical contributions in the form of policy recommendations for local governments in designing public communication strategies that are more participatory, inclusive, and focused on increasing public engagement.

METHOD

This research uses a quantitative method with an explanatory approach [14] which aims to explain the causal relationship between participation community and digital public communication strategies toward local government programs. Method quantitative is defined as a scientific approach that is structured to measure variables objectively, to make statistical inferences, and testing specific hypotheses using numerical data on a large scale in order to draw conclusions that can be generalized [15].

The subject of the study is the community in Medan who have been exposed to information about the local government program through digital communication channels. Sampling was conducted using purposive sampling, with criteria for respondents aged 17 years or older, residing in Medan, and who had accessed digital government information. This technique was chosen because only respondents who had experience with digital public communication were relevant.

Number sample study totaling 150 respondents with a confidence level of 95% and margin of error 8%, which was deemed adequate for PLS-SEM analysis. Respondents were selected proportionally to maintain diversity in characteristics based on gender and age groups. However, the use of purposive sampling has the potential to introduce bias due to the dominance of respondents who are more digitally literate, therefore the results this research explains the relationship between variables in a group of the public who have been exposed to digital public communications from local government.

Instrument research in the form of a questionnaire using a Likert scale with five points, ranging from strongly disagree to strongly agree. Variable independent is digital public communication strategy which is operationalized into five dimensions, namely clarity of information, digital communication media, participation and interactivity, credibility of information sources, accessibility and affordability. The dependent variable is public participation in local government programs, which is measured through participation in planning, implementation, as well as monitoring and evaluation of the programs.

Data collection was conducted by distributing questionnaires online and offline on a limited basis to reach respondents from various age groups and backgrounds. In addition that, interviews were conducted with some respondents as supplementary data to reinforce the interpretation of the quantitative results. Interview data was used to provide empirical context empirical regarding the results of the quantitative analysis particularly

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regarding the respondents' perceptions regarding the clarity of information, interactivity, and the credibility of digital public government communication government.

Analysis data conducted using techniques PLS-SEM via software SmartPLS. Stages of analysis including evaluation of the measurement outer modelto test the validity and reliability of constructs, as well as evaluation of the structural inner modelto test the influence of digital public communication strategies on community participation. Hypothesis testing is conducted at a significance level 0.05 by considering the coefficient values for paths, t-statistics, and p-values.

RESULTS AND DISCUSSION

Results Research Evaluation Outer Model

Results testing outer model shows that all indicators meet the validity criteria and reliability. Values loadings factors are above 0.70, the AVE exceeds 0.50, as well as the Composite Reliability and Cronbach's Alpha all constructs are above the minimum threshold required. Thus, the research instrument is deemed valid and reliable for measuring the constructs of public communication strategies and community participation.

Evaluation Inner Model

The results of the evaluation of the inner model show that the digital public communication strategy has the strong ability to explain community participation. The R^2 value of 0.62 indicates that 62% of the variation in public participation can be explained by public communication strategies, while the Q^2 of 0.41 shows that the model has good predictive power.

Result Test Hypothesis

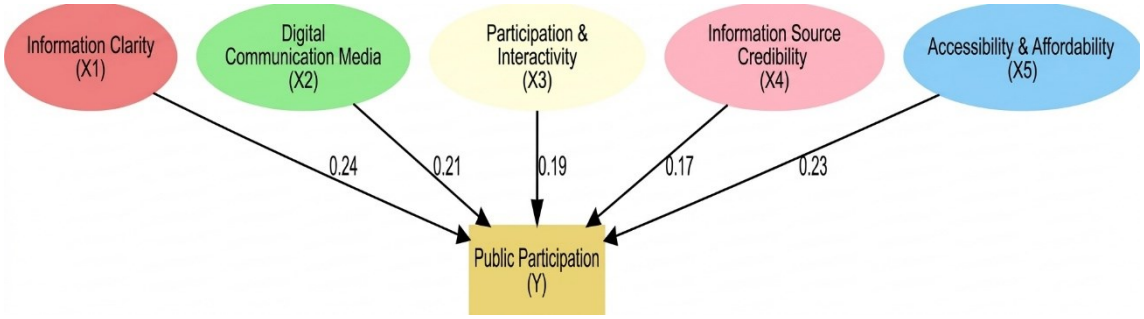


Figure 1. Result test path coefficient
(Source: Hidayat, 2025)

Results testing hypothesis indicate that clarity of information X1has a positive and significant on community participation, with a coefficient of 0.24, t value = 3.12, and $p < 0.01$. These this indicates that the more clear the information that is conveyed by the government, the higher the level of community participation in government programs regional. Furthermore, digital communication media X2also proved to have a significant influence on public participation, with a coefficient of 0.21, a value $t = 2.87$, and $p < 0.01$, which confirms that the use of digital is capable of increasing community engagement.

Results similar also observed in variables participation and interactivity public X3),

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with coefficients of 0.19, values t = 2.45, and p = 0.014, which indicates that the interaction between the government and the public makes a positive contribution to increased participation. Credibility source of information X4also has a significant influence on community participation with a coefficient 0.17, t-value 2.10, and p = 0.036. This means that the level of public trust in the government as a source of information determines the high or low level of their participation.

In addition to that, accessibility and affordability of information X5 also have an positive and significant with a coefficient 0.23, a t value = 3.04, and p < 0.01. This further confirms that the more easily government information is accessed by the public, the greater their opportunities for participation. Simultaneously the five sub-variables of the public communication strategy X1–X5 were found to have a significant influence on public participation with an R^2 value amounting to 0.62, which means this model is capable of explaining 62% of the variation in public participation while the remainder is influenced by other factors outside this study.

The results of this research generally indicate that the public communication strategy implemented by the Government regional Medan through various digital have a significant impact on public participation. These findings reaffirm the argument in the introduction that public communication in the digital era is not merely a means of conveying information, but rather a strategic instrument in strengthening relations between the government and the public as well as promoting active citizen participation in regional development.

Table 1. Results of Hypothesis Testing

No	Variables / Sub-Variable	Coefficient Track (β)	t-Statistic	p-Value	Information
1	Clarity Information	0.24	3.12	<0.01	Significant (Accepted)
2	Media Communication	0.21	2.87	<0.01	Significant (Accepted)
3	Participation & Inte	0.19	2.45	0.014	Significant (Accepted)
4	Credibility Sum	0.17	2.1	0.036	Significant (Accepted)
5	Accessibility & K	0.23	3.04	<0.01	Significant (Accepted)

(Source : Author's Analysis Results)

Based on the statistical analysis results presented in the table, all five evaluated variables demonstrate a positive and statistically significant impact, as indicated by p-values below the 0.05$ threshold and t-statistic values exceeding the standard critical threshold (t > 1.96$). Clarity Information exerts the strongest positive effect among all factors, recorded with a path coefficient of 0.24, a t-statistic of 3.12, and a p-value of <0.01. Following closely, Accessibility & K. serves as the second most influential factor with a path coefficient of 0.23 (t = 3.04, p < 0.01, followed by Media Communication with a path coefficient of 0.21 (t = 2.87, p < 0.01). Additionally, Participation & Inte. (coefficient} = 0.19, t = 2.45, p = 0.014) and Credibility Sum

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(coefficient = 0.17, t = 2.1, p = 0.036) also show significant positive contributions. Consequently, the hypotheses for all five variables are accepted, indicating that enhancements in any of these areas will result in a statistically meaningful positive improvement in the outcome.

Discussion

The results of the study show that public participation is influenced by the availability of digital media and the quality of the public communication strategies implemented by the government. Clarity of information, level of interactivity, as well as credibility of the information sources as key factors that strengthen the relationship between the government and the public. These findings confirm that public communication in the digital era no longer serves merely as a technical means of conveying information, but rather as a governance mechanism that builds trust, policy legitimacy, and citizen engagement in the governance process [1], [2].

A public communication strategy that is interactive and credible encourages the public to engage more substantively in planning, implementation, and monitoring of government programs. This is in line with the findings of [4], [8] which emphasize that two-way communication is a key prerequisite for meaningful public participation in the context of digital governance.

Theoretically, these research findings contribute to the development of public communication studies and digital communication. Theoretically, the findings of this research contribute to the development of studies on public and digital governance by affirming that the effectiveness of government communication is determined by the intensity of digital media use, integration quality of messages, interactivity, credibility, and accessibility of information. The results of this research indicate that digital public communication strategies serve as structural determinants of public participation at the local government level in Medan. Thus, this research reinforces that public communication serves as a strategic instrument in building trust between the local government and citizens as well as in promoting sustained community engagement. Local and citizens as well as in promoting community engagement on a sustainable basis.

From the policy perspective the findings of this study show that an increase in public participation can be achieved through the expansion of digital communication, requiring the design of a public communication strategy that is well-planned, consistent, and focused on citizen engagement. The Local Government in Medan needs to ensure that all policy information is conveyed in a clear and credible, providing a space for interaction that is responsive so that the public can express their aspirations and provide feedback actively.

In addition to that, attention to aspects of inclusivity is important by ensuring access to information that is easy for all groups in society, including vulnerable groups who face limitations in digital literacy and access to technology. Strengthening the capacity of government officials as digital public communicators is also is necessary so that government communication does not remain merely symbolic, but rather is able to encourage substantive public participation in regional development.

The research results indicate that the Medan Regional Government's digital public communication strategy exerts a positive and significant influence on public participation, both simultaneously ($R^2 = 0.62$) and partially. These findings reinforce and

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expand the theoretical foundation of digital governance. Specifically, the findings regarding the significant impact of information clarity ($\boldsymbol{\beta = 0,24}$= 0.24; p < 0.01) and information source credibility ($\boldsymbol{\beta}$ = 0.17$; p = 0.036) align with the work of [2], [8] who emphasize that public communication effectiveness and message clarity are key determinants in building trust and ensuring the successful implementation of public policy. Respondents in this study confirmed that the certainty and credibility of government messages serve as the primary basis for their participation in regional programs. This also supports the study by [10] regarding the importance of transparency and accountability in public service, as well as the argument by [11] positioning information openness as a fundamental pillar of good governance.

Furthermore, the research results regarding the dimensions of digital communication media usage ($\boldsymbol{\beta}$ = 0.21$; p < 0.01) and interactivity ($\boldsymbol{\beta}$ = 0.19; p = 0.014) reinforce the arguments of [4], [5] which state that digital platforms and two-way communication tools serve to expand the scope of engagement and government accountability. However, these findings offer a new perspective compared to earlier studies; while research by [6], [7] found that the use of social networks and e-government was often hindered by digital literacy and technological limitations, findings from Medan City demonstrate that when digital communication channels are managed in an interactive and communicative manner, assertive urban communities outside Java prove capable of responding with tangible levels of participation.

On the other hand, findings regarding the dimensions of information accessibility and affordability (β = 0.23; p < 0.01) provide empirical insights that complement the research by [1] on the e-participation index in Indonesia. [1] emphasized that public participation in e-government tends to lack substance due to the digital divide and a crisis of trust. This study's findings demonstrate that ease of information access can bridge this gap among segments of the population already exposed to digital media. The need for accessibility and service convenience aligns with the findings of [9], [12] regarding the evaluation of electronic-based population administration policies, where technical obstacles and limitations in physical or service access often constrain participation. Similarly, regarding the app-based public service innovations examined by [13] and the study on literacy communication strategies by [3] the findings in Medan City confirm that digital innovation must not stop at merely providing technical infrastructure; rather, it must be balanced with inclusive and sustainable communication strategies to foster substantive public engagement across the planning, implementation, and oversight stages of regional development.

CONCLUSION

Participation community and strategy communication digital in local government in Medan is very important. Participation of the public is influenced by the quality of public communication which consists of clarity of information, the use of digital media, interactivity, credibility of sources, and accessibility of information. The results of the study indicate that digital public communication serves as a technical channel, a governance mechanism that builds trust and engagement of the public. Empirically digital public communication strategies are able to account for 62% variations in public participation, with limitations on certain community groups that have been exposed to digital public communication by local government.

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Theoretically, this research enriches the study of public and digital governance by emphasizing that the quality of public communication strategies, especially clarity of messages, interactivity, and credibility, constitute structural determinants of public participation at the local government level. These findings reinforce the participatory governance which positions public communication as a key instrument in building a governance system that is participatory and community-oriented community.

Implications of this research are the more effective and interactive digital communication strategies that have been developed by the Medan City Government, and the increasingly active local communities are involved in it, therefore the governance of the City of Medan will become more transparent, accountable, and adaptive to the needs its citizens.

Further research is recommended to include other variables that may influence performance or the image of the local government, such as the variable Accountability, Trust Public Trust), or Quality of Public Services as mediating or moderating variables.

Empirically, this study finds that the digital public communication strategy implemented by the Medan City Government has a positive and significant influence on the level of public participation. This digital communication strategy simultaneously accounts for 62% of the variation in public participation. The quality of digital public communication is shown to function not merely as a technical channel for information transmission, but as an effective governance mechanism for building trust and fostering sustained citizen engagement. Message clarity, interactivity, and the credibility of information sources are identified as key structural determinants in strengthening participatory governance at the local government level. Consequently, as digital communication strategies become more refined and interactive—and as local communities are more actively engaged—governance in Medan City will become increasingly transparent, accountable, and responsive to the needs of its citizens.

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