

DEVELOPMENT OF E-GOVERNMENT THROUGH SOCIAL MEDIA IN ENCOURAGING INFORMATION DISCLOSURE AND PUBLIC PARTICIPATION IN THE MAKASSAR CITY OFFICE OF COMMUNICATION AND INFORMATION

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ABSTRACT

This study aims to analyze the development of e-government through social media in encouraging information disclosure and public participation in addition to this study also aims to find out public responses about information disclosure and public participation in the Office of Communication and Information Makassar. This research method combines two forms of approach, namely qualitative using evaluation research methods and quantitative using survey research methods. The results of the research men e-government development through social media refer to measurement indicators using the POST (People, Objective, Strategy, Technique) method as stipulated in the Minister of Administrative Reform and Bureaucracy Reform Regulation No. 83 of 2012. In terms of people, the manager of social media Diskominfo (Communication and Information Office) must know the audience so that the content they create is right on target. Currently Diskominfo social media has shifted from getting as many followers (audience) as possible, to providing quality content that is relevant to the community as an audience, so that they can be involved as individuals as a strategy to maximize the development of social media. social Diskominfo utilizes hardware technology (computers and mobile phones) as well as software technology by maximizing Facebook, Instagram, Twitter, and later Youtube channels to disseminate information and get feedback. The average respondent's response to public participation was 3.73, so it can be explained that e-government development has an influence on public participation. Public Information Openness is responded positively by respondents with an average value of 4.01, which means the implementation of e-government through social media can encourage public information disclosure. Social media managers are expected to maximize e-government characteristics and indicators on each platform so that the services provided to the public can be increased effectively and efficiently.

Keywords: E-government, social media, information disclosure, public participation