

## Practice Communication Governance Studies: A Systematic Literature Review

### Praktik Komunikasi Pemerintahan: A Systematic Literature Review

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#### Abstract

*The objective of this study is to examine communication practices using the Systematic Literature Review (SLR) method. This study utilizes SLR, drawing on 70 scientific articles from the Scopus database. The Vosviewer application is employed to analyze and visualize the data. The research results indicate that the adoption rate of digital technology and the success of implementing sustainable practices vary across different villages. This includes adopting renewable energy, using smart sensors for environmental monitoring, and developing digital infrastructure to enhance public services. These findings deepen our understanding of the dynamics and challenges in government communication practices. This research contributes to the development of a comprehensive research agenda on communication management issues. It provides a solid foundation for advancing government communication theory and practice by offering an extensive overview of the practices discussed in the literature. However, this study has limitations, primarily that the articles are sourced exclusively from the Scopus database. Therefore, the research results may not comprehensively cover government communication issues. Integrating articles from leading international databases such as Web of Science and Dimensions Scholars could provide a broader and more in-depth view of government communication issues. Web of Science is a leading dataset in the field with thousands of globally indexed articles and journals, while Dimensions Scholars offers information from a wide range of disciplines. Including these sources would enhance the validity and generalizability of the findings, making a greater contribution to developing effective government communication practices and policies aligned with societal needs.*

**Keywords:** practice, communication, governance

#### Abstrak

Tujuan dari penelitian ini adalah untuk mempelajari praktik komunikasi pemerintahan yang berfokus pada penggunaan metode Sistematic Literature Review (SLR). Penelitian ini menggunakan SLR, yang menggunakan 70 artikel ilmiah dari databse scopus. Aplikasi Vosviewer digunakan untuk menganalisis dan menampilkan data selama review artikel. Hasil penelitian menunjukkan bahwa tingkat adopsi teknologi digital dan keberhasilan penerapan praktik berkelanjutan berbeda-beda di berbagai



desa; adopsi energi terbarukan, penggunaan sensor pintar untuk pemantauan lingkungan; dan pengembangan infrastruktur digital untuk meningkatkan layanan publik. Hasil-hasil ini meningkatkan pemahaman kita tentang dinamika dan masalah dalam praktik komunikasi pemerintahan. Penelitian ini membantu mengembangkan garis besar penelitian tentang masalah manajemen komunikasi. Penelitian ini memberikan landasan yang kuat untuk kemajuan teori dan praktik komunikasi pemerintahan dengan memberikan gambaran menyeluruh tentang praktik yang telah dibahas dalam literatur terkait. Tetapi studi ini memiliki keterbatasan. Salah satunya adalah artikel yang digunakan hanya bersumber dari database Scopus, sehingga hasil penelitian tidak dapat mencakup masalah komunikasi pemerintahan secara menyeluruh. Menggabungkan artikel ilmiah dari database internasional terkemuka seperti Web of Science dan Dimensions Scholars akan memberikan pandangan yang lebih luas dan mendalam tentang masalah komunikasi pemerintahan. Web of Science adalah salah satu database terkemuka dalam bidang dengan ribuan artikel dan jurnal yang terindeks secara global, sementara Dimensions Scholars menyediakan informasi dari berbagai disiplin ilmu, memungkinkan untuk Penelitian lanjutan dapat meningkatkan validitas dan generalisasi temuan dengan melibatkan sumber-sumber ini. Hal ini akan memberikan kontribusi yang lebih besar untuk membangun praktik komunikasi pemerintahan dan kebijakan yang efisien dan sesuai dengan kebutuhan masyarakat.

**Kata kunci:** praktik, komunikasi, pemerintahan.

## **Introduction**

Government communication practices are fundamental to a regime's success in gaining public support and implementing public policy. Government communication encompasses various strategies, from disseminating information through mass media to direct interactions between government officials and citizens (Abu Arqoub and Dwikat 2023). Its effectiveness relies on the government's ability to convey messages clearly, transparently, and accurately, as well as to listen to public feedback. Additionally, effective government communication practices incorporate the use of information technology and digital platforms to increase public engagement and broaden the reach of government messages. Thus, government communication involves not only information delivery but also building a strong relationship between the government and society to achieve common goals in building a better country (Adams 2005).

Previous research on government communication practices has revealed various aspects affecting the relationship between government and society. Some studies emphasize the importance of transparency and accountability in information dissemination to build trust and enhance public engagement (Afriadi 2016).

Additionally, research has highlighted the role of information technology and social media in expanding access to information and increasing public participation in government decision-making processes. However, some studies also point to the challenges governments face in managing communication effectively, such as trust issues, political polarization (Winarta and Trimurni 2023), and control over information narration. Thus, previous research provides valuable insights into the complexity of government communication practices and underscores the importance of continuously developing communication strategies that adapt to the evolving social, political, and technological context.

Previous research has extensively explored government communication practices. However, there has been limited use of the systematic literature review (SLR) approach, particularly with articles sourced from the Scopus database and analyzed using the Vosviewer application. This study addresses this gap by conducting a review paper with an SLR approach, utilizing 70 scientific articles from the Scopus database. The SLR method is known for its strength and advantage in understanding government communication practices based on prior research. Consequently, this research makes significant contributions by employing more systematic and comprehensive SLR techniques. By analyzing 70 scientific papers from the Scopus database, the study offers a deeper overview of issues previously discussed in the literature.

The primary focus of this research is to investigate the evolution of government communication practices. The central question of the study is, "How has research on government communication practices developed?" The aim is to answer this question using the qualitative content analysis method within the SLR framework. The Vosviewer application facilitates data analysis and visualization, enabling the identification of trends and patterns in the research (Allam, 2020). The findings of this research have influenced the development of government science, particularly in the context of government communication. This study not only provides new insights into the methods and challenges of government communication but also aids in the development of policies addressing corruption in Indonesia. It is crucial to recognize that a thorough understanding of these issues is necessary for scientific and policy advancements (Alvesson & Billing, 2009). Therefore, this research not only deepens

the understanding of government communication issues but also offers practical ideas for formulating effective policies to combat corruption and meet contemporary demands. Thus, this research holds both academic value and practical relevance in enhancing the quality of government and public service in Indonesia.

Government communication practices are critical in the context of effective and inclusive government development. Scientifically, these practices serve as a tool for communicating policies, programs, and services provided by the government to the public. They help educate citizens about their rights, duties, and roles within the governmental system and facilitate active participation in the democratic process. Effective government communication ensures that messages are conveyed clearly, transparently, and comprehensibly to all segments of society (Andersen & Henriksen, 2006). Additionally, these practices play a vital role in building and maintaining good relations between the government and the public. Effective communication can enhance public trust and legitimacy in government, helping to resolve conflicts or tensions that may arise. It also addresses information inequality, ensuring all citizens have equal access to relevant information (Vincent, 2004).

Government communication practices form one of the key foundations for effective and responsive governance. Through these practices, governments can communicate important information to the public regarding policies, programs, and services. These communications also serve to build strong relationships between the government and society, fostering trust, managing perceptions, and increasing public participation in decision-making processes. In critical situations such as natural disasters or pandemics, the importance of government communication practices is amplified. Clear guidance, early warnings, and coordinated responses between the government and the public are crucial. Therefore, government communication practices are not only a tool for information dissemination but also an essential foundation for building public preparedness and resilience against emerging challenges (Holtz-Bacha, 2004).

Government communication practices have garnered significant attention in political communication and public administration. Numerous studies have explored various facets of these practices, including strategies for normal and emergency

situations, the use of information technology and social media, and their impact on public engagement and government legitimacy. For instance, research by Attwell et al. (2021) emphasized the importance of symmetrical two-way communication between the government and society to build trust and strengthen their relationship. Similarly, Robles Carrillo (2018) highlighted the role of social media in transforming the government communication landscape by offering new opportunities for direct interaction between the government and citizens, thereby enabling broader participation in political processes.

These studies reveal the complexity and dynamism of government communication practices in addressing contemporary challenges such as technological advancements and socio-political changes. They provide valuable insights for developing more effective and responsive communication strategies in managing public affairs. Johannessen and Eide (2015) conducted a survey of 1,000 respondents from various societal sections and analyzed government social media activity over a year. Their findings indicated that 72% of respondents viewed governmental social media as an important information source, and 65% trusted information from official government social media accounts more than any other source. The study also found that governments active and responsive on social media tend to achieve higher levels of public satisfaction with their services and policies.

Furthermore, research by DeCew (2004) explored government communication strategies during public health crises, focusing on responses to disease outbreaks. This study analyzed government communication content during ongoing outbreaks and conducted in-depth interviews with officials involved in the communication process. The findings showed that clear, accurate, and coordinated communication by governments plays a crucial role in controlling disease spread, reducing public panic, and building confidence in governmental measures to manage crises. Ansell and Bartenberger (2019) demonstrated that transparency in government communication during public policy-making is essential. Their investigation revealed that transparent communication policies enhance public engagement, information access, and government accountability, thereby strengthening the relationship between government and society and promoting public involvement in decision-making processes.

Previous research on government communication practices underscores the significance of transparency in information dissemination by governments. High transparency levels can boost public trust in the government and increase public participation in decision-making. Studies also highlight the importance of leadership communication styles, government organization structures, and interactions between the government and mass media in influencing the effectiveness of government communication. Overall, previous research outlines the complexity of issues in government communication related to transparency, public participation, information technology, information security, and the dynamics of government-public communication.

### **Research Methods**

This research employs a literature review methodology to gather data and explain achieved findings. The results can serve as examples for research studies in formulating or discussing issues under investigation. Researchers utilize data or literary material from journals, articles, and references from Scopus to establish a strong foundation for content or discussion. A qualitative approach is used in the literature review to synthesize (summarize) descriptive research findings, known as meta-synthesis, which involves integrating data to develop new theories, concepts, or deeper understandings.

The research steps outlined in this study follow the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol, which includes the identification, filtering, and inclusion of articles from the Scopus database. The identification phase involves searching for articles by registering an account in the premium/paid Scopus database. By logging in with an official account and entering the keywords “communication problems” and “governmental communication problems,” the search format used is (social movement OR collective action) AND (social media OR digital communications) AND (online social network OR social network) and (gerakan digital ATAU gerakan mobilitas). This search resulted in 2,967 articles, which were meticulously reviewed to identify and remove 489 duplicates.

The screening stage then determines the number of articles collected from the Scopus database that are relevant to the selected research topic. Articles that do not meet scientific standards or are difficult to access in full are excluded. The remaining articles are those highly relevant to social movements and social media topics and are accessible in RIS file format. This process results in a valid and accurate report on the number of papers selected as references for the article review, culminating in 70 rigorously reviewed and verified articles.

Data analysis is a crucial component of research using the PRISMA approach. After collecting data from relevant articles, the next step involves analyzing and synthesizing the data to gain a better understanding of the research subject. Vosviewer is a popular tool for bibliometric analysis and data visualization. This program allows researchers to import data from relevant articles and analyze it using various algorithms and statistical methods. Vosviewer's ability to produce informative visualizations, such as network maps and cluster diagrams, helps researchers understand the relationships between different concepts or topics discussed in the literature.

This study is described procedurally in accordance with standard systematic literature review (SLR) practices. For instance, the research topics include government communication strategies, the selected document type is a Scopus-indexed journal, the publication period is from 2020 to 2024, the file type used for review is a RIS file, the reference manager application is Mendeley, and the article review application is Vosviewer. Vosviewer, also known as VV, is used to view bibliometric maps or datasets containing bibliographic fields such as titles, authors, journals, etc. In research, VV is employed to analyze bibliometrics, map recent research topics, and identify the most common topics. VV can read datasets from various online journal sites such as Google Scholar, Web of Science, Scopus, Dimension, and PubMed, and can also read RIS, Endnote, and RefWorks data formats. Additionally, VV's API functions enable it to read and generate data from CrossRef, PubMed PMC, Semantic Scholar, OCC, COCI, and Wikidata.

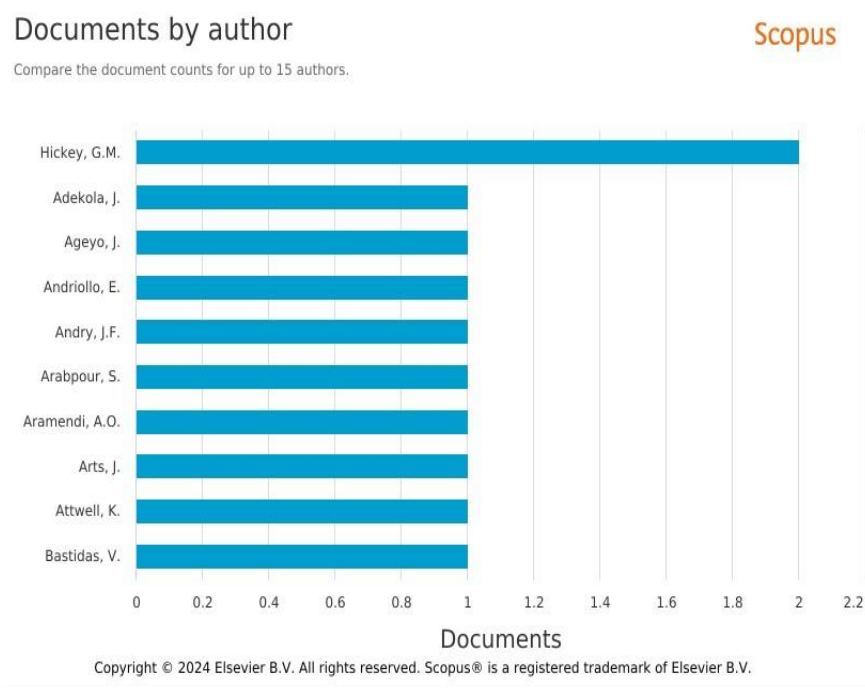
## **Results And Discussion**

Previous research on government communication practices has explored various aspects of how governments interact with the public through their messages and communication strategies. This includes analyses of how governments use traditional media and social media to convey information, respond to crises, build an image, and promote public policy. The study also assessed the effectiveness of government communication programs in achieving specific goals and identified factors that influence communication within the cultural context of government organizations (Siskey and Islam 2016). By gaining a deeper understanding of government communication practices, the study provides valuable insights into developing more effective and responsive communication policies that address the public's needs and the evolving political dynamics. The study also highlights how governments communicate with the public, the delivery of messages, and the impact on political processes, public participation, and policymaking.

The state's role in government communication practices is significant in facilitating relationships between the government and society. The state serves as the primary agent, providing a platform and infrastructure to convey official messages to the public through both traditional and social media. Additionally, the state is responsible for formulating communication policies and strategies that ensure transparency, accountability, and broader public participation in decision-making processes. By playing this crucial role, the state helps build public confidence and involvement in government affairs, ensuring a reliable flow of quality information in a democratic society (Kuehn 2004).

Furthermore, the literature review indicates that governance on social media significantly impacts public interaction. Social media interactions can influence public perceptions of the wisdom and integrity of governments. The research emphasizes the important role of social media in shaping public opinion and creating more open public spaces, which help prevent miscommunication between the government and the public. Understanding how governments communicate with the public, the delivery of messages, and their impact on political processes, public participation, and policymaking is critical (Woong 2019).

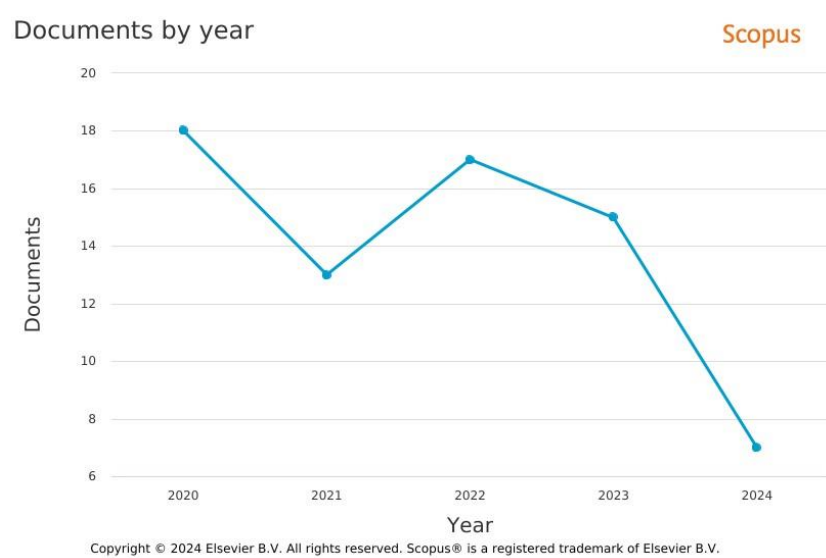




**Figure 1: Authors of Publications on Communication Practices (2020-2024)**

Source: researcher documentation, 2024

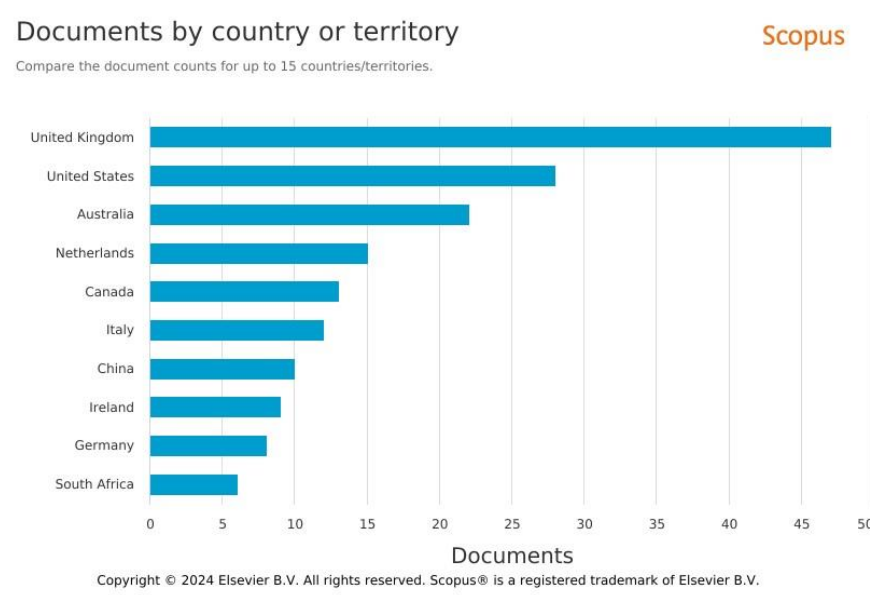
The graph above illustrates the number of authors discussing communication issues, with 10 authors covering the theme from 2020 to 2024. This indicates a significant interest in the study of communication governance, highlighting the attention researchers and authors give to this area, thus emphasizing the continuous need for studies and articles on communication governance.



**Figure 2: Trends in Publications on Communication Practices (2020-2024)**

Source: researcher documentation, 2024

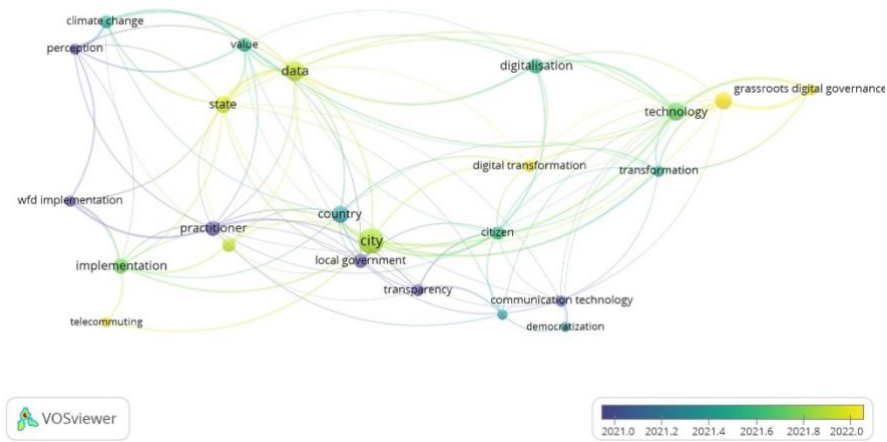
The above graph indicates the trend in articles published on communication governance issues from 2020 to 2024. In 2020, 18 articles were published on Scopus, followed by 13 in 2021. There was an increase to 17 articles in 2022, a slight decline to 15 articles in 2023, and a significant decline in 2024. This trend suggests that discussions on communication issues within government need more attention to maintain interest and scholarly activity.



**Figure 3: Country Publications on Communication Practices (2020-2024)**

Source: researcher documentation, 2024

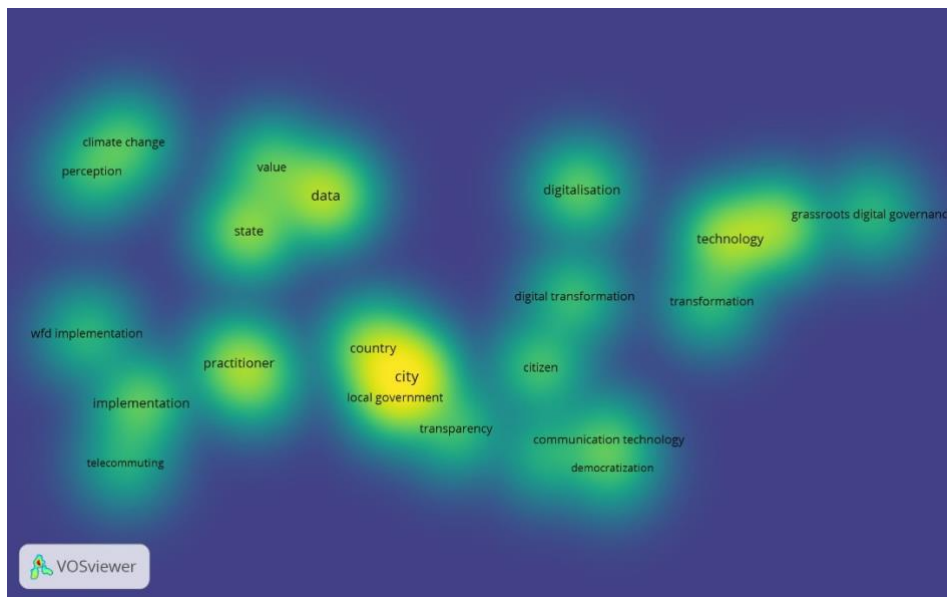
The chart above shows the countries most involved in communication governance issues, with 10 countries featured. The United States leads with 45 publications, while Spain has the least with 5. This indicates that communication governance is a crucial topic, as transparency in public policy and communication attracts researchers' interest worldwide.



**Figure 4: Key Components in Communication Practices (2020-2024)**

Source: researcher documentation, 2024

The graph highlights the most prominent components: community, policy, and action. It emphasizes the importance of the interaction between government and society in implementing practices. Digitalization and city governance are crucial for driving change, indicating that public involvement in government decision-making is essential.



**Figure 5: Actors Publishing Communication Practices (2020-2024)**

Source: researcher documentation, 2024

The graph above shows that city, technology, and state are significant factors in communication governance. Regulation of services and innovation play key roles in addressing communication governance challenges. These elements, along with state action and technology, underline the importance of cross-sectoral collaboration and a holistic approach to effectively tackle these issues.

## **Conclusion**

Current publication trends related to government communication practices indicate an increasing focus on the use of digital technology and social media for public communication. Recent studies highlight how governments worldwide are adopting online communication strategies to deliver critical information, respond to crises, and engage the public in decision-making processes. Key highlights include the analysis of social media use by governments, its impact on public perception, and effective communication strategies in the digital environment. This reflects a significant shift in the way governments interact with society in the digital age.

Research on government communication practices has made several important contributions to the understanding and development of more effective and responsive communication methods. Firstly, this research enhances understanding of how governments interact with the public and how governmental messages are delivered and received. This is crucial for building public trust, promoting participation, and strengthening government legitimacy. Secondly, it provides insights into effective communication strategies across various contexts, including crisis situations, policymaking, and promoting government programs. By identifying successful strategies, governments can improve their communication effectiveness and better respond to public needs. Finally, research on government communication practices helps identify challenges and risks, such as disinformation, lack of access to information, and data security issues. This enables governments to develop appropriate mitigation strategies and increase resilience in public communication. Thus, research contributions on government communication practices are essential for supporting good governance, transparency, and greater public participation in political processes and decision-making.

While research has attempted to present a comprehensive overview of publication trends on government communication practices in social media, there are limitations in covering all relevant aspects and providing diverse perspectives. These limitations include the absence of a focus on negative impacts, such as the lack of transparency in public communication, which can lead to a loss of trust and credibility. Additionally, despite efforts to involve the public through consultations and participatory forums, public engagement often diminishes during the decision-making process. Addressing these limitations would enhance the research's power and informativeness, providing a deeper understanding of the complex relationship between social media and government

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