The Information of Government's Social Media and Websites to Citizen Engagement in Indonesia

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Abstract: *Social media and government websites can become communication tools to encourage participation and interaction between citizens and government institutions. Digital media may lead to citizens' trust and citizen engagement toward the government. The purpose of this study is to examine the model of attention to social media, attention to official government websites, perceptions of transparency, public trust, and civic engagement in the Indonesian context. This study used a quantitative survey approach (N = 263). Structural Equation Modeling – Partial Least Square (SEM) is used to assess four hypotheses. This study reveals that Attention to Social Media and Attention to Government Websites moderately explain the influence on Perceived Transparency. Moreover, perceived transparency significantly and strongly influences citizens' trust and Citizen Engagement is quite stronger explained by the Citizen Trust. This study reveals that the information exposure on the government website and social media leads to citizen engagement mediated by the perceived transparency and citizens' trust.*

Keywords: *social media, government websites, transparency, citizen trust, citizen engagement*

INTRODUCTION

Social media have been empowered as a medium where citizens and government representatives interact, listen, and discuss (Kushin & Yamamoto, 2010). Moreover, social media may be perceived as determinant to citizens' trust on government transparency (Song & Lee, 2016), engagement, and public participatory (Al-Aufi et al., 2017). The level of trust of the Indonesian people in the government decreased by position in 2021 compared to 2020 (Edelman, 2021). Other research from Indonesian Survey Institute (LSI) showed a decline of 13.5 per cent in June 2021 compared to the previous year's results. The level of trust only reached 43 per cent, due to the government's role in handling COVID-19 which has been ongoing since 2020 (Lembaga Survei Indonesia, 2021).

Another research related to the mobility restrictions policy due to COVID-19 outbreak in Indonesia showed negative sentiments, policy rejection, and public disappointments that occurred on Twitter (Akbar et al., 2022). The spread of negative sentiments on social media platform has illustrated public trust issue toward the government.

Moreover, a lack of trust in the government may cause the younger generation to become apathetic regarding participation in the community and withdraw from political activities (Loader et al., 2014). The decline in public trust in the government shows that there is an emerging issue of transparency and accountability (Leonard, 2020). At the same time, government transparency and accountability can be bridged by social media in this digital era (Al-Aufi et al.,

2017). Al-Aufi et al. (2017) also reveals that social media can be a technology to encourage participation and interaction between the community and government institutions. However, some countries in the Arab peninsula fail to maximize social media to involve the community and have not fully encouraged efficient and collaborative services (Al-Aufi et al., 2017).

A study byKushin and Yamamoto (2010) showed that attention to social media and online information sources positively correlates with political engagement. The study conducted by Al-Aufi et al. (2017) also indicated that the use of social media by the government could shape public perceptions of the government's performance. Similar findings were also presented by Song and Lee (2016) that the use of social media by the government can increase the perception of transparency and the level of public trust. However, the three studies were conducted outside the Indonesian context. The studies from Kushin and Yamamoto (2010) and Song and Lee (2016) are in the context of the United States, which is based on democracy. Meanwhile, Al-Aufi et al. (2016) put more emphasis on the context of Oman, which is based on a kingdom state. Meanwhile, in the context of Indonesia, similar research still lacks research.

In this study, digital media refer to social media and official government websites. Social media have become a major source of information for millennials compared to conventional media. Moreover, social media can encourage political participation by reading news or reviews related to the activities of government institutions (Salman et al., 2018). Indonesian Twitter users, for example, follow accounts that specifically discuss political issues in Indonesia, both accounts belonging to politicians and celebrities. This phenomenon indicates

that social media are alternative sources of political information (Wibowo & Mirawati, 2013). Social media has also been utilized by Indonesian government agencies as a communication tool to disseminate information (Idris, 2018). The characteristic of social media allows real-time interaction and two-way communication between the government and the public. The mental distance betweeninstitutions and citizens may be decreased with social media. Thus, this study proposes that attention to social media positively influences the perceived transparency of government institutions.

Meanwhile, the official government website is an Internet source that is still used to find additional information (Perangin-angin & Zainal, 2018), such as a detailed program, campaign, or regulation. One of the reasons the official website is still used is the issue of the credibility of sources and news. Official government websites have the authority to provide and convey valid, objective, and clear for the public. For local government, a website is a tool to deliver financial reporting to citizen and positively affecton the perceived transparency (Adiputra et al., 2018). Thus, this study suggests that attention to government websites could significantly influence the perceived transparency of government institutions.

In Indonesia, similar studies had been conducted in different context such as using social media to gain citizens' trust in the local government (Marpianta & Hendriyani, 2019) and electronic government participation (Hutahaean et al., 2023). Moreover, in the context of the pandemic, social media account from government representative is utilized to increase citizen trust and participation in COVID-19 vaccination (Baharuddin et al., 2022). Meanwhile, a study that focused on the general usage of social media and government is still

lacks research. This study proposes a model that assesses the intercorrelation of variables: attention to social media, attention to official government websites, perception of transparency, public trust, and civic engagement (see Figure 1). The research was conducted to explain the relationship and influence between the use of communication technology by the government and public trust in the government and its implications for civic engagement in the Indonesian context. The purpose of this study is to examine the model of attention to social media, attention to official government websites, perceptions of transparency, public trust, and civic engagement in the Indonesian context.

METHOD

This study used a quantitative approach by conducting a cross-sectional survey. The respondents (N = 263) were selected based on two criteria: (1) following one of the official government social media accounts and (2) accessing the official government website for the last three months. Criterion sampling was employed as the population did not have a sampling frame and respondents were determined based on those criteria (Neuman, 2014). The survey was

conducted online and self-reported. The questionnaire link was spread to students, posted on social media, and shared on WhatsApp groups to collect respondents. There was a small appreciation for respondents who filled the questionnaire completely and mobile phone numbers. After completing the questionnaire, the mobile top-up credit (Rp 5000) was directly sent to the respondents' phone numbers.

The online questionnaire consists of three parts: (1) a consent form, (2) demographic data (such as age and gender), and (3) variable data. This study measured five variables: (1) attention to social media (Kushin & Yamamoto, 2010; Song & Lee, 2016), attention to government website (Kushin & Yamamoto, 2010), perceived transparency (Al-Aufi et al., 2017; Song & Lee, 2016), citizen trust (Al-Aufi et al., 2017; Song & Lee, 2016), and citizen engagement (Al-Aufi et al., 2017). The connection of the variables is depicted in Figure 1.

Variable attention to social media was measured by five indicators adopted from Kushin and Yamatomo (2010) and Song and Lee (2016). The indicators are the respondents (1) follow or become a fan of a government agency or official through their page on a social networking
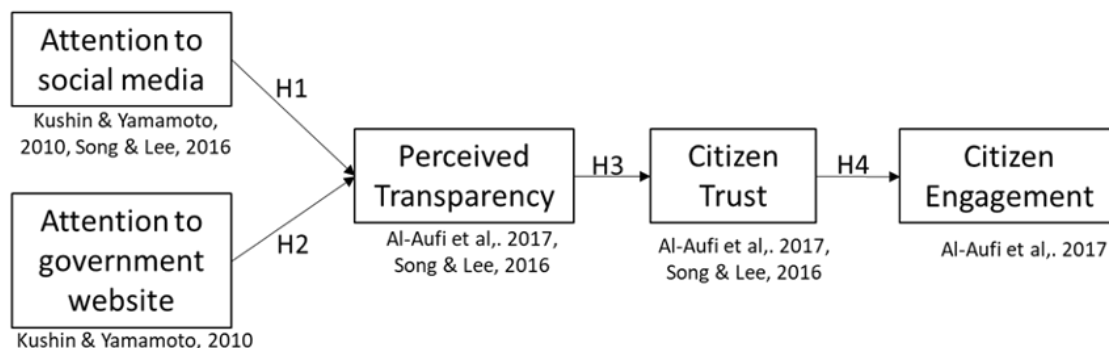

FIGURE 1. Research Model

This study proposed four hypotheses:
H1: Attention to social media positively influences perceived transparency
H2: Attention to government website positively influences perceived transparency
H3: Perceived transparency positively influences citizen trust
H4: Citizen trust positively influences citizen engagement

site Instagram, (2) read the blog of a government agency or official, (3) follow a government agency or official on Twitter, (4) follow a government agency or official on video sharing websites, and (5) read the online forum and discussion board of a government agency or official. Variable attention to government websites was measured by three indicators borrowed from Kushin and Yamatomo (2010). The indicators assess those respondents who (1) have been paying attention to government websites, (2) follow news available on the government website page, and (3) access the government website regularly, a minimum of once a week.

Perceived transparency consists of six indicators which are taken from Al-Aufi et al., (2017) and Song and Lee (2016). The indicators refer to respondents' perspectives related to (1) following government news on social media because of its clarity, (2) making sure to follow the government on social media because I believe it provides accurate information, (3) believing that government agencies provide a satisfactory level of transparency on social media, (4) believe that transparency between citizens and the government is obtainable in social media, (5) be certain of social media make government agencies and officials more accessible, and (6) well informed about what the government is doing.

Variable citizen trust is derived from Al-Aufi et al., (2017) and Song and Lee (2016). Citizen trust was measured by eight indicators associated with (1) consideration of social media to be reliable when communicating with the government, (2) the government seeks to gain public trust through social media, (3) the government is easy to earns the trust of citizens on social media, (4) consistency government presence on social media, (5) possibility to earn the trust of individuals

if government presence on social media, (6) trust the federal government, (7) state government, and (8) local government.

Citizen engagement measurement is adapted from Al-Aufi et al, (2017) and consists of five indicators. The indicators are about the government's (1) seriousness in interacting with citizens on social media, (2) substantial steps on social media to stop rumours about its performance, (3) reaction to posts of citizen concern, (4) response to citizen complaints and concerns on social media, and (5) mechanism to deal with or respond to what is published on social media. All the items are measured by a Likert scale of 5 points (1= strongly disagree, 5= strongly agree).

Structural Equation Modeling – Partial Least Square (SEM) tests the hypotheses. SmartPLS is an application tool to calculate reliability, validity, path coefficients, and model fit. Meanwhile, demographic data are analyzed with univariate analysis.

RESULTS AND DISCUSSIONS

Demographic information is presented in Table 1, capturing respondents' survey characteristics. According to Table 1, mostrespondents were female (63.1%), while the remaining were male (36.9%). In addition, Generation Z took many respondents aged 17-26 years old (71.9%). Generation Millenials aged 27-36 years old had a small portion of the respondents (18.6%) while the remaining were Generation X. Based on educational background, more than half of respondents completed high school (50.6%). Partially respondents finished bachelor's degrees (46.8%). Moreover, only a minority of respondents received postgraduate degrees (2.7%). Respondents had various occupations many of them worked as a freelancer (46.8), private sector employees (17.9%) and entrepreneurs (13.3%).

TABLE 1. Demographic Information

Demographic Information		n	%
Gender	Male	97	36.9
	Female	166	63.1
Age	17-26	189	71.9
	27-36	49	18.6
	37-46	18	6.8
	47-56	7	2.7
Education	High School	133	50.6
	Bachelor Degree	123	46.8
	Postgraduate Degree	7	2.7
Occupation	Civil Servant	8	3
	Teacher/Lecturer	9	3.4
	Healthcare Worker	2	0.8
	Entrepreneur	35	13.3
	Private Sector Employee	47	17.9
	Freelancer	123	46.8
	University Student	14	5.3
	Housewife	17	6.5
	Unemployed	8	3

SEM-PLS was conducted to test validity, reliability, hypothesis and model fit. Table 2 shows outer loading items to assess the bivariate correlations between a construct and the indicators. Outer loading is an initial step to check the indicator reliability of each item. The preferred number for outer loading is equal to or more than 0.70 (Wong, 2013). Based on the first calculation on SmartPLS, one item from the variable Attention to Social Media (ASM 3 = I follow a government agency or official on Twitter) is lower than recommended outer loading value. Item ASM 3 was deleted from the construct due to a reliability issue and not being involved in the next assessment. In Table 2, the variable Attention to Social Media item was reduced from five to four items.

Table 3 reveals the validity and reliability measurement. Validity is seen by the Average Variance Extracted (AVE) value of more than 0.5. AVE is the degree to which a latent construct explains the variance of its indicators. All variables' value is more than 0.5 and are considered valid. Moreover, Cronbach's Alpha and Composite Reliability are used to assess the consistency of the variables with an acceptable value should be above 0.7. Both Cronbach's Alpha and Composite Reliability measure internal consistency reliability which Cronbach's Alpha assumes equal indicator loading, while Composite Reliability does not. All variables met the minimum reliability threshold and considered the construct is consistent.

TABLE 2. Outer Loading Items

Factor/items	Outer Loading	Mean
Attention to Social Media (ASM)*		
ASM1:	0.761	3.68
ASM2:	0.789	3.35
ASM4:	0.798	2.80
ASM5:	0.807	3.20
Attention to Government Website (AGW)		
AGW1:	0.920	3.49
AGW2:	0.950	3.52
AGW3:	0.914	3.19
Perceived Transparency (PT)		
PT1:	0.811	3.92
PT2:	0.838	3.84
PT3:	0.866	3.55
PT4	0.867	3.65
PT5:	0.870	4.00
PT6:	0.870	4.04
Citizen Trust (CT)		
CT1:	0.798	3.76
CT2:	0.738	4.02
CT3:	0.853	3.70
CT4:	0.847	3.57
CT5:	0.865	3.71
CT6:	0.841	3.35
CT7:	0.815	3.24
CT8	0.768	3.21
Citizen Engagement (CE)		
CE1:	0.857	3.54
CE2:	0.837	3.52
CE3:	0.898	3.52
CE4:	0.873	3.37
CE5:	0.892	3.40

After validity and reliability, the hypothesis test was conducted to obtain Path Coefficients, T-Value and P-Values. This study proposes four hypotheses in which all the T-Values result is above 1.96 (significance level 5% = 1.96) and P-Values' result is above 0.05. T-Values and P-Values determine whether the path coefficient is statistically significant. Table 4 shows that all hypotheses were supported and proved statistically. Meanwhile, path coefficients estimate

TABLE 3. Validity and Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Attention to Social Media	0.799	0.868	0.622
Attention to Government Websites	0.919	0.949	0.861
Perceived Transparency	0.925	0.942	0.729
Citizen Trust	0.928	0.941	0.667
Citizen Engagement	0.921	0.941	0.760

the path relationships of the constructs in the structural model. Variable Attention to Social Media has a weak relationship with Perceived Transparency whose path coefficient value is only 0.279. On the other hand, the variable Attention to Government Websites has a moderate relationship with Perceived Transparency (0.485). It means the variable Perceived Transparency has a stronger relationship with Attention to Government Websitesthan Attention to Social Media. Moreover, the variable Perceived Transparency has a substantial relationship with Citizen Trust. Finally, the variable Citizen Trust has a strong relationship with Citizen Engagement.

Figure 2 shows the result of the PLS-SEM model. PLS-SEM model shows that R^2 for Perceived Transparency, Citizen Trust and Citizen Engagement are considered moderately predictive and explanatory power. The R^2 is a function to predict constructs and the higher R^2 value means fitter. According to Hair et al. (2019), R^2 value from 0.5 to 0.75 refers to moderate. Value R^2 for Perceived Transparency, Citizen Trust and Citizen Engagement are 0.519, 0.583 and 0.718 respectively. It means Attention to Social Media and Attention to Government Website moderately explain the influence of Perceived Transparency. Moreover, Citizen Trust is also moderately predicted by Perceived Transparency. On the other hand, Citizen Engagement is quite stronger explained by the Citizen Trust.

R^2 is a measure of the proportion of an endogenous construct's variance that is explained by its predictor constructs. It indicates a model's explanatory power concerning a specific endogenous construct.

Attention to social media was expected to be positively and strongly related to the perceived transparency of government. Social media enable citizens to access government programs, policies, and information and be well-informed about the current events. This study reveals that attention to social media positively influences moderation. It shows that social media significantly influences the government's transparency but is not as strong as expected. It may happen because the communication

TABLE 4. Path Coefficients

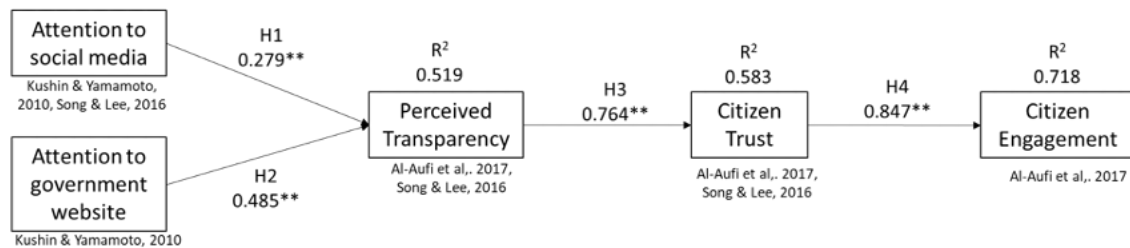| Hypothesis	Path Coefficients	T-Values	P-Values	Result
ASM → PT	0.279	7.251	0.000	Supported
AGW → PT	0.485	4.326	0.000	Supported
PT → CT	0.764	40.075	0.000	Supported
CT → CE	0.847	21.945	0.000	Supported

FIGURE 2. Result of the PLS-SEM Model

between government and citizens has been one way. The nature of social media or website 2.0, allows interactivity and two-way communication between users. Users comment, like, share, and respond immediately in real time. The government's social media account may not be as responsive as it should be. On the other side, users or citizens may expect realtime responses. The communication between the government's social media accounts is delayed and has become one way. Meanwhile, a study by Idris (2018) showed that the utilization of social media by the Indonesian government is only a channel to disseminate information. Lack of interaction happened on campaign communication as well as crisis and emergency information. Similar result also revealed that the local government agencies in Indonesia do not properly use the social media features.It is considered 'half-heartedly' as the communication between government and citizens is one-way although on social media (Santoso et al., 2020). On the contrary, in Indonesian political context, social media have significantly contributed to gaining early voters' participation during national presidential election (Handoko & Stellarosa, 2020). Social media features such as comments and hashtags increased interaction, discussion, and feedback from voters. Other research also showed that two-way communication on social media has a substantial role in attracting audiences and replacing face-to-face communication during the COVID-19 pandemic (Hernawati et al., 2022).

Attention to government websites also shows a positive influence and a moderate link to perceived transparency. This finding is consistent with Kushin and Yamamoto (2010) which showed that internet sources moderately influenced political self-efficacy and situational political involvement. Internet media, such as websites has become the main source of pieces of information, particularly related to government. Attention to government websites has a slightly stronger influence than social media. Government websites may be considered more detailed, reliable, and credible in conveying information than social media.

Perception of transparency is related to how citizens can access up-to-date information timely. Both social media and government website significantly give a contribution to perceived transparency. Social media and websites disseminate government information to the broader citizen. This study shows that perceived transparency is more influenced by the government website. Although previous research showed that social media has a positive and strong influence to boost transparency, the use of social media may be used more for information tools or self-promotion than increasing transparency. This result is consistent with Al Aufi et al. (2017) findings that social media and government transparency ismodest.

Perceptions of government transparency lead to trust in the government. This study shows that perceived transparency significantly and strongly influences citizens' trust. This finding also indicates that perceived

transparency establishes a connection between citizens' attention to social media and government websites and their trust in the goverment This result is consistent with Song and Lee (2016), who showed perceived transparency as a strong mediator between citizens' use of government social media and their trust in the government. Additionally, using social media and government websites as communication platforms will foster trust in the government under thecondition that the government is perceived as transparent. Moreover, citizens' trust significantly and strongly influence citizen engagement in government programs and policies. This result contrasts from Al Aufi et al. (2017), which found citizen engagement to be modest. It also demonstates that trust in the government will positively affect citizen participation in the government context. Citizens are willing to join the government program or follow the government policy if they have obtained trust in the government. Furthermore, itindicates that the citizens' attention to social media and government websites will lead to citizen engagement if they perceive the government as transparent and trustworthy.

Several previous studies have shown that digital media has a significant relationship with public trust and engagement (Al-Aufi et al., 2017; Howard et al., 2016; Song & Lee, 2016; Warren et al., 2014). Public trust is the main foundation for civic engagement (Uslaner & Brown, 2005). One of the reasons for the growing public trust is the more transparent government (Leonard, 2020), especially in conveying information to the public through digital media such as social media and institutional websites. Public trust and engagement ultimately shape public participation in public policy-making as a form of democratic life. According to Christensen and Laegreid (2005), public trust is divided

into two aspects: institutional and personal. Personal aspect refers to political leaders or actors in the government or public service sector. Meanwhile, the institution aspect relates to the system of government representatives. In this study, public trustfocuses on trust in government institutions. Trust in government institutions is people's ability to believe in an honest and trustworthy institution (Warren et al., 2014). The level of trust results from the public evaluation of the government public service performance, public experience, and public satisfaction. Christensen and Laegreid (2005) argued that public trust is varies based on demographic and cultural variables, but trust in a governmental system considered consistent compared to personal or political leaders. The public who trusts government institution also tends to trust other institutions (Christensen & Laegreid, 2005).

In government e-services, the level of trust in institutions is even more crucial than trust in technology (Lee et al., 2011). Users perceive the quality offline government service as an assurance of providing quality electronic and online applications. High-quality offline service enhancespublic trust in the abilityand reliability of government e-services. On the other hand, the quality of technology, particularly usability, design, and content of the websites or applications, also creates the institution's credibility (Irwansyah et al., 2016). The appearance and visual aesthetic of websites or applications can further contribute to the perceived government credibility (Rusfian et al., 2017a). High institutional credibility induces high public trust (Rusfian et al., 2017b). Additionally, Warren et al. (2014) suggest that the success of a government initiative and civic engagement, such as a program, service, or policy, depends on the type and level of public trust.

Civic engagement is defined as an

individual connection with a community in various political and non-political activities aimed at improving the quality of life of community members (Ye et al., 2017). Media has a role in civic engagement despite having two opposite sides. For example, the media can reduce civic engagement because the entertainment program on the media may divert public interest and attention to government issues. Nevertheless, on the other hand, social media encourages civic engagement by increasing volunteer and charitable activities. Social media have become a platform for individuals to engage in public discourse and political interests. However, this situation can happen if the public trusts the institution. Thus, media exposure and high trust can strengthen civic engagement (Ye et al., 2017). Media exposure must be considered transparent by the public (Song & Lee, 2016). Transparency is the government's openness and honesty in delivering information on various media platforms (Al-Aufi et al., 2017). Transparency is often measured based on the ease of access to information, mainly using social media. In addition, this transparency is also based on the activity of government institutions in disclosing information related to activities, decisions, and policies that can be accessed, monitored, and evaluated by the public (Song & Lee, 2016). From a public perspective, government institutions are considered transparent if the information is available to the public and well-informed regarding activities, decisions, and policies. Thus, the public considers government institutions transparent if the public is informed about what the government is doing. Furthermore, digital media can help government institutions to be more transparent by providing the latest information regarding activities and policies to the public (Song & Lee, 2016). The perceived openness of government institution is a crucial interlinkage with public trust, particularly as a precondition to gaining trust in government institutions (Meijer et al., 2012). Besides, there are still debates among academia about the influence of perceived transparency to the trust in government institutions. In the context of judiciary institutions, the openness and transparency play a significant role to gain citizens' trust on judgers (Grimmelikhuijsen & Klijn, 2015). Meanwhile, in a crisis such as the COVID-19 outbreak, the transparency from the state government and health agencies provides a essentialinformation for citizens. Releasing information and explanation on digital media during a crisis, can positively build public trust (Lee & Li, 2021). In the COVID-19 crisis, perceived transparency of government could be supported by the civil society on social media that actively disseminates the current updates (Wiguna & Nuraeni, 2021).

CONCLUSION

This study reveals the intercorrelations of attention to social media, attention to official government websites, perceptions of transparency, citizen trust, and citizen engagement model in the Indonesian context. Social media and official websites are utilized by the government to convey news and information. On the other side, social media and websites are the primarysources for citizens regarding official and governmental information. Although the website and social media significantly influence perceived transparency, it has yet to have a strong influence. It means other variables may influence perceived transparency. This study shows that perceived goverment transparency can be obtained by utilizing social media and websites. Interestingly, the government website has a more decisive influence on perceived government transparency

than social media. The perceived government transparency significantly and strongly influences citizen trust. Moreover, citizen engagement is relatively stronger explained by citizen trust. The research contributes to the explanation that government information exposure from website and social media leads to citizen engagement mediated by perceived transparency and citizen trust. The model confirms that social media and government websites affect citizen trust and citizen engagement. For further research, it needs to consider other variables that could predict the perceptions of government transparency, such as digital presence, responsiveness, and government performance.

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