



The Role of Social Media in Realizing Good Governance

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Abstract: This study aims to analyze the role of social media in influencing transparency and performance of state institutions as an effort to realize the principle of good governance. Using a qualitative approach with legal research methods, this study explores the dynamics of public communication on digital platforms and its implications for the accountability of state institutions. The results of the analysis show that social media accelerates the flow of information, increases public participation, but the increasingly rapid development of social media is a challenge in realizing good governance. However, the challenges in the form of the spread of disinformation and polarization of public opinion are also consequences that must be anticipated. These findings strengthen the argument that social media has strategic potential in strengthening good governance in Indonesia, provided it is supported by adaptive regulations and massive collaboration.

Keywords: *Social Media; Good Governance; Transparency.*

1. Introduction

The rapid development of the times has encouraged the birth of various new discoveries, innovations and changes aimed at improving human performance. The state is an organization run by humans, which does not deny that human performance is sometimes unable to provide extensive and maximum services due to limited time, large areas and even space to provide aspirations. For countries that adhere to a democratic system, as Abraham Lincoln said, "democracy is government of the people, by the people, and for the people" (Urofsky, 2001) Or translated as democracy is government of the people, by the people, and for the people interpreting that the running of government must focus on the participation and interests of the people to determine the policies that will be implemented. The country of Indonesia is a country on the Asian continent that adheres to a democratic system as stated in the fourth paragraph of the preamble to the 1945 Constitution of the Republic of Indonesia, namely the phrase "then the Indonesian National Independence was formulated in a Constitution of the Republic of Indonesia, which was formed in the structure of the Republic of Indonesia with the sovereignty of the people." hands of the people and implemented according to the Constitution" (1945 Constitution and Amendment Number Concerning the 1945 Constitution and Amendments, 1945). These two sources explain firmly and the system being adopted.

In this case, the State of Indonesia inspires the General Principles of Good Governance where state administrators or in the sense of the government must have the principles of public interest and openness this is the main foundation for the birth of good governance. These two principles mean that the government must prioritize the public interest in an aspirational, accommodating, and selective manner. Then the principle of openness is interpreted as the government must open itself to the public's right to receive correct, honest, non-discriminatory information while still paying attention to the protection of human rights (Hidayah, 2023). Before social media existed, it was very difficult for people to get truly honest and discriminatory information. This was proven by the limitations of television in broadcasting or providing information to the public by only showing news that displayed government propaganda without

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Received: May 30, 2025;

Revised: Jun 14 2025;

Accepted: Jun 21, 2025;

Published: Jun 30, 2025;

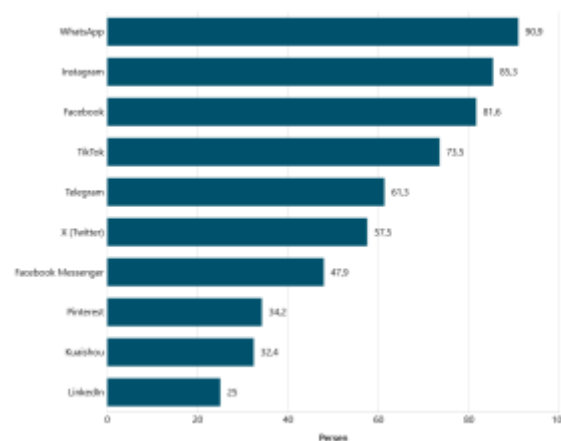


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showing mistakes or shortcomings of the government, in this case state institutions, with the example of the General Election Commission during the New Order era, there were indications of fraud such as bureaucratic interference, lack of freedom of competition between candidates, and dishonest vote counting (Wahyuni, 2023), (Yogi Esa Sukma Nugraha, 2024), (Hakim, 2022).

The Indonesian Internet Service Providers Association (APJII) announced that the number of Indonesian internet users in 2024 is expected to reach 221,563,479, representing 79.9% of the total population of 278,696,200 Indonesians in 2023. According to the 2024 Indonesian internet penetration survey released by APJII, Indonesia's internet penetration rate reached 79.5%. Compared to the previous period, there was an increase of 1.4%. The existence of users of this platform cannot be underestimated, especially in the context of the relationship between society and state institutions. Transparency and accountability are the two main pillars in realizing the principles of good governance.



Gambar 1. Social Media Users in Indonesia

Figure 1 shows data on social media usage in Indonesia taken from the We Are Social report and downloaded through the Katadata Media Network Databox. Based on the graph, WhatsApp is the platform with the highest usage rate at 90.9%, indicating that this application is the main means of communication for Indonesians, both for personal, work and business purposes. In second place is Instagram with 85.3% of users, showing the dominance of visual-based social media used to share moments, promote products, and build personal branding. Facebook remains in third place with 81.6% usage, reflecting its role as a strong communication medium especially for the older generation. TikTok ranks fourth with 73.5% of users, confirming the growing trend of short video consumption among young people. Meanwhile, Telegram is used by 61.3% of the public, with advantages in privacy features and large group capacity. X (formerly Twitter) recorded 57.5% usage and remains an important space for public discussion and rapid expression of opinions. Other platforms such as Facebook Messenger (47.9%), Pinterest (34.2%), Kuaishou (32.4%) and LinkedIn (25%) showed lower usage rates, although each has its own user segments.

This high rate of social media usage confirms that social media has become a very significant digital public space in Indonesia. This platform is not just a means of entertainment but has also developed into a tool for public participation, and a medium of control over the performance of state institutions. This fact strengthens the argument that social media has a strategic role in encouraging transparency in the realisation of good governance principles in the digital era. According to the latest We Are Social report by Cindy Mutia Annur which was downloaded at Data Box Kadata Media Network, social media has quite significant users from all internet users who are in first to third place. It is a platform that is easy to use and easy to operate, which on average is used by almost 85% of internet users. This is a new space for society to be able to use as a basis for managing information and transparency of state institutions in realizing good governance.

In the above context, social media has the potential to function as an effective public monitoring tool, enabling society to hold governments and state institutions accountable. Social media can encourage public participation, reduce the distance between the government and the people, and increase people's awareness of their rights.

The performance of state institutions in the era of social media has become more open and there are minimal indications of fraud where the public monitors and pays attention and even knows every process and performance of state institutions, such as the case of one of the police generals who gave false information to the point of obstructing legal action, but with the existence of social media, the public has the right to know and see the trial process even though it is far from the location and can be watched via their own devices, this creates a new public space as a means of information and aspirations of the public for the government.

Social media creates a new space not only for obtaining information and aspirations but indirectly becomes a new law that arises in society. Currently, the law regulates restrictions and prohibitions, but the fact that it is viral or known to many people is more feared than the legal rules that regulate it (Mustaqim et al., 2024). In this case, there is inequality in how legal regulations can reach and where social media is located in regulating society. This article can be used as a reflection that the impact of social media has an impact on the performance of state institutions which create new laws so that the role of state institutions can become more transparent.

The incorporation of social media as a digital public space into the discourse of modern governance law offers a significant theoretical contribution by recontextualizing classical democratic principles such as participation, transparency, and accountability within the framework of digital communication. Traditionally, governance law has emphasized formal mechanisms of state accountability and public engagement through structured, institutionalized processes. However, the emergence of social media has disrupted this paradigm by providing an open, decentralized, and real-time platform where citizens can voice opinions, demand transparency, and collectively shape public discourse outside conventional legal and political channels.

This reconceptualization challenges the conventional boundaries between state and society and introduces the need for a more fluid legal framework that accommodates dynamic, participatory interactions occurring in digital spaces. Theoretically, it advances governance law by integrating interdisciplinary perspectives from communication studies, sociology, and political theory, allowing for a more nuanced understanding of how law functions in a networked society. It also raises critical legal questions regarding the boundaries of freedom of expression, state regulation, and the legitimacy of social media as a tool of civic oversight thus reshaping the legal imagination about accountability and the public sphere in the digital era.

While a number of studies have examined the role of social media in the context of governance in Indonesia, there is a significant research gap in understanding how social media shapes the digital public sphere that influences the transparency and performance of state institutions.

Research by (Nurhaliza, 2024) highlights the influence of social media on e-government participation and public trust, but has not deeply linked it to improving transparency and performance of state institutions within the framework of good governance. Meanwhile, a study by (Kusuma et al., 2024) discusses changes in communication patterns between government and society through social media, but has not explored the implications for the accountability and effectiveness of state institutions. In addition, research by (Tanjung Sari et al., 2024) shows that social media plays an important role in disseminating information and increasing community participation at the local level, such as in Gudang Village.

However, the focus of this research is limited to the local context and has not comprehensively integrated legal and humanities approaches in analysing the dynamics of interaction between society and state institutions through social media. Therefore, more comprehensive research is needed to fill this gap, by examining in depth how social

media as a digital public space affects the transparency and performance of state institutions in an effort to realise good governance in Indonesia.

2. Research Methods

This research uses a socio-legal research method which has two characteristics, the first is to conduct a study of laws and policies to explain the philosophical, sociological and juridical problems of written law. Second, the research uses an interdisciplinary approach, especially with the social sciences to explain legal phenomena in the social and cultural context in which the law is located. This type of socio-legal research uses a qualitative approach, which tries to examine a legal concept that has been considered a discourse, but in reality has long existed in society. This research looks at how the state and function of law can shift in reconstructing social life with the existence of social media technology. This type of research says that law does not lie in an empty space, but is found side by side with moral rules with complexity or more or less in the form of certainty. This research conducts empirical studies in observing the social, cultural conditions of the community in using social media, legal data and cases involving law to find the process of occurrence and the process of operation of law in society. That way, problems can be found that through the socio-legal research perspective are sought for solutions through analyses that combine normative law with a social approach.

3. Results and Discussion

The problem of transparency in the performance of state institutions in realising good governance is a challenge for the Indonesian state. This is reinforced by the role and involvement of technology, namely social media in absorbing complaints from the public in order to request transparency of state institutions. The role of law is considered to be a shift in reconstructing social life, of course, a little bit is replaced by the role of social media for more details can be seen in the following subchapters.

3.1 *What is the problem when social media and internet technology can become a new legal form in the implementation of good governance transparency ?*

The role of social media in upholding the law in Indonesia in this digital age is very important. Social media has turned into one of the main tools in disseminating information, monitoring law enforcement, and voicing justice. Through various platforms such as Twitter, Instagram, Facebook, and YouTube, the public can directly participate in the social control process, voice criticism of unfair law enforcement, and support a more transparent justice process. The role of social media is not only limited to accelerating the delivery of information but also in recent years has been very instrumental in law enforcement. From some of the cases above, it is clear that social media plays a big role in revealing a case that contains criminal elements. A case that might be considered only a case of ordinary persecution can actually reveal a case of corruption and abuse of authority that is so large and even involves state officials and law enforcement officials.

Based on this, one of the problems lies in several articles contained in the Law of the Republic of Indonesia Number 14 of 2008 concerning Public Information Disclosure, one of which will be the topic of discussion contained in Article 02 Paragraph To (04) which reads 'Exempted Public Information is confidential in accordance with the Law, propriety, and public interest based on an examination of the consequences arising if an information is provided to the public and after careful consideration that closing Public Information can protect greater interests than opening it or vice versa.'

In the sound of the article there is still subjectivity rather than interpretation in the phrase 'Public Information that is exempted is confidential in accordance with the Law, propriety, and public interest based on testing of the consequences that arise' in this case the disclosure of public information is still based on looking at the impact that is expected to arise so that in this interpretation the test carried out does not have definite parameters about how and what information has a confidential interpretation.

The above argument is strengthened by the absence of an interpretation or understanding that explains the meaning of confidentiality in Article 01 of the General Provisions of the Law on Public Information Disclosure so that in the interpretation of this article, information when it must be known to the public but endangers groups, institutions, information when it must be known to the public but endangers groups, institutions, organs or individuals when they make mistakes in carrying out their responsibilities to serve the public can easily not be given to the general public on the pretext and assume that it is confidential information because the interpretation of confidentiality according to the article is not explained what it is and the parameters used are still not regulated in detail, this of course intersects with the principles of accountability and transparency in the general principles of good governance where in carrying out their performance state institutions must be transparent in order to be accountable to the general public.

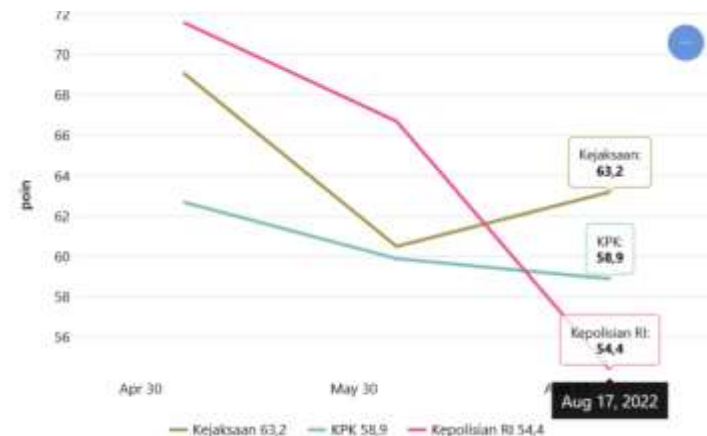
Then it reads 'if information is provided to the public and after careful consideration that closing Public Information can protect the greater interest' In the phrase the indication to provide information to the public refers to the words 'carefully considered' the phrase does not explain who has the right to consider the information and what is the basis for taking or the parameters used in considering the information so that it can be an excuse to cover the interests of a person or group then added by bringing up the phrase that reads 'closing Public Information can protect the greater interest' the sentence indirectly interprets that the public is not entitled to get accurate and correct information that is useful for protecting the interests of a person or group. The phrase does not explain who has the right to consider the information and what is the basis for taking or the parameters used in considering the information so that it can be an excuse to cover the interests of a person or group then added by bringing up a phrase that reads 'closing Public Information can protect greater interests' the sentence indirectly interprets that the public is not entitled to obtain accurate and correct information that is useful for protecting greater interests in this case the interpretation of the phrase greater interests we need to highlight and test with the authorised institution for its purpose and interpretation until it is measured by what parameters so that the information can be categorised as a large or small interest, so that the principle of transparency in running the government in accordance with the General Principles of Good Government becomes a little removed.

In the explanation of Article 02 Paragraph To (04), it only explains the interpretation of 'consequences arising' is the consequences that endanger the interests protected under this Law if information is disclosed. Information categorised as open or closed must be based on the public interest, but the interpretation still does not answer the meaning of the interpretation of the phrase confidential refers to what kind of parameters so that when the interpretation of confidential is used in the interpretation to cover the performance that is 'not right' then explicitly the performance of state agencies and state officials is not fully transparent.

Usman Kansong as the director general of public communication information stated at the public information disclosure law test session that 'the principle in Article 2 paragraph (4) of the KIP Law, the disclosure must also aim for the greater public interest. The test of the greater public interest can be done through dispute registration to the Information Commission as stipulated in Article 37 of the KIP Law'.

In this case, when the world is living side by side with technology, one of which is social media, in finding information and providing information that is useful for the benefit of the community, of course, it becomes a new problem for the people when the information provided is only limited to the interpretation of subjectivity, this is certainly a new scourge for the guidelines for implementing good governance so that problems begin to arise when the principles of accountability and transparency for the government / state institutions are not fully implemented so that the people or the community have difficulty in accessing and or providing truthful information so that the impact of this is the decline in public trust.

he decline in public trust in a state institution has occurred in one of the state institutions when the information disclosure and transparency of the institution in providing information is considered inappropriate, this has an impact on the decline in public trust such as the example of the case of the murder of brigadier 'J' which was carried out at the official residence of one of the two-star police generals who was considered by the public to be less transparent at the beginning after the incident.



Gambar 2. Menurunnya Tingkat Kepercayaan Masyarakat terhadap Institusi POLRI

The level of public trust in the institution of the Indonesian National Police (Polri) fell after the murder of Brigadier J committed by Inspector General Ferdi Sambo. These findings are from the results of the Indikator national survey entitled 'Public Perception of the Sambo Case: Between Law Enforcement and Citizen Hara-pan' conducted on 11-17 August 2022 by viva budy kurnandar which is downloaded at the katadata media network databox.

Based on the above problems, information is the most important thing for the implementation of good governance so that in a government that focuses on the interests of the people, it is required to use the principle of transparency in office or in power, this implicitly provides direct and accurate accountability before the community because it is the people who give authority or duties to policy makers, making social media and technology like a new law for the legal system in Indonesia.

Transparency for government performance is something that cannot be separated in realising good governance, but problems can occur when information disseminated through electronic media is misinterpreted as a form of fighting the government. This happened in PT Makas-sar Decision No. 748/Pid.Sus/2021/PT Mks where the defendant made a tweet on Twitter demanding to repeal the Job Creation Law because it was considered miserable and killed the people such as severance pay being eliminated, workers' wages being calculated hourly. The post was public so that all Twitter users could access it. The defendant did not find out the truth of the contents of the Job Creation Bill first, which caused chaos in various places so the government had to clarify that this was not true. The defendant in the Makassar District Court Decision No. 305/Pid.Sus/2021/PN Mks was found legally and convincingly guilty of committing the crime of broadcasting uncertain news or exaggerated or incomplete news, while he knew or at least reasonably suspected that such news would or could easily cause disturbances among the people and was sentenced to 8 months imprisonment.

Based on this case, the main problem occurs because of the lack of information and interpretation of the phrase confidential which can be a curtain in covering or protecting the interests of a particular group so that what the public gets in getting information focuses on claims or information that is deliberately opened to the public in order to cover the interests of the government then the regulation of the rules governing information technology which is still multi-interpreted as an example of the content of the substance in article 28 paragraph (03) of Law. Law of the Republic of Indonesia

Number 1 of 2024 concerning the Second Amendment to Law Number 1 of 2008 concerning Information and Electronic Transactions which reads 'Every person intentionally disseminates Electronic Information and / or Electronic Documents that he knows contain false notifications that cause unrest in the community.'

The Electronic Information and Transaction Law (ITE Law) is a regulation that governs the use of information and communication technology in Indonesia. One article that is often in the spotlight is Article 28 paragraph 3, which discusses the spread of false news and hate speech based on ethnicity, religion, race and intergroup (SARA). This article was originally intended to create a safe digital space, prevent the spread of misleading information, and avoid social conflicts that could arise due to misuse of electronic media.

Along with the development of technology and the widespread use of the internet, this kind of regulation is increasingly necessary to control the rapid and massive flow of information. Although well-intentioned, the implementation of Article 28 of the ITE Law has caused various controversies, especially regarding its impact on freedom of speech in electronic media. On the one hand, this regulation is considered important to crack down on the spread of hoaxes and hate speech that can damage social harmony. However, on the other hand, this article is often used to ensnare individuals or groups who criticise government policies or express opinions that are at odds with certain parties. This raises questions about the boundaries between the protection of public order and the guarantee of freedom of expression that should be upheld in a democratic system. One of the main challenges in the application of Article 28 paragraph 3 of the ITE Law is the still not entirely clear definition of 'false news' and 'misleading'. In some cases, the interpretation of these terms can be highly subjective, depending on the perspective of the authorities or the aggrieved individual.

According to an interview with one of the parties from the ministry of communication in the city of X and information, the phrase 'misleading' is somewhat multi-interpreted because when social media is able to reveal the actual information, it will be accused of misleading news in order to cover up bad things done by state officials and objects of state institutions such as collusion, corruption and nepotism.

3.2 How to overcome the problem when social media technology is preferred by the public in realising good governance.?

Law enforcement in Indonesia is currently experiencing a setback and seems unfair, and many even consider that law enforcement is often selective. Phrases often heard in society, such as 'sharp down, blunt up,' describe how the law is often strictly enforced against people who do not have power or influence, while the rich or powerful are more likely to escape punishment.

The concept of justice, which should apply to all levels of society, is far from reality, especially for the poor and weak. Law enforcement is not only the responsibility of legal officials such as judges, prosecutors, advocates, or police, but also requires the active role of the community to monitor and support the law enforcement process. Many major cases in Indonesia have been revealed thanks to the role of social media, which can provide information and voice allegations of criminal offences that have not been handled by law enforcement agencies. Social media serves as a powerful channel of social control, allowing the public to voice dissatisfaction, assess the performance of law enforcement, and provide appreciation for the ongoing law enforcement process.

Thus, although law enforcement in Indonesia still faces many challenges, social media provides a significant space for the public to be actively involved in monitoring and voicing justice. It is at this point that the now increasingly popular term 'No viral no justice' emerged. This term describes the phenomenon where people feel that justice can only be obtained if a problem or case has been publicised or viralised first. In this context, it seems that in order for an event to receive attention and response from legal officials or public officials, it must first go viral on social media. This idea arises as a reaction to the phenomenon where many cases, especially those involving the interests of certain

communities or individuals, only get a serious response after they become public attention through social media and hashtags such as 'No Viral No Justice'.

'No Viral No Justice' is not only aimed at law enforcement officials, but also at public officials who sometimes only act when an issue has gone viral and received widespread attention. This reflects the concern that the enforcement of justice is not always based on the principles of objectivity and true fairness, but rather is influenced by the extent to which a case gets public attention.

To overcome this problem, as a lawmaker, you must evaluate the totality of how the law is applied in society in terms of the content of the legal substance and its enforcement so that it is not just selective cutting, as in terms of substance, what the author needs to highlight is Law Number 11 of 2008 concerning Information and Electronic Transactions, where many articles have multiple interpretations.

However, what the author is discussing is Article 28 paragraph (3), where many elements of this article are still found to be subjective, which lies in the phrases "fake news" and "misleading". As a lawmaker, the government should provide education and receive aspirations from the public regarding the meaning of the phrase before it is enacted so that the general public knows the certainty and elements or intent of the phrase, but it would be better if the phrase "fake news" was changed to "hate speech" which causes "riots" in society. The phrase "riots" can be interpreted to mean that riots result in "ethnic, religious and racial quarrels" so that the interpretation of lies does not become a purely subjective reason so that the public can voice criticism and/or provide input on the government or policymakers in terms of performance and leadership of public officials so that with this the principle of transparency and the role of social control of society in a democratic country becomes the main point in realizing good governance.

Data obtained from Tempo magazine in an article entitled "Kominfo's Plan to Block Social Media Accounts Will Eradicate Diversity of Opinion" shows that social media has a unique position within the legal framework in Indonesia because it functions as a digital public space which is often not strictly regulated by existing regulations. Even though there are laws that regulate the use of social media, such as the Information and Electronic Transactions Law (UU ITE), several issues related to freedom of expression and protection of privacy are still being debated. This research found that the ITE Law has provided a legal basis for the use of social media, but its implementation is often criticized because it is seen as lacking consistency and is sometimes used to limit criticism of the government. As a result, social media has become a space that has the potential to create transparency, but its use as a tool for monitoring the government is still limited.

3.3 Effectiveness of the Rule of Law in the Last Five Years

Analysis of secondary data from government reports and statistics shows that regulations related to social media and public information disclosure in the last five years have progressed, but their effectiveness still needs to be improved. For example, the Public Information Openness Law, which aims to provide access to information for the public, is often not implemented optimally, because some government institutions are reluctant to share data that should be transparent. In the context of social media, citizens often use these platforms to demand transparency from state institutions and disseminate important information. However, this research found that there are still many government institutions that are not active in responding to complaints or requests for information from the public submitted via social media. Another obstacle found was the spread of false information or hoaxes which actually gave rise to misinformation in society, thereby endangering the credibility of information conveyed on social media. These results show that even though regulations exist, their implementation has not been able to optimize social media as a transparency tool.

3.4 Recommendations for Realizing Good Governance

Based on the results of the data analysis, there are several steps that the government can take to optimally utilize social media in order to improve good governance. First, the

government needs to strengthen existing regulations by adjusting them to technological developments and the needs of the community. For example, the need for additional regulations that can protect the rights of social media users while preventing misuse of information without hindering freedom of expression. Second, the government needs to build closer collaboration with the community and the private sector in creating interactive platforms that support openness of information. Several countries have used special applications or official channels on social media to communicate directly with citizens, which could be an example adapted in Indonesia. These efforts are important to ensure that social media is not only a space for criticism, but also a means of constructive dialogue between the government and the community. The results of this study emphasize that social media has great potential to encourage good governance, but a serious commitment is needed from the government to make social media a safe, transparent, and effective public space in supporting good governance. Technological developments have influenced communication, political participation, and access to information, so that democratic countries in the digital era face new challenges and opportunities. However, these advances also bring dangers, such as online disinformation and polarization, as well as threats to privacy and data security. Collaboration between governments, the tech industry, civil society, and individuals is needed to strengthen democracy. This is done by increasing digital literacy, strengthening democratic institutions, and encouraging inclusive political participation. Tighter regulation is needed to stop the spread of disinformation and polarization on social media. Transparency and accountability are also important to ensure that the public can access information about decision-making in tech companies and governments. These methods allow technology to enhance democratic engagement (Andriani, 2022).

4. Conclusion

Based on the analysis, it can be concluded that for the principle of constructive public participation through social media to become a legitimate part of legitimate governance, a comprehensive and progressive set of legal policies is needed. Social media, as a digital public space, has great potential to strengthen transparency, accountability, and responsiveness of state institutions. Therefore, the state needs to legally recognise social media as an official channel of public participation through revisions and updates to regulations, such as the Law on Public Information Disclosure and the ITE Law, so that they do not become tools to silence criticism but rather responsible protectors of freedom of expression. In addition, the establishment of new laws on citizen digital participation and public communication ethics on social media is also needed to create a climate for healthy and inclusive discussions. The government and state institutions should also be legally required to respond to public feedback through social media in an open and timely manner and establish public oversight mechanisms such as digital ombudsmen to guarantee citizens' rights in the digital space. With the right legal policies in place, social media can become not only a communication tool, but also a legitimate instrument of digital democracy in support of the principles of good governance in the information age.

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