

EVALUASI TRANSPARANSI INFORMASI PUBLIK PEMERINTAH STUDI KASUS MEDIA SOSIAL INSTAGRAM @DISKOMINFO.PROVKEPRI TAHUN 2025

Oleh:
Aulia Afrianda Rizal
NIM. 2205010117
yanzxw45@gmail.com

ABSTRAK

Media sosial telah menjadi salah satu kanal utama pemerintah daerah dalam menyampaikan informasi publik, termasuk mengenai pembangunan infrastruktur dan konektivitas di Provinsi Kepulauan Riau. Namun, pengamatan awal terhadap konten bertema infrastruktur dan konektivitas pada akun Instagram @diskominfo.provkepri tahun 2025 menunjukkan bahwa unggahan lebih banyak bersifat seremonial, sementara informasi substantif mengenai alasan kebijakan, tahapan pelaksanaan, anggaran, serta capaian dan realisasi program masih terbatas. Kondisi tersebut menunjukkan adanya kesenjangan antara kebutuhan masyarakat akan informasi pembangunan dengan karakter keterbukaan informasi yang dipublikasikan. Penelitian ini bertujuan mengevaluasi transparansi informasi publik pada konten bertema infrastruktur dan konektivitas akun Instagram @diskominfo.provkepri tahun 2025 berdasarkan teori *Transparency of Government* Grimmelikhuijsen dan Welch (2012) yang dioperasionalkan ke dalam tiga dimensi analisis, yaitu *Policy Information Transparency*, *Decision Making Transparency*, dan *Policy Outcome Transparency*. Penelitian menggunakan metode kualitatif deskriptif dengan pendekatan directed qualitative content analysis terhadap 55 konten, kemudian diperdalam melalui wawancara dengan 11 informan dari pihak internal dan eksternal. Hasil pengodean menghasilkan 307 kemunculan kode, dengan Keterbukaan Proses memperoleh frekuensi tertinggi sebanyak 133 kemunculan kode (43,3%), diikuti Publikasi Hasil Program sebanyak 93 kemunculan kode (30,3%), dan Kualitas Informasi sebanyak 81 kemunculan kode (26,4%). Temuan menunjukkan bahwa transparansi lebih kuat pada keterlihatan informasi daripada kemampuan publik untuk menelusuri, memverifikasi, membandingkan, dan menilai informasi. Informasi mengenai capaian lebih dominan dibandingkan kendala, sedangkan informasi mengenai dampak aktual dan pertanggungjawaban pascaprogram masih terbatas. Penelitian ini merekomendasikan penguatan kelengkapan dan keterverifikasian informasi, pembaruan program secara berkelanjutan, publikasi kendala dan dampak aktual secara proporsional, serta penguatan koordinasi informasi antara instansi teknis dan pengelola media sosial pemerintah.

Kata Kunci: Transparansi Informasi Publik, Media Sosial Pemerintah, Instagram, Analisis Konten Kualitatif Terarah, Diskominfo Kepulauan Riau

**EVALUATION OF GOVERNMENT PUBLIC INFORMATION TRANSPARENCY
A CASE STUDY OF THE INSTAGRAM ACCOUNT @DISKOMINFO.PROVKEPRI
IN 2025**

By:
Aulia Afrianda Rizal
NIM. 2205010117
yanzxw45@gmail.com

ABSTRACT

Social media has become one of the primary channels used by local governments to disseminate public information, including information on infrastructure development and regional connectivity in the Riau Islands Province. However, a preliminary observation of infrastructure- and connectivity-related content published on the Instagram account @diskominfo.provkepri in 2025 indicates that the posts are predominantly ceremonial, while substantive information regarding policy rationales, implementation stages, budgets, and program achievements remains limited. This condition reflects a gap between the public's need for development information and the level of transparency provided through government social media content. This study aims to evaluate public information transparency in infrastructure and connectivity-related content published on the Instagram account @diskominfo.provkepri in 2025 based on the Transparency of Government theory proposed by Grimmelikhuijsen and Welch (2012), which was operationalized into three analytical dimensions: Policy Information Transparency, Decision Making Transparency, and Policy Outcome Transparency. This study employed a descriptive qualitative method using a directed qualitative content analysis approach to analyze 55 Instagram posts, complemented by interviews with 11 internal and external informants. The coding process produced 307 coded segments, with Process Transparency accounting for the highest frequency (133 coded segments; 43.3%), followed by Program Outcome Publication (93 coded segments; 30.3%) and Information Quality (81 coded segments; 26.4%). The findings indicate that transparency is stronger in making government information visible than in enabling the public to trace, verify, compare, and evaluate such information. Information concerning program achievements is substantially more dominant than information on implementation challenges, while information regarding actual impacts and post-program accountability remains limited. This study recommends strengthening the completeness and verifiability of public information, ensuring continuous program updates, providing proportional disclosure of implementation challenges and actual impacts, and improving information coordination between technical agencies and government social media administrators.

Keywords: *Public Information Transparency, Government Social Media, Instagram, Directed Qualitative Content Analysis, Diskominfo Riau Islands*