



## **E-Government Public Relations: A Systematic Literature Review**

### **Hubungan Masyarakat E-Government: Tinjauan Literatur Sistematis**

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#### **Abstract**

*This research aims to identify and describe the implementation of Government Public Relations based on digital technology or commonly referred to as E-Government Public Relations in a government system and can be used as study material. The research method used is qualitative research with a descriptive approach and a case study research model in conducting research regarding the implementation of E-Government Public Relations. What was applied in this research was a systematic literature review using 500 scientific articles sourced from the Scopus database. Review articles using the Vosviewer application. The research results reveal that E-Government Public Relations has a significant function and role in the activities and communication activities of government institutions which aim to improve services, meet public information needs and build and create a good communication climate between institutions and their stakeholders through various means. communication media platforms. Public Relations as a management function which aims to build, maintain and create quality communication, understanding and cooperation between an organization and its public, he also added that PR involves problem management or issue management, because PR is also responsible for assisting organizational management. The limitation of this research is that the articles used only come from the Scopus database so that the research findings cannot comprehensively describe the issue of digital transformation in e-government public relations. Future research needs to use scientific articles sourced from other reputable international databases, such as Web of Science and Dimensions Scholars.*

**Keywords:** *E-Government, Public Relations, Digital Transformation*

#### **Introduction**

The existence of technology which is increasingly developing rapidly requires the public relations (Public Relations) profession to have expertise in utilizing technology that is applied when carrying out roles and duties as a public relations practitioner in both a company and government institution.

One way is to use new media and the internet which aims to serve as a medium for disseminating information and establishing relationships with stakeholders. By using new media and the internet, today's technology practitioners can maximize their performance and function in creating a communication climate, building relationships and strengthening public closeness. This is known as E-Government Public Relations. Government public relations (Public Relations) demands actions aimed at the public to produce opinions that support the agency (Agapov & Pronchev, 2018). Public relations can function as a tool or channel to facilitate interaction and disseminate information about a government institution or organization related to work programs, activities and various policies.

Based on this, a government public relations practitioner, in carrying out his role in obtaining public votes and opinions for a government institution or organization, must provide the best service to the community. This is done in order to create a government that is Good Governance. According to research from (Hariguna et al., 2021) E-Government refers to use by government institutions as an effort to utilize information and communication technology to increase efficiency, effectiveness, transparency and accountability of the government in providing better public services. Research in (Dec man et al., 2022) discusses and analyzes how the Public Relations of the Binjai City Government carries out and maximizes its function in disseminating public policy information and reviews the function of Public Relations in empowering communication and media. Then in (Cardoso et al., 2022) this research focuses on analyzing the Public Relations activities of the City Administration in carrying out its role as Public Relations to create good communication with the press community as a government partner.

It is known that Government Public Relations has a significant function and role in the activities and communication activities of government institutions which aim to improve services, meet public information needs and build and create a good communication climate between institutions and their stakeholders through various communication media platforms. . If the previous research above discussed more about how to carry out the roles and functions of Government Public Relations using print media and also social media (Cerrillo-iMartí nez, 2011). So, this research focuses more on the role of Government Public Relations in a government in utilizing technology to improve public services and information using communication media in the form of applications. Bearing in mind that technology is increasingly sophisticated, it is pushing the duties and responsibilities of Government Public Relations to transition from previously using conventional media to now using technological media by providing online services, one of which is an application. Therefore, this research focuses on review papers using the SLR approach which uses 500 scientific articles sourced from the Scopus database. The SLR method is a scientific method that has strengths and advantages in understanding research issues based on previous research. This research brings the research background as an effort to utilize the role and function of

government by using communication media in the form of applications, where previous research discussed more about how to carry out the role and function of government with print media and social media.

The focus of this research study is on efforts to answer the research question, namely "How is the development of research on E-Government Public Relations in the world". The research method used is qualitative content analysis using the SLR approach and article analysis using Vosviewer, a qualitative content analysis method with NVivo 12 Plus Data Analysis Software. This research contributes to providing additional knowledge regarding the implementation of E-Government Public Relations in a government institution or organization in disseminating information to the public through the use of digital-based technology and can be used as study material, knowledge and considerations for public relations practitioners who carry out their profession and responsibilities as Government Public Relations in a government institution or organization regarding the use of digital-based technology in disseminating information to the public.

### **Literature Review**

Based on the definition of Public Relations put forward by Scott M. Cutlip, Aleen H. Center and Glen M Broom in the book "Effective Public Relations" states that Public Relations is a management function that assesses public attitudes, identifies the policies and procedures of a person or organization in the public interest. , and planning and carrying out a program of activities to gain public understanding and support (Balashov et al., 2020). Public Relations as a management function which aims to build, maintain and create quality communication, understanding and cooperation between an organization and its public, he also added that PR involves problem management or issue management, because PR is also responsible for helping organizational management so that it always responsive and aware of the latest information regarding issues, news and problems within the scope of the organization, PR must be ready to serve all the interests of the organization for the public, PR also has a role in encouraging management to follow changes and be able to take advantage of changes effectively. In this case, PR can be said to be a warning alarm (early warning system) to anticipate various problems that the organization may experience at any time. PR uses research and communication activities as its main tools (Toleikiene et al., 2022).

Government public relations is a management function that is responsible for helping determine goals and philosophies that are appropriate to the characteristics of a government institution while also helping organizations adapt to the increasingly changing demands of constituents and the environment (Busch & Henriksen, 2018). Thus, government public relations can be said to be the eyes, ears and right hand of a government institution because it listens, knows, manages, plans programs and then provides input to government institutions or institutions (Cardoso et al., 2022). Public Relations plays a role as the technical implementer of communication.

The role of a communications technician makes a PR practitioner a journalist for an organization who is expected to be able to write news releases, create newsletters, write press releases, features, develop website content and manage media. So in essence, PR practitioners are responsible for relations with the media and of course must understand the ways and characteristics of the media in order to represent the organization before the press. Apart from that, PR skills in the journalistic field are needed so that a PR practitioner can adapt and form a positive reputation of the organization to the public through the media (Li, 2010).

In essence, Government Public Relations has a function like other Public Relations practitioners, which seeks to achieve the same understanding and understanding between organizations and society by following the Public Relations process (Mellouli et al., 2020). Government Public Relations also functions to measure public opinion, plan and regulate the effectiveness of Public Relations programs, compose messages aimed at internal and external audiences and measure the effectiveness of the entire program process that has been implemented (Carrera-Mora et al., 2019). Information Release, meaning that Government Public Relations must always communicate every step, action, program and policy to all levels of society so that they are understood and understood. If understanding of each step, policy, action and program can be achieved then the community will support and implement it. For this reason, Government Public Relations should be open and act as a liaison between institutions and the community (Haidu, 2020). Information seeking, Government Public Relations as the eyes, ears and right hand of government organizations or institutions means that all information, problems, issues, even fallen leaves, a government PR practitioner must know. Government Public Relations is required to be sensitive by hearing and seeing the aspirations of the community as input and consideration in making policies so that every policy taken does not give rise to resistance from the community (De Oliveira Fornasier, 2021).

The first research is research (Batista & Kawalek, 2004). This research discusses and analyzes how Government Public Relations carries out and maximizes its function in disseminating public policy information and reviews the function of Public Relations in empowering communication and media. By using a qualitative descriptive data analysis method which is supported by primary data from field research (Field Research) through the results of observations and interviews, and secondary data (Library Research) through data processing by means of documentation. In this research, it can be said that the function of public relations is to work as a facilitator and communicator who provides public information services and handles various public complaints. On the other hand, to maximize the dissemination of public information, public relations uses print media in collaboration with local media (Distel & Lindgren, 2023). Based on this understanding, a government public relations practitioner, in carrying out his role in obtaining public votes and opinions for a government institution or organization, must provide the best service to the community.

This is done in order to create a government that is Good Governance. According to the Cadbury Committee of the United Kingdom, Good Governance is a system that regulates the relationship between the roles of the Board of Commissioners, Directors, shareholders, stakeholders, or good governance by creating a transparent process for determining government goals, achievements and performance assessments. . One effort to realize the goals of Good Governance is by utilizing technology or commonly referred to as EGovernment (Kettani et al., 2009).

Further research in (Pors, 2015). This research focuses on analyzing the activities of Government Public Relations in carrying out its role as Public Relations to create good communication with the press community as a government partner. The type of approach used is a qualitative approach based on the case study research method by searching and exploring information related to the research object through observation and interviews. The results of this research show that Public Relations in government establishes and builds good relationships with the press community through holding Press Conferences, Press Gatherings and disseminating information on institutional activities and events in the form of Press Releases (Okunola & Rowley, 2019). Through E-Government, the government can provide its services to the public transparently both through websites and applications which can provide services between government agencies, from the government to the business world and the government to the public. Apart from implementing EGovernment in order to realize Good Governance, the government must also apply the principle of openness in disseminating public information so that the public can fulfill all their information needs related to services or information about government (Kassen, 2018).

Further research in (Splendore, 2016) this research raises discussions regarding the implementation of Electronic Government Public Relations in the digital era in order to improve public information services by maximizing the use of interconnected portals to make it easier for the public to search for information about government services. This can maximize the use of Information and Communication Technology to create better public information services, namely by: a) providing public information needs, b) providing services with operational standards and procedures agreed upon by the organization, c) maximizing technology for training related to public information, d) understand people's information needs on social media, e) be able to operate a computer as a service tool, f) have a social media account, g) provide public information services both individually and in groups (Golubeva & Merkurjeva, 2006). To answer all information and public service needs in order to improve the quality of life of the community in the current era of digitalization. The government needs to determine a strategy and concept to create a city that is friendly to its citizens, one of the strategies is to apply the concept of smart city planning based on the use of information and communication technology or commonly called Smart City (Santos et al., 2014).

Based on the research described above, it can be concluded that this research has similarities in discussing the function and role of Public Relations within the government sphere or what is usually called Government Public Relations. It is known that Government Public Relations has a significant function and role in the activities and communication activities of government institutions which aim to improve services, meet public information needs and build and create a good communication climate between institutions and their stakeholders through various communication media platforms. (Nielsen, 2016).

Furthermore, the difference between previous research and this research lies in the research object. If the previous research above discussed more about how to carry out the roles and functions of Government Public Relations using print media and also social media. So, this research focuses more on the role of Government Public Relations in the Tangerang City government in utilizing technology to improve public services and information using communication media in the form of applications. Bearing in mind that technology is increasingly sophisticated, it is pushing the duties and responsibilities of Government Public Relations to transition from previously using conventional media to now using technological media by providing online services, one of which is an application.

### **Research methods**

Bogdan and Taylor (Xiao et al., 2007) define qualitative research as research that produces descriptive data in the form of written or spoken words from the objects of behavior that have been observed. A qualitative approach is expected to be able to produce various in-depth descriptions of speech, writing, phenomena and behavior observed in an individual, group, society or organization. Qualitative research aims to obtain a general understanding and understanding of social reality from the perspective of research participants.

This understanding is not determined in advance but is obtained after in-depth study and analysis of the realities, symptoms, phenomena and social realities that are the focus of the research. In this research the author uses a qualitative research method with a type of descriptive qualitative research by attempting to describe, describe, interpret phenomena, problems or social realities and then draw conclusions from these problems. Based on the explanation above, the author uses a qualitative research method with a descriptive approach and a case study research model in conducting research regarding the implementation of E-Government Public Relations.

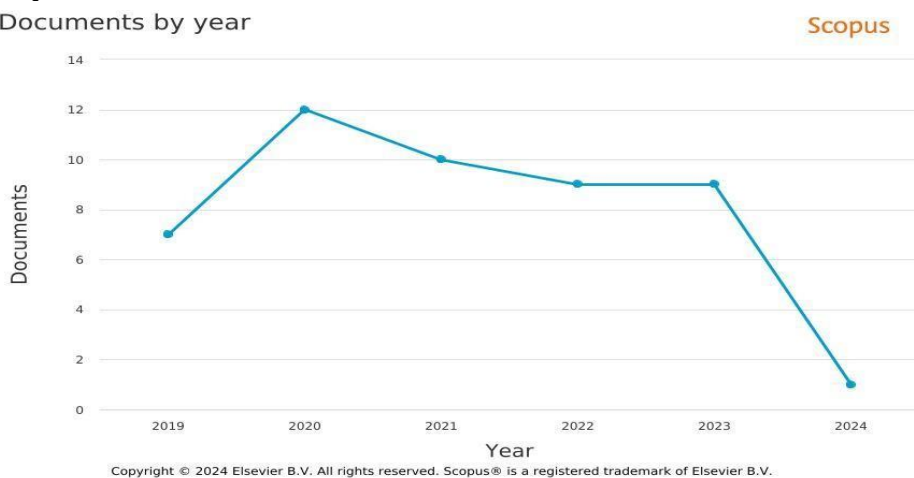
In this research, we examine various articles related to E-Government Public Relations. The systematic literature review (SLR) method was used in this research to answer a specific question: the development of research on E-Government Public Relations published in international journals indexed by Scopus over the last five years, from 2019 to 2024. More specific sub-questions discuss these specific questions:

1. What are the trends in scientific publications on the topic of maturity of E-Government Public Relations based on year, author and region?
2. What is the distribution of authors and research themes based on the cluster distribution of scientific publications on E-Government Public Relations over the last five years, namely 2018–2023?
3. What are the trends in scientific publications about E-Government Public Relations over the last five years?

### Research result

Graph 1 depicts the trend of increasing publications on Participatory Government Communication over the last four years (2019 - 2024). In 2019 there were 7 articles discussing E-Government Public Relations, then in 2020 it increased to 12 articles, then decreased to 10 articles in 2021. Although there was a decrease in the number of articles from 2021 to 2024, this phenomenon may be related to the timing of data collection and does not yet reflect the overall trend in that year. What is interesting about this increasing trend is that the growth in the number of publications tends to be stable from year to year, reflecting that the study of E-Government Public Relations is increasingly receiving attention from scholars on an ongoing basis. This steady increase in the number of published documents also reflects the complexity and relevance of this topic in the scientific literature. This indicates that the study of E-Government Public Relations continues to develop with various perspectives, including aspects of political communication, social interaction and technological innovation.

Graph 1. Trends in E-Government Public Relations Publications in 2019-2024

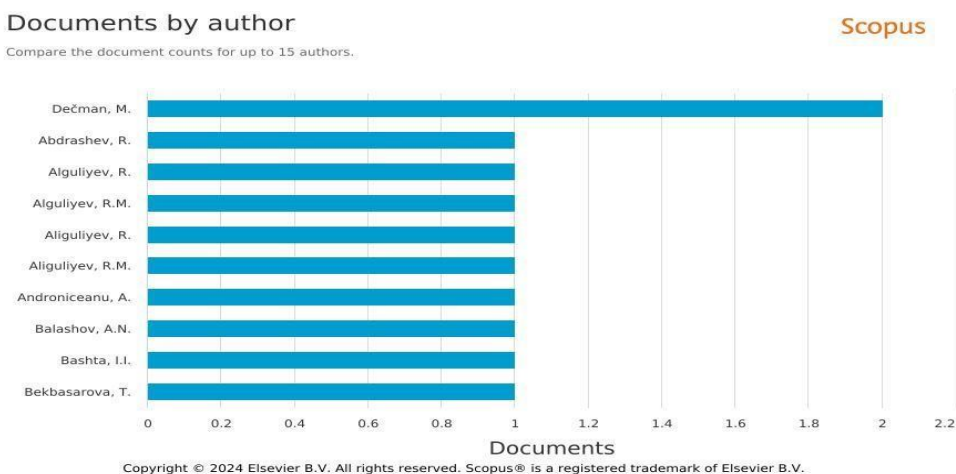


Source: Scopus Database

Graph 2 depicts the distribution of top authors who show high interest in the topic of E-Government Public Relations, highlighting several key

researchers such as Decman, M., Abdrashev, R., Alguliyev, R., Alguliyev, R.M., Androniceanu, A., Balashov, AN, Bashta, II, Bekbasarova, T. This data analysis provides an overview of the contribution of leading academics in understanding and developing the concept of E-Government Public Relations. The diversity of authors from various backgrounds and disciplines, such as computer science, political science, and health, reflects the multidisciplinary and intersectoral nature of this study. These authors have provided unique and diverse perspectives regarding the issues contained in E-Government Public Relations, such as community involvement, government responsiveness, and the impact of technology in the context of government communications.

Graph 2. Author of E-Government Public Relations Publications in 2019-2024

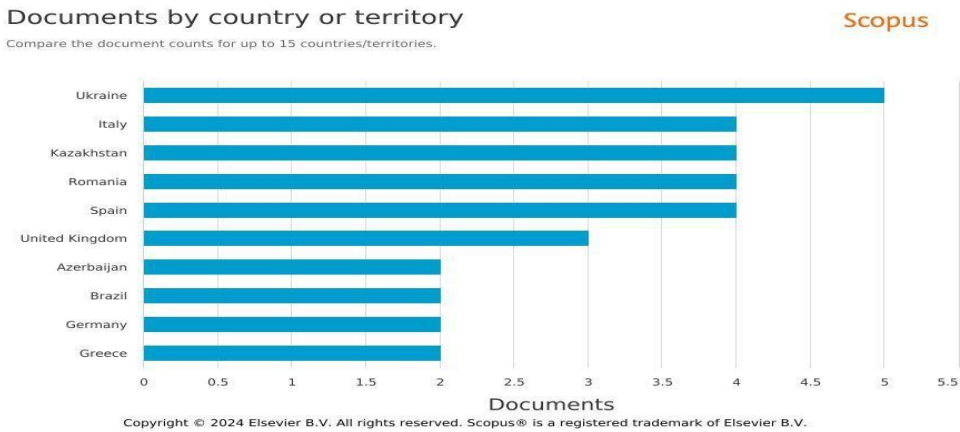


Source: Scopus Database

Graph 3 provides an overview of the international distribution of countries or regions that significantly contribute to research on E-Government Public Relations. With a total of 50 articles, Ukraine occupies the top position as a major research center in this domain, followed by Italy, Kazakhstan, Romania, Spain with 40 articles each originating from that country and the United Kingdom with 30 articles. Then Azerbaijan, Brazil, Germany and Greece each have 20 articles, this shows an increasingly important role in developing understanding of E-Government Public Relations with the version of each country that discusses it. This data analysis reflects the geographic distribution of PGC research, reflecting differences in research context and focus by specific country or region. Through understanding this distribution, we can absorb the unique contributions and thoughts that emerge from various parts of the world in exploring the concept of EGovernment Public Relations.



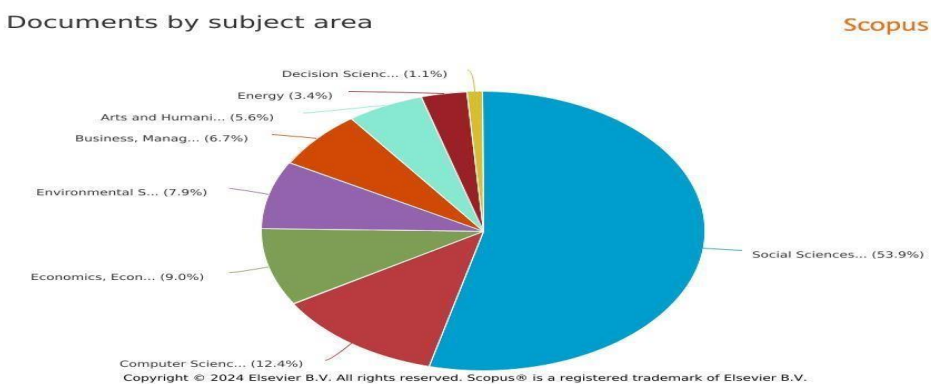
Graph 3. Country Distribution of E-Government Public Relations Publications by Year 2019-2024



Source: Scopus Database

Graph 4 depicts the distribution of scientific disciplines that explain E-Government Public Relations, namely Social Sciences 53.9%, Computer Sciences 12.4%, Economic Sciences 9.0%, Environmental Sciences 7.9%, Business and Management 6.7%, Art and Humanism 5.6%, Energy 3.4%, and Other Sciences 1.1%. In the context of the social sciences, PGC research often explores aspects such as citizen participation in government decision making, two-way communication between government and citizens, and the impact of active participation on government policy and practice. These studies can involve disciplines such as sociology, political science, anthropology, and communications. Research in the social sciences tends to explore the dynamics of social relationships, norms, values, and power structures that influence interactions between government and society in the context of participatory communication.

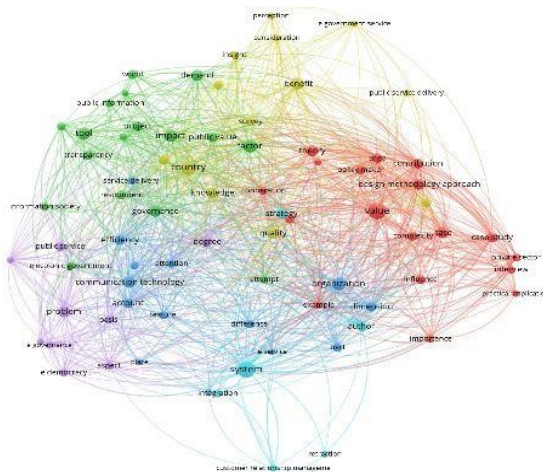
Graph 4. Subject Area of E-Government Public Relations Publications in 2019-2024



Source: Scopus Database

Figure 1. Each color circle displays the keywords that have been selected from the relevant abstract and article title, as shown in Figure 1 above. The relative proportion of each circle indicates the number of publications related to that keyword; larger circles indicate the number of related articles. The figure shows the results of the clustering analysis, with five clusters forming a total of 500 articles. A different color is assigned to each cluster to provide a visual indication of the concept or topic that dominates the study. By understanding the previous research topics addressed in this analysis, the data provides an important foundation for further research and helps researchers select and focus on relevant topics. The right part of cluster 1 is red; cluster 2 is blue at the bottom; cluster 3 is yellow at the top; cluster 4 is purple on the left; and cluster 5 in green at the top left. The table attached below contains further information about the keywords associated with each cluster. This table also shows the relationship between keywords and each cluster.

Figure 1. Network Visualization Topics in E-Government Public Relations Studies

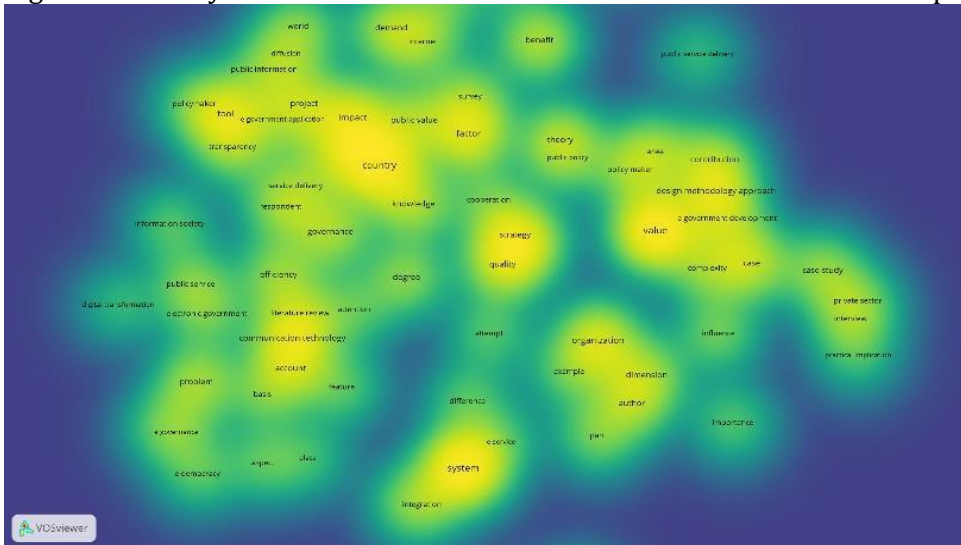


Source: Scopus Database

Figure 2. As previously explained, the results of data collected from the Scopus Database and presented via Vosviewer provide an overview of the dominant topics that often appear in literature related to E-Government Public Relations. This data is very important in understanding research trends as well as the issues most frequently researched in this context. Understanding the previously identified topics is crucial before starting a research, as it provides a solid foundation for constructing a conceptual framework and formulating relevant research questions. Figure 2. highlights several dominant keywords that appear in previous research regarding E-Government Public Relations,

namely: System, Governance, Value, Strategy, and others. The level of importance of these words is indicated by the intensity of the yellow color in the visualization, which indicates the level of dominance of that topic in the literature. The existence of these nine keywords provides a strong indication of the main focus of previous research in the realm of government communication regarding social media. Therefore, investigating the relationships and interactions between these keywords can help paint a broad panorama on the topic and guide deeper and more meaningful research directions.

Figure 2.Overlay Visualization of E-Government Public Relations Topics



Source: Scopus Database

### Discussion of Results

The implementation of E-Government in governments in various countries is not just about prioritizing modern electronic-based services by utilizing the latest technology alone. However, the application of E-Government that is implemented is also used as a way and means of building two-way communication between the government and the public, both with the community, colleagues, media, the private sector and with fellow government circles. In short, E-Government provides opportunities for improving quality government services to the public through increasing transparency, control and accountability in government administration, on the other hand, are also being developed as one of the government's public communication strategies to build harmonious relationships between the government and the public. This is proven by the existence of public service applications in government organizations that provide public services and information as well as two-way communication services that the public can access through these applications.

The importance of building communication with the public is that the main aim is so that the relationship between the two can run well, thereby building trust among them to jointly develop and advance regional government. Shanon A. Bowen (Suprawoto, 2018, p.48) states that Government Public Relations is: "Government public relations is the type of communication function that deals with the interaction of the citizenry with the government regulators, and the legislature (elected and appointed ) and regulatory arms of government" (Suprawoto, 2018:48). Based on the statement above, it can be said that Government Public Relations is a type of communication function that is closely related to the interaction of citizens with government bodies. After the researcher conducted an in-depth literature review regarding the role of Government Public Relations, the researcher obtained the results described as follows:

### ***Communicator***

First, the role of Government Public Relations as a Communicator; if analyzed based on the definition, it can be said that a communicator is a person or organization that conveys and disseminates messages both verbally and in writing to the public whose main aim is to provide knowledge, understanding and information to other people in order to influence, changing attitudes and encouraging others to do certain things.

### ***Facilitator***

Second, the role of Government Public Relations as a Facilitator, which means playing a role in listening, absorbing, accepting developments in the situation and public aspirations to be used as input for organizational leaders in decision making. In the context of public communication, the government system has implemented public complaint management which not only provides information and other services related to local government but also provides space for the public to be able to voice their aspirations, complaints and ideas about the government. Through the services provided by the local government, organizations have the opportunity to establish and create public communication with the community which can form a transparent (open) government in order to increase public confidence in the government's performance.

### ***Disseminator***

Third, the role of Government Public Relations as a Disseminator, is the role of GPR in establishing relationships and playing a role in providing information to internal organizations. Government organizations should carry out this role by creating special applications, for example the E-Government Portal application intended for internal organizations in the local government sphere which contains internal information about the organization, information about upcoming events and programs that will be carried out by the local government, employee attendance and others related to internal organizations that can be accessed via smartphone.

### ***Catalyst***

Fourth, the role of Government Public Relations as a Catalyst, means that GPR practitioners, apart from carrying out responsibilities in communication activities, are also required to be able to carry out various approaches and design strategies to meet the goals and interests of the organization towards its public. In implementing the role of Government Public Relations in government organizations, they should carry out various communication activities and design strategic programs to socialize the use and existence of applications launched by the local government to the community as an integrated media portal for various government services.

### ***Counselor, Advisor and Interpretator***

Fifth, the role of Government Public Relations as a Counselor, Advisor and Interpretator, in running government of course organizations need consultants, advisors and translators whose aim is to assist organizational leaders in taking steps, decisions and policies related to certain matters. The role of a counselor in relation to a government organization is to provide suggestions, ideas and concepts to improve services and public information content that will be available on applications launched by the local government to the leaders of government organizations. So that the two of them have good and transparent communication regarding the management of an innovative public service application because openness between employees and leaders in government organizations is carried out to improve public services through applications. Apart from that, local organizations also carry out this role by becoming counselors for the community in answering various questions and public complaints against the government.

Furthermore, in implementing the advisory role (Advisor), government organizations should anticipate problems by establishing relationships with several local media to become organizational partners. Media partners here function to receive various information related to events, programs or policies that have been, are being and will be circulated by the local government. With this relationship, it is hoped that this relationship can be one of the steps for GPR practitioners who work in government organizations when they are involved in media issues that are not clearly identified. -openly bringing down the organization because there has been a good and transparent relationship between the organization and the media.

### ***Prescriber***

Sixth, the role of Government Public Relations as Prescriber, is a strategic instrument for organizations that functions as an advisor to leadership in making organizational policies and decisions. In carrying out this role, government organizations should have issue management by utilizing a Media Monitoring System which aims to find out various situations, conditions, trends and problems that exist around society so that GPR practitioners in government organizations can become the ears, hands and eyes of the organization. In knowing everything that is happening around the scope of local government. In this way, when organizational leaders need answers, insight and advice from

the GPR practitioners on duty, they can immediately answer them according to the realities that exist around the organization.

Based on the explanation above, running an application that is integrated with a computerized network requires time to process data from the start of uploading the data until it is ready for use by the user. Therefore, in public service applications there is a time difference in updating new content. However, even though it actually takes quite a long time, people as users certainly don't want to wait, especially if they really need this service, this is what will create obstacles and difficulties for people in using the public service application.

## **Conclusion**

The development of research on E-Government Public Relations has shown a steady increase in scholarly attention over the past few years, as indicated by the growing number of publications between 2019 and 2024. The trend highlights a multidisciplinary approach, with contributions from fields such as social sciences, computer science, and political communication, which all explore the evolving role of E-Government Public Relations in enhancing transparency, citizen engagement, and the overall efficiency of government communication. Researchers have underscored the importance of digital platforms and applications in fostering two-way communication between government institutions and the public, thereby improving public trust and service delivery.

However, the focus of earlier research was more on traditional media, while recent studies emphasize the use of advanced technological platforms, such as E-Government applications, to facilitate direct communication and improve public relations strategies. The study of E-Government Public Relations also reflects regional differences in implementation, with countries like Ukraine, Italy, and Kazakhstan leading in the number of related publications. This geographical diversity showcases varying national strategies in adopting E-Government as a tool for enhancing public communication. Key themes in the research include the role of Government Public Relations as communicators, facilitators, and catalysts for government actions, with a strong emphasis on the use of digital tools to create a transparent and responsive government. Despite the advancements, the research highlights that the adoption of E-Government Public Relations is still in progress, with opportunities for future studies to explore more comprehensive datasets and include insights from diverse global regions.

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