

Bridging Local Political Representation: Leveraging Social Media by the Public Relations of Sukabumi City Regional House of Representatives as a Public Communication Channel

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ABSTRACT - The development of digital technology requires government Public Relations to be adaptive in disseminating public information. This study aims to describe the role of Public Relations of the Sukabumi City Council (DPRD) in utilizing the social media platform Facebook @humassetwankotasukabumi as a public communication medium, as well as to identify obstacles and management solutions. The research method used is descriptive qualitative with data collection techniques through active participation, observation, interviews, and literature studies. The results show that Public Relations of the Sukabumi City DPRD has implemented a digital communication strategy that includes four main roles of public relations (communicator, relationship builder, management support, and positive image creator). Through the analysis of the 4C framework (Context, Communication, Collaboration, Connection), visualizations based on photos of real figures are proven to increase reach performance by up to 293% compared to text infographics. Two-way relationships are built through responsive management of citizen complaints based on standard operating procedures. As a recommendation, Public Relations of the Sukabumi City DPRD is advised to maintain consistent production of content based on humanist narratives (storytelling) of figures on a scheduled basis and to compile a regular content planning calendar to expand the reach of non-follower audiences on an ongoing basis.

Keywords: *Government Public Relations; Public Communication: Facebook: 4C Model*

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Introduction

The rapid advancement of information technology and the ubiquitous nature of the internet have fundamentally transformed the landscape of political communication and public administration globally (Liu & Yuan, 2015; Yu et al., 2024). Public Administration and Development, In the contemporary digital era, the traditional paradigms of one-way government broadcasting have been dismantled, replaced by a demand for rapid, accurate, and interactive information dissemination (Yusnaini et al., 2025). This technological evolution has inadvertently elevated public expectations regarding how state institutions should communicate, fostering a society that demands absolute transparency, real-time responsiveness, and participatory governance. According to data from the Indonesian Ministry of Communication and Information Technology, the internet penetration rate in Indonesia has reached an unprecedented 70% of the total population, indicating that a vast majority of citizens are now active consumers and producers of digital information. This demographic shift signifies that the traditional public sphere has largely migrated into the digital ecosystem, compelling government bodies to adapt their communication strategies to maintain relevance and legitimacy.

In the political and public governance sphere, public communication is no longer viewed merely as a neglected administrative matter or a secondary mechanism for disseminating press releases (Bennett & Pfetsch, 2018; Ecker-Ehrhardt, 2018). Rather, public communication has evolved into a highly strategic process designed to bridge the gap between the state and its citizens. Effective public communication involves a deliberate and continuous exchange of messages from the government to the public, aiming to influence public opinion, foster institutional trust, and shape societal attitudes toward specific socio-political issues or developmental policies (Dreshpak et al., 2020; Elmond, 2025). When state institutions fail to establish a transparent communication framework, they risk political alienation and a deficit of public trust. Therefore, the digitalization of public relations is not merely a technological upgrade; it is a democratic imperative necessary for sustaining the social contract between the electorate and their representatives.

This paradigm shift necessitates a departure from asymmetrical communication models toward a two-way symmetrical model, where mutual understanding and public engagement are prioritized. The application of the 4C model Context, Communication, Collaboration, and Connection has become highly relevant in analyzing contemporary public relations strategies. Under this framework, social media is no longer treated merely as a unidirectional broadcasting tool but is utilized as a collaborative platform. Success in digital public communication does not depend solely on the accuracy or volume of the information published. Rather, it hinges on the public relations practitioner's ability to foster meaningful connections, contextualize policies for lay audiences, and collaborate with the community to enhance public participation. As emphasized by Frazier H. Moore (2005) in research by (Geuijen et al., 2017), the intrinsic function of public relations in a democratic government is to create an open channel of communication, ensuring that the public feels their voices are genuinely heard and integrated into the broader decision-making processes.

Within the diverse ecosystem of social media platforms that facilitate such open channels, Facebook maintains a uniquely dominant and resilient position, particularly in developing democracies like Indonesia. Despite the proliferation of newer, visually driven platforms, Facebook remains an indispensable tool for political communication and community mobilization. Facebook

recorded approximately 122 to 123 million active users in Indonesia during the 2025–2026 period, representing roughly 43% of the nation's total population. This staggering user base transforms Facebook into a massive digital public sphere, echoing the concept of a space where public opinion can be formed through rational-critical debate. Furthermore, demographic analyses reveal that Facebook is particularly favored by the adult population—the core voting demographic—who frequently utilize the platform to discuss local community issues, access regional news, and scrutinize government actions. The platform's architecture, which supports long-form text, community groups, shared multimedia, and threaded discussions, makes it highly conducive to political deliberation (Bossetta, 2023). Consequently, legislative institutions such as the Regional House of Representatives (DPRD) are uniquely positioned to leverage Facebook to amplify policy transparency, facilitate dynamic two-way dialogue, and cultivate a positive institutional image among their constituents.

To comprehend the urgency of this digital communication in local politics, one must examine the specific constitutional role of the Regional House of Representatives. In the Indonesian decentralized system, the DPRD serves as the primary legislative body at the provincial and municipal levels. Unlike the executive branch, which primarily focuses on public service delivery and bureaucratic execution, the DPRD represents the pluralistic voices of the electorate. Its core functions encompass regional legislation, budget formulation, and the rigorous oversight of the executive's performance. Because the members of the DPRD are directly elected by the people to represent specific electoral districts, their political survival and institutional legitimacy are heavily dependent on how effectively they can demonstrate their representational capacity. Constituents expect their representatives to advocate for their localized needs, from infrastructure development to public welfare policies. In this context, the Public Relations division of the DPRD acts as the vital institutional bridge linking the political elites within the council to the grassroots constituents on the outside. The PR division is tasked with translating complex legislative procedures, budget negotiations, and oversight activities into accessible information that the public can understand and engage with (Khmara & Touchton, 2024).

In the specific landscape of Sukabumi City, the Public Relations division of the Regional House of Representatives plays a pivotal and strategic role in managing the institution's official digital presence, primarily through the centralized Facebook account (@humassetwankotasukabumi). The operational scope of this division extends far beyond basic administrative announcements. It encompasses a comprehensive dissemination of parliamentary agendas, including plenary sessions, localized working programs, and the articulation of regional policy recommendations formulated by the council members. The PR team bears the substantial responsibility of ensuring that the internal dynamics of the council are transparently projected to the wider public. Interestingly, the institutional communication strategy of the Sukabumi City Council has recently undergone a notable evolution. While previously heavily reliant on visually oriented platforms, the PR division has deliberately integrated and intensified its focus on Facebook (Helmond et al., 2019; Osei Fordjour et al., 2024). This strategic realignment was executed to achieve better audience segmentation, recognizing that the politically active and conversational demographic predominantly resides on Facebook. This shift allows for more informative, text-rich content management and enables rapid institutional responses to public aspirations through direct messages and comment threads.

The utilization of Facebook by the Sukabumi City Council has proven highly effective in accelerating the dissemination of various legislative agendas in an accountable manner (Kencana et al., 2023). By documenting and publishing the daily activities of the council, such as the oversight functions conducted by various commissions during hearings with local government agencies, or the council's participation in community events, the PR division provides tangible proof of the representatives' work. This proactive digital approach aligns seamlessly with the broader public relations framework established by the Sukabumi City Government, which explicitly positions government public relations as the central communication bridge between local authorities and the public through the optimization of online channels.

Despite the growing academic interest in the intersection of digital technology and government communication, an extensive review of existing literature reveals a significant theoretical and empirical gap. The majority of contemporary studies concerning the governmental use of social media tend to focus disproportionately on the executive branches—such as ministries, provincial governments, or mayoral offices—evaluating their crisis communication or public service announcements. Alternatively, studies focusing on legislative bodies are predominantly centralized, analyzing the digital strategies of national parliaments while neglecting the unique micro-political dynamics of regional legislative councils. Research that specifically scrutinizes the institutional strategies of Regional House of Representatives' Public Relations at the municipal or regency level, particularly regarding the utilization of digital public spheres as a conduit for local political representation, remains notably scarce. The dynamics of local politics involve a closer, more direct relationship between the constituents and their representatives, demanding a different analytical approach than national-level studies. To address this critical void in the literature, this research is conducted. Building upon the contextual foundation and empirical realities described above, this study aims to deeply analyze and evaluate the role of the Public Relations of the Sukabumi City Regional House of Representatives in utilizing social media (Facebook) as a public communication channel to bridge and enhance local political representation

Method

This study employed a descriptive qualitative research design situated within an interpretivist paradigm to provide a comprehensive and nuanced analysis of how institutional public relations operate within the digital public sphere of local politics (Lam et al., 2019). The fieldwork was conducted comprehensively at the Secretariat of the Sukabumi City Regional House of Representatives in West Java, Indonesia, from January 26, 2026, to May 10, 2026. This timeframe provided an adequate longitudinal window to immerse in the institutional environment and observe the daily operational rhythms of the public relations division. Informants were selected utilizing a purposive sampling technique based on their institutional roles and direct involvement in the digital communication strategies. Key informants comprised the leadership of the Public Relations division, public relations staff members, and specialized social media coordinators. The data collection procedure integrated participant observation in daily content production, direct non participant observation of digital dissemination processes, in depth interviews regarding strategic challenges, and document analysis of institutional archives and social media metrics. Primary data collection was facilitated by semi structured interview guides and digital voice recorders.

Upon completion of data collection, the accumulated qualitative data were systematically analyzed to yield factual and accurate interpretations regarding the object of study. The analytical process followed the interactive model encompassing three concurrent flows of activity which are data condensation, data display, and conclusion drawing. The transcribed interviews and observational field notes were carefully coded, categorized, and synthesized into broader thematic constructs related to political representation and digital communication. To guarantee academic rigor and the validity of the findings, methodological and source triangulation were rigorously applied. This involved cross verifying the statements acquired from the in depth interviews against the empirical evidence gathered during observations and institutional documents, thereby ensuring the credibility and dependability of the research conclusions (Ahmed, 2024; Marian Carcary, 2021).

Result and Discussion

Public Communication Strategy of the Sukabumi City Regional People's Representative Council (DPRD) Public Relations Office

The Public Relations Department plays a vital role in shaping an organization's image. This department fulfills two primary roles within the framework of the organization, namely technical and managerial. The technical role encompasses the creative aspects of public relations, such as writing, editing, photography, managing communication materials, organizing special events, and maintaining telephone communication with the media.

Government institutions such as the Sukabumi City Regional People's Representative Council (DPRD) rely on the Public Relations Division to serve as an information bridge, ensuring that every legislative policy is clearly understood by the public while minimizing communication barriers that could lead to conflict or misunderstanding. The Public Relations Division of the Sukabumi City DPRD plays a key role in managing public aspirations, which is one of the primary functions of a legislative body. Through various communication mechanisms, the Public Relations Division of the Sukabumi City DPRD works to collect, document, and convey public aspirations to council members, thereby providing a foundation for decision-making and the formulation of public policy. Additionally, the Public Relations Division is tasked with communicating all council activities to the public while also serving as a channel for gathering citizens' aspirations. The primary strategy implemented is the use of Facebook as a social media platform (Firmstone & Coleman, 2015). The choice of this platform is not without reason; Facebook is considered to have a very wide audience reach in Sukabumi City, spanning from young people to the elderly. By utilizing Facebook, the Public Relations Division of the Sukabumi City Regional People's Representative Council can disseminate information quickly and in a timely manner to the public.

Within the local community, the Public Relations Division of the Sukabumi City Regional People's Representative Council plays a strategic role in managing the official Facebook account (@humassetwankotasukabumi). This role includes disseminating information regarding the plenary session agenda, the council's work programs, and recommendations related to regional policies. The public relations team is responsible for disseminating information to ensure it reaches a wide audience. The communication strategy, which initially focused on Instagram, has now been integrated with Facebook to achieve better audience segmentation, manage informative

content, and provide prompt responses to public feedback through comment sections and direct messages (Steinmetz et al., 2021; Zhao et al., 2016).

The use of Facebook has proven to accelerate the transparent dissemination of information regarding various council agendas. This is evidenced by posts on the @humassetwankotasukabumi account regarding the oversight role of Commission III, such as the hearing agenda with DISPORAPAR and attendance at the 80th PGRI Educators' Awards Night. This approach aligns with the Sukabumi City Government's public relations framework, which positions the public relations office as a communication bridge between the local government and the public through the optimization of online channels. The public relations strategy of the Sukabumi City DPRD Secretariat in utilizing Facebook as an effective medium for disseminating information to the public aims to demonstrate how visual content is made relevant to increase public engagement (Denariansyah & Bachtiar, 2025; Sirait & Sartika, 2025).

Content Production and Management Process

The Facebook content production process within the Sukabumi City DPRD Public Relations Department differs from commercial social media practices because it prioritizes accountability, transparency, political education, and public service rather than virality. Every published content represents a state institution, requiring accuracy, formal procedures, and institutional consistency while maintaining creativity to attract public attention. The team is divided into administrative and editing functions, which work together to transform institutional information into publishable digital content (Avital, 2024; Maltese, 2018).

The pre-production stage begins with planning a content calendar based on the council's agenda, including plenary sessions, public hearings, working visits, and recess activities. The Public Relations Office coordinates with the Session and Protocol Division and conducts field coverage to collect photographs, videos, interviews, and meeting information. These materials become the factual basis for developing Facebook content.

The production and oversight stages involve editing the collected materials into narratives, photographs, videos, and infographics adapted to Facebook audiences. Complex information, such as draft regional regulations and the APBD, is presented in a simpler and more visually accessible format while maintaining the institution's official identity. Before publication, all content undergoes verification and leadership approval to ensure accuracy, consistency, and institutional accountability.

Public Relations Strategies and Roles Based on the 4C Concept

Examining the public communication strategies of the Sukabumi City Council's Public Relations Office through the 4C model reveals important dynamics in digital political representation. Facebook is selected as the primary communication platform because of its broad demographic reach and its ability to support interaction between government institutions and citizens. Through this platform, the Public Relations Office disseminates information on council activities, policies, public hearings, and community engagement while creating opportunities for citizens to respond to institutional communication. The strategy therefore positions Facebook not merely as an information channel but also as a digital space for strengthening transparency, accessibility, and public engagement (Lappas et al., 2018).

The implementation of this strategy can be evaluated through four structural dimensions of the 4C model: Context, Communication, Collaboration, and Connection. Context concerns the adaptation of messages to the characteristics and information needs of citizens; Communication emphasizes the delivery of clear, accurate, and accessible institutional information; Collaboration highlights opportunities for interaction and public participation; and Connection focuses on maintaining continuous relationships between the council and its constituents. These four dimensions demonstrate how the Sukabumi City DPRD Public Relations Office utilizes Facebook to move beyond one-way information dissemination toward a more interactive form of digital political communication (Nugroho & Yandes, 2025).

Message Contextualization (Context) and Visual Framing

At the operational level, the Public Relations Office of the Sukabumi City Regional People's Representative Council (DPRD) demonstrates a strategic process of message transformation, in which rigid legislative terminology is transformed into discourse that is more easily understood and citizen-oriented. This process aligns with the broader government social media communication strategy, in which institutional actors are increasingly adopting simplified, visually presented narratives to enhance public understanding and reduce the information asymmetry between state institutions and citizens. In this context, message framing serves not only as a linguistic adaptation but also as a form of political visualization that restructures how institutional authorities are perceived in the digital environment.



Figure 1. Dasbor Profesional Facebook @humassetwankotasukabumi

Sumber: facebook of humas DPRD Sukabumi

Figure 1 illustrates the performance of a Facebook post published by the Sukabumi City DPRD Public Relations Office entitled “Yuk, Kenali Lebih Dekat Komisi di DPRD Kota Sukabumi!” on 2 May 2026. The post recorded 1,738 views and 320 interactions, demonstrating that the content succeeded in attracting public attention and generating engagement. The post also received 2 shares and contributed 4 net new followers, indicating that the information provided had some capacity to encourage audiences to further connect with the DPRD’s official Facebook

account. Although the post generated no direct revenue, financial returns are not the primary objective of institutional public communication.

From a public communication perspective, these metrics indicate that informative and institutionally oriented content can achieve meaningful digital visibility when presented in an accessible format (Rubinelli, 2025; Wong, 2025; Zheng et al., 2025). The relatively high number of interactions compared with views suggests that the content introducing the DPRD's commissions was relevant to the audience and capable of stimulating responses. The absence of detected content problems further indicates that the post complied with Facebook's content standards. Therefore, Figure 1 demonstrates that Facebook can function not only as a channel for disseminating information but also as a strategic medium for strengthening public awareness, institutional transparency, and citizens' understanding of the roles and functions of the Sukabumi City DPRD.

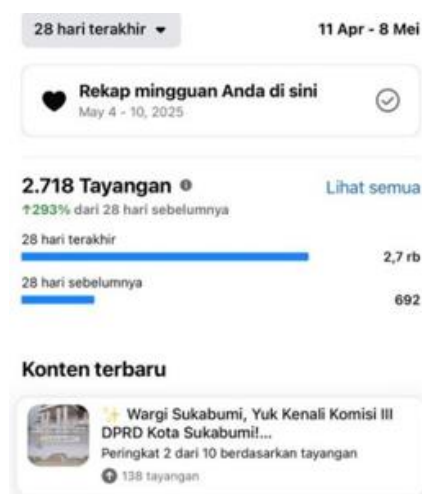


Figure 2 View Recap of Facebook
@humassetwankotasukabumi

Sumber: facebook humas DPRD of Sukabumi

Figure 2 presents the overall performance of the Sukabumi City DPRD Public Relations Office's Facebook content over the 28-day period from 11 April to 8 May 2025. During this period, the account recorded 2,718 views, representing a substantial 293% increase compared with the previous 28-day period, which generated 692 views. This increase indicates that the reach and visibility of the DPRD's Facebook content improved considerably, suggesting that the communication strategy implemented during the period was increasingly successful in attracting public attention.

The figure also shows that one of the most recent posts, "Wargi Sukabumi, Yuk Kenali Komisi III DPRD Kota Sukabumi!", ranked second among the ten posts with the highest number of views, recording 138 views. This performance indicates that content introducing the structure and functions of DPRD commissions has audience relevance. The increased overall views, combined with the relatively strong performance of informative institutional content, suggests that Facebook is functioning effectively as a medium for increasing public awareness and disseminating information about the activities and institutional roles of the Sukabumi City DPRD.

Empirical evidence from April 11 to May 8, 2025, shows a 293% increase in digital visibility, reaching 2,718 views compared with the previous period. This increase suggests that content visibility was influenced not only by audience exposure but also by interaction patterns, content formats, and Facebook's distribution mechanisms. At the content level, educational posts introducing DPRD commissions demonstrated strong performance, particularly when institutional information was presented through visually engaging narratives rather than abstract procedural explanations (Abdul Wahab et al., 2025; Sazan et al., 2025).

The comparison between visual formats indicates a strong audience preference for human-centered photographic content. Posts featuring authentic images of council members generated approximately 1,738 views, substantially exceeding infographic-based content, which averaged around 100 views. This difference demonstrates that visual realism and recognizable political actors can attract attention more effectively than abstract or text-dominated representations. Such findings suggest that visual personalization strengthens perceptions of authenticity and accessibility by presenting political institutions through familiar and identifiable figures (Osei Fordjour, 2024; Shome et al., 2024; Szebeni et al., 2025). Photographs of council members may reduce the psychological distance between citizens and the DPRD by portraying institutional activities within recognizable social contexts. Consequently, the communication strategy of the Sukabumi City DPRD indicates that digital institutional legitimacy is shaped by the interaction between visual personalization, algorithmic amplification, authenticity, and audience preferences for accessible, human-centered political representation.

Dialogic Communication and the Escalation of Aspirations (Communication)

The observed communication practice within the Public Relations Office of the Sukabumi City DPRD reflects a structural transition from monologic dissemination toward a dialogic communication regime, in which social media is operationalized not merely as a broadcasting channel, but as an interactive interface for public accountability. This shift is consistent with dialogic theory in organizational communication, particularly the principles articulated in Kent and Taylor's dialogic communication framework, which emphasizes mutuality, propinquity, empathy, risk disclosure, and commitment to dialogue as core determinants of meaningful institutional-public interaction. Within this framework, the comment section of Facebook ceases to function as a peripheral engagement feature and instead becomes a semi-institutionalized deliberative micro-space where civic grievances are publicly articulated and institutionally processed.

At the operational level, the DPRD Public Relations unit has implemented a structured Standard Operating Procedure (SOP) governing the reception, categorization, and escalation of public comments (Asdar et al., 2025; Yuandi et al., 2025). This proceduralization of digital interaction indicates the emergence of what can be conceptualized as "administrative responsiveness infrastructure," where informal public expressions in digital spaces are converted into traceable bureaucratic inputs. Complaints related to public services—particularly infrastructure issues such as road damage, drainage inefficiencies, or municipal service delays—are not treated as ephemeral online discourse, but are systematically recorded as administrative data points requiring institutional follow-up.

The escalation mechanism constitutes a key functional bridge between digital communication and formal governance processes. In this system, social media administrators act as first-level interpretive agents who translate unstructured public expressions into structured bureaucratic language before forwarding them to the Council Secretariat or relevant commission bodies. This translation process is critical, as it transforms affective and often informal citizen expressions into institutionally legible problem statements that can be integrated into legislative or oversight workflows. In doing so, the PR unit performs not only a communicative function but also a semi-bureaucratic filtering and codification role within the governance chain.

From a governance perspective, this mechanism reflects an emerging model of “platform-mediated e-governance responsiveness,” in which digital interaction spaces are partially integrated into formal administrative decision-making pathways. Unlike traditional one-way public information dissemination, this model introduces feedback loops that allow citizen inputs to enter institutional processing cycles. However, it remains important to note that the system operates within a mediated structure, meaning that responsiveness is contingent upon internal validation, hierarchical approval, and institutional prioritization. As such, while dialogue is enabled, it is not fully symmetrical, and the asymmetry of power between citizens and institutions persists within the escalation hierarchy (Davidson, 2016; Maddison & Diprose, 2018; Zulham et al., 2025).

Furthermore, this communication architecture introduces measurable dimensions of public aspiration governance. The act of documenting, forwarding, and responding to citizen complaints creates an implicit data trail that can be analyzed in terms of frequency, thematic distribution, response latency, and resolution rate. These parameters allow the PR office to move beyond descriptive communication toward a form of performance-oriented public engagement management. In this sense, dialogic interaction is not only a normative democratic ideal but also a managerial instrument for monitoring institutional responsiveness.

Nevertheless, the effectiveness of this dialogic system is structurally dependent on internal coordination efficiency and bureaucratic absorptive capacity. Delays in response, fragmentation of internal communication channels, or lack of inter-departmental synchronization can disrupt the continuity of the feedback loop, thereby weakening the perceived credibility of the dialogic process. Consequently, the success of this model is not determined solely by the presence of interactive features, but by the institutional ability to close the loop between citizen input and policy or administrative output (Jäntti et al., 2023).

Overall, the DPRD’s implementation of dialogic communication practices represents a hybrid governance configuration in which digital platforms function simultaneously as public engagement arenas and administrative intake systems. While this configuration enhances transparency and accessibility, it also exposes structural tensions between the ideals of participatory dialogue and the operational constraints of bureaucratic governance.

Internal Governance and Quality Control (Collaboration)

The Collaboration dimension within the Public Relations governance structure of the Sukabumi City DPRD reflects an internally coordinated production system that is designed to ensure both communicative responsiveness and institutional risk management. At the

organizational level, communication production is not treated as an ad hoc activity, but rather as a structured workflow embedded within a division-of-labor regime that differentiates functional responsibilities between interaction management and content production. This indicates the presence of a semi-formalized media production apparatus within the public sector, where communicative outputs are generated through coordinated interdependent roles rather than individual discretionary action.

The production process typically follows a sequential pipeline beginning with field-based documentation of institutional activities, followed by visual processing and editorial refinement, and culminating in the formulation of textual narratives that contextualize and frame the documented events. This workflow structure reflects an operational logic similar to institutionalized newsroom practices, where content is progressively refined through multiple layers of technical and interpretive labor. In this context, the PR unit functions as a hybrid communication unit that integrates journalistic production techniques into governmental information dissemination practices.

A key feature of this collaboration structure is the clear separation between data capture functions and interpretive framing functions (Iivari, 2018). Field documentation teams are responsible for generating raw visual and informational material, while specialized content teams undertake the processes of narrative construction and visual curation. This division enhances production efficiency while simultaneously enabling greater consistency in message framing, as each stage of production is handled by actors with defined functional competencies. However, this specialization also introduces dependencies across units, making the overall communication output sensitive to coordination efficiency and internal workflow synchronization.

In addition to production efficiency, the Collaboration dimension is strongly characterized by the implementation of institutional quality control mechanisms. These mechanisms operate as formal gatekeeping structures designed to regulate the informational and reputational risks associated with public communication. Prior to publication, each content output undergoes a multi-stage verification process involving cross-validation of factual accuracy, alignment with institutional messaging standards, and assessment of potential reputational implications. This process culminates in final authorization by the head of the public relations unit, who holds ultimate editorial authority over public-facing communications.

From a governance perspective, this gatekeeping structure serves two interrelated functions. First, it ensures message consistency across different communication outputs, thereby maintaining a coherent institutional narrative in the public domain. Second, it functions as a risk mitigation mechanism that minimizes the probability of misinformation, misinterpretation, or politically sensitive framing errors that could negatively affect institutional credibility. In this sense, quality control is not merely a technical editorial procedure but also a strategic governance instrument embedded within the communication system.

However, the presence of hierarchical approval layers also introduces a potential trade-off between responsiveness and control. While strict validation procedures enhance message reliability, they may simultaneously reduce the speed of content dissemination, particularly in high-tempo informational environments where rapid updates are critical. This structural tension

between agility and accuracy represents a defining characteristic of institutional communication systems operating within public sector constraints.

Audience Retention and Relational Engagement (Connection)

The Connection dimension represents the cumulative consolidation of the three preceding communication processes into a relatively stable pattern of audience engagement. In this phase, institutional communication moves beyond exposure and interaction toward the formation of relational continuity between the DPRD as a political institution and its digitally mediated publics. Empirical analytics indicate a structurally significant pattern of organic audience expansion, in which approximately 69% of users exposed to visual content featuring public officials are classified as non-followers. This distribution suggests that the communication system is operating primarily within a discovery-driven exposure model rather than a retention-based follower model, where algorithmic circulation extends institutional visibility beyond its established audience base.

From a digital media analytics perspective, this pattern reflects a conversion gap between reach and sustained audience retention (Kudapa, 2024). High proportions of non-follower impressions typically indicate strong algorithmic amplification and topical relevance, yet simultaneously signal limited audience consolidation into long-term relational engagement. In other words, while content effectively penetrates broader public visibility networks, its capacity to convert incidental viewers into stable institutional followers remains structurally constrained. This distinction is critical for evaluating political communication performance, as it separates short-term visibility dynamics from long-term audience loyalty formation.

The demographic concentration of the audience, particularly among male users aged 35–44 years, should be interpreted within the framework of platform-based audience segmentation rather than as a fixed sociological category. This cohort is often algorithmically associated with civic, infrastructural, and policy-oriented content consumption patterns, particularly in local governance contexts where material policy outcomes (such as infrastructure quality and public service delivery) are directly relevant to daily socioeconomic conditions. Consequently, engagement within this segment reflects issue-based attentiveness rather than purely identity-driven interaction, indicating that content resonance is strongly linked to perceived policy relevance.

Within this relational structure, institutional legitimacy is increasingly dependent on the maintenance of perceived communicative order within the digital interaction space. Audience trust is not only derived from content quality, but also from the stability and credibility of the communicative environment in which interactions occur. As such, administrative practices such as comment moderation, filtering of spam, and regulation of informational noise function as critical mechanisms of trust preservation. These practices operate as forms of digital governance that safeguard the interpretive integrity of institutional communication, ensuring that audience perception is not distorted by irrelevant or disruptive content.

Furthermore, relational engagement in this context should be understood as a form of mediated institutional proximity, where repeated exposure to visual and interactive content fosters a sense of accessibility between citizens and political actors. However, this proximity is structurally asymmetrical, as it is produced within platform-governed environments where

visibility is mediated by algorithmic prioritization and administrative curation. Consequently, relational engagement is not purely spontaneous, but co-produced through institutional communication strategy and platform infrastructure.

Structural Barriers and Strategic Projections

Although the implementation of the 4C model shows a positive trend, a comprehensive evaluation indicates that the use of Facebook by the Public Relations Office of the Sukabumi City Regional People's Representative Council (DPRD) has not yet reached its optimal point. The expansion of this digital public space still faces structural barriers, namely limited human resources and fragmented internal communication channels, which often result in delays in the dissemination of council information. Furthermore, the visibility of the City Council's digital space currently remains overshadowed by the dominance of executive branch media publications (Local Government).

As an intervention to address these issues, the City Council's Public Relations Office is currently designing an optimization strategy by streamlining internal documentation reporting processes in real-time. Moving forward, a strategic collaboration scheme with local government media entities is also planned—a step aimed at enhancing institutional autonomy, expanding reach, and ensuring that the effectiveness of local parliamentary performance publications is comprehensively conveyed to the public.

Conclusion

Based on the research findings, it can be concluded that the management of Facebook by the Public Relations Division of the Sukabumi City Regional House of Representatives (DPRD) has effectively integrated the 4C concept with the four primary functions of public relations. The Context dimension is reflected in the PR division's role as a communicator through information framing that combines compelling visuals with accessible narratives, contributing to a 293% increase in account reach and strong public engagement with educational content such as "Get to Know the Commissions Closer." The Communication dimension is demonstrated through relationship-building practices involving active and responsive two-way communication to accommodate public aspirations and concerns. This process is strengthened through the Collaboration dimension, in which the PR division coordinates with the Council Secretariat to verify information before publication and uses digital performance data for managerial evaluation. Meanwhile, the Connection dimension is reflected in the consistent publication of transparent and educational content that supports the DPRD's image as an accessible institution. Overall, the integration of these dimensions has strengthened the institutional reputation of the Sukabumi City DPRD as a transparent, responsive, credible, and public-oriented legislative institution.

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