

## Information Management in Public Communication in The City Governments of Banda Aceh and Langsa

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### ABSTRACT

Information management in public communication has become an important issue in local government administration because citizens increasingly rely on official digital channels to obtain accurate, transparent, and timely public information. This study examines information management in public communication within the City Governments of Banda Aceh and Langsa, focusing on the use of official websites as strategic instruments for disseminating public information, strengthening transparency, and supporting communication between government and citizens. The objective of this study is to compare how Banda Aceh and Langsa manage public information through their official digital platforms and to identify the institutional factors that influence differences in website utilization and communication effectiveness. This study employed a qualitative approach with a comparative descriptive design. Data were collected through website observation, documentation study, and institutional information tracing by examining official website features, news updates, public information menus, service integration, and supporting organizational capacity. The data were analyzed using qualitative descriptive analysis through data reduction, data presentation, comparative interpretation, and conclusion drawing. The findings show that both city governments have official websites and similar institutional responsibilities in managing public information; however, their communication performance differs significantly. Banda Aceh demonstrates a more active and integrated model of digital public communication, supported by competent internal staff and approximately twenty external personnel who assist in activating agency websites and updating public news. Its website provides broader features, including public information services, open data, media center, command center, and digital service links. In contrast, Langsa has established an official website with several information menus, but its utilization as a strategic public communication platform remains less optimal.

Keyword: Public Communication, Information Management, Digital Government



### INTRODUCTION

Information management in public communication has become a central issue in contemporary local governance because citizens increasingly depend on official digital channels to obtain accurate, timely, and accountable public information. In city governments, official websites are no longer merely administrative displays; they function as institutional

gateways through which policies, services, public announcements, performance information, and government narratives are communicated to the public. Within this context, the City Governments of Banda Aceh and Langsa represent an important comparative case because both have communication and informatics agencies with similar formal responsibilities, yet their practices in managing digital public information show different levels of institutional capacity, content updating, and website utilization. This article positions itself within broader studies on digital government, local government transparency, and online public communication by examining how the same public information mandate can produce different communication outcomes when supported by different human resources, organizational routines, and digital management strategies (Matheus et al., 2021; da Cruz et al., 2016; Jun et al., 2014).

The core problem examined in this study is the uneven quality of information management between two municipal governments that formally carry out comparable public communication functions. Banda Aceh has developed a more active digital communication ecosystem, supported by competent internal staff and approximately twenty external personnel empowered to activate agency websites and update public news across government units. In contrast, Langsa also operates an official website and provides public information menus, but the website has not yet been optimized as a strategic instrument for managing local government information and communication. This difference is important because public communication today is not only about delivering information, but also about organizing digital content, maintaining message consistency, responding to public needs, and ensuring that government information remains accessible across platforms (Yuan et al., 2023; Luna, 2024; Benlahcene, 2024).

Conversely, when official websites are underutilized, information gaps may emerge, and citizens may depend on informal, fragmented, or less reliable sources. In the context of local government, such gaps can weaken transparency, reduce the credibility of public communication, and limit citizens' ability to participate meaningfully in public affairs. Therefore, examining information management in Banda Aceh and Langsa is scientifically relevant because it shows how digital transparency is shaped not only by the existence of technology, but also by the capacity of institutions to manage information as a public resource (Alessandro et al., 2021; Ripamonti et al., 2024; Saldanha et al., 2022).

Previous studies have emphasized that local government websites and digital platforms can strengthen public participation when they are designed and managed as interactive, informative, and citizen-oriented communication channels. However, many studies also show that the mere availability of a digital platform does not automatically create effective communication. The platform must be supported by updated content, institutional coordination, responsive information flows, and the ability to translate administrative activities into publicly understandable messages.

This article contributes to that discussion by focusing on two city governments in Aceh Province and by highlighting the practical gap between digital infrastructure ownership and actual information management performance. Thus, the originality of this article lies in its comparative attention to two local governments with similar communication mandates but different operational capacities in managing public information through official websites (Tejedo-Romero et al., 2022; Shin et al., 2024; Zhao et al., 2023).

In Banda Aceh, the official website of Diskominfotik shows a more intensive pattern of public communication. The website displays recent news, public information services, PPID access, e-government services, SINERGI, e-survey facilities, open data, and media center functions. These features indicate that the website is used not only as a static institutional profile, but also as a dynamic communication infrastructure that supports public information dissemination. The presence of competent staff and additional external personnel strengthens the city government's capacity to maintain news updates and manage information from different government agencies. This condition reflects the importance of citizen-centric digital

government, where technological platforms must be supported by organizational capacity, usability, and trust-building mechanisms in order to become meaningful instruments of public service communication (Dechamps et al., 2025; Nguyen et al., 2024; Nookhao & Chaveesuk, 2023).

In Langsa, the Diskominfo website also provides several public information features, including news, video news, report files, performance achievements, galleries, employee information, and contact information. However, based on the phenomenon described in this study, its utilization has not reached the same level of intensity as Banda Aceh, especially in terms of maximizing the website as an integrated channel for managing regional public communication. The Langsa website shows the institutional existence of digital communication infrastructure, but the key issue is how far that infrastructure is actively managed to support transparency, public information services, and continuous communication between government and citizens. This phenomenon demonstrates that digital government effectiveness depends on the relationship between platform availability, internal management capacity, content governance, and public value creation (Guo et al., 2024; Ly, 2023; Chen et al., 2024).

Table 1. Preliminary Phenomenon of Public Information Management in Banda Aceh and Langsa City Governments

| Aspect of Analysis         | Banda Aceh City Government  | Langsa City Government  | Preliminary Interpretation   |
|----------------------------|---|---|--|
| Official website ownership | Available through the Diskominfo Banda Aceh website   | Available through the Diskominfo Langsa website   | Both governments have formal digital channels for public communication.  |
| Public information menus   | Provides PPID, public information, open data, media center, e-government services, news, publications, and public complaint-related information | Provides public information menus such as news, video news, report files, performance achievements, gallery, and employee/contact information | Banda Aceh shows broader menu diversification and stronger integration of public information services.                 |
| News update pattern        | The website displays recent government news and activity updates, including April 2026 content  | The website displays public news, but the observed update pattern appears less intensive in comparison  | The frequency and continuity of updates indicate different levels of content management capacity.                      |
| Human resource support     | Supported by competent staff and approximately twenty external personnel to activate agency websites and update government news                 | Website exists, but its utilization for public information and government communication remains less optimal                                  | Human resource capacity becomes a key factor in the difference between website availability and website effectiveness. |
| Communication function     | Website functions as a dynamic channel for public information, media center activity, public  | Website functions as an official information channel, but has not been fully maximized as an integrated                                       | The main issue is not infrastructure ownership, but the institutional capacity to manage                               |

| Aspect of Analysis   | Banda Aceh City Government  | Langsa City Government  | Preliminary Interpretation   |
|----------------------|---|---|--|
|                      | service information, and government news dissemination                | communication management tool   | information consistently.  |
| Source of phenomenon | Official website observation and additional institutional information | Official website observation and additional institutional information | The comparison supports the need for further analysis of information management practices. |

Source: Author, 2026

The table above shows that the problem is not the absence of digital infrastructure, because both Banda Aceh and Langsa already have official websites. The more important issue is the difference in how each government manages, updates, and institutionalizes those websites as instruments of public communication. Banda Aceh appears to have developed a more active information management model through stronger human resource support, broader digital service menus, and more visible news updating practices. Meanwhile, Langsa still faces challenges in maximizing the website as a strategic medium for managing government information, even though its formal duties are similar to Banda Aceh's. This difference is relevant to broader studies which argue that government websites, social media, and digital platforms become effective only when they are supported by operational transparency, institutional coordination, and strategic public communication management (Hsu, 2026; Manoharan et al., 2025; Zumofen et al., 2025).

However, previous studies on digital government and online public communication have mostly emphasized transparency, participation, service delivery, and technological adoption in general. Limited attention has been given to how local governments with similar institutional mandates produce different outcomes in managing public information through official websites. This gap is important because the effectiveness of digital public communication is not determined merely by the existence of a website, but by the institutional capacity, editorial routines, staffing support, and inter-agency coordination that sustain information management. Therefore, this study fills that gap by comparing Banda Aceh and Langsa as two city governments with similar communication responsibilities but different levels of website utilization and public information management performance.

The novelty of this study lies in its comparative focus on two municipal governments that operate within a similar regional and administrative context but demonstrate different levels of digital communication maturity. By comparing Banda Aceh and Langsa, this article does not only describe website features, but also explains how institutional resources, content management practices, and communication strategies influence the quality of public information delivery. This perspective provides a more operational understanding of digital governance at the local level, especially in explaining why similar formal mandates may result in different communication outcomes.

## RESEARCH METHODS

This study employed a qualitative approach with a comparative descriptive design to (Creswell & Poth, 2018) examine information management in public communication within the City Governments of Banda Aceh and Langsa. This approach was selected because the research focuses on understanding institutional practices, website management patterns, public information dissemination, and the organizational capacity of local government agencies in managing official communication. Banda Aceh and Langsa were chosen

purposively because both governments have similar institutional duties in managing public information, yet they demonstrate different levels of website utilization and digital communication performance. Banda Aceh shows stronger website activation through competent staff and approximately twenty external personnel supporting content updates, while Langsa has an official website but has not fully optimized it as a strategic public communication channel.

Data collection was conducted through website observation, documentation study, and institutional information tracing (Miles et al., 2014; Yin, 2018). Website observation focused on the official websites of Diskominfotik Banda Aceh and Diskominfo Langsa by examining website structure, public information menus, news updates, accessibility, service features, and the role of each website as a government communication medium. Documentation study was carried out by reviewing official publications, agency profiles, public information pages, website-based reports, and relevant literature on digital government and public communication. The research instrument consisted of an observation guide and documentation checklist covering indicators such as content updating, information accessibility, service integration, public communication function, and institutional support.

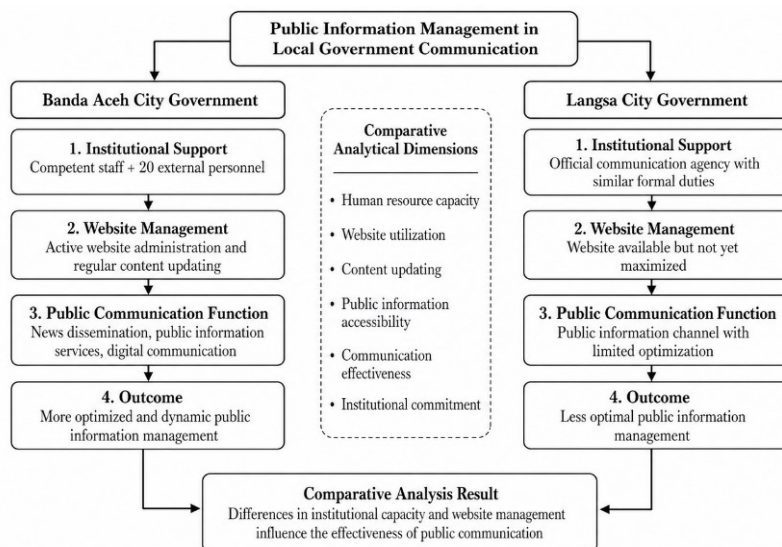


Figure 1. Comparative Framework of Public Information Management in Banda Aceh and Langsa City Governments

Source: Author, 2026

Data analysis was conducted using qualitative descriptive analysis through data reduction, data presentation, comparative interpretation, and conclusion drawing. The collected data were first selected based on their relevance to information management and public communication, then organized into thematic categories such as institutional capacity, website utilization, public information disclosure, and digital communication effectiveness. A comparative analysis was then used to identify similarities and differences between Banda Aceh and Langsa. To strengthen the credibility of the findings, this study applied source triangulation by comparing website observation results, official institutional documents, and academic references, so that the analysis could provide a reliable explanation of how local government capacity influences the effectiveness of public communication management.

The comparative descriptive design was used to identify similarities and differences between the two city governments in managing website-based public communication. Banda Aceh and Langsa were selected as comparative cases because both have formal communication and informatics institutions responsible for public information management,

yet they show different levels of digital communication activity. This case selection allows the study to examine how institutional capacity, human resources, and website management practices shape the effectiveness of public information dissemination at the local government level.

## RESULTS AND DISCUSSION

### 1. Institutional Capacity and Public Information Management in Banda Aceh and Langsa

The findings show that the main difference between Banda Aceh and Langsa is not located in the existence of official digital infrastructure, but in the institutional capacity to manage that infrastructure as a public communication instrument. Both city governments have official websites and communication agencies with similar mandates, yet Banda Aceh demonstrates stronger operational readiness through competent staff and approximately twenty external personnel who support the activation of agency websites and the updating of public news. This condition indicates that information management in public communication depends not only on technological availability, but also on human resource capacity, institutional coordination, and administrative commitment to maintain information flow continuously. In digital government studies, institutional capacity is often viewed as a decisive factor because technology can only generate public value when supported by capable personnel, reliable communication routines, and organizational mechanisms that allow information to be processed and distributed effectively (Peeters, 2025; Felicitas, 2026; Frandell, 2026).

The stronger institutional capacity of Banda Aceh can be understood through the relationship between human resources, work distribution, and communication routines. The involvement of competent internal staff and approximately twenty external personnel indicates that website management is treated as an organized institutional function rather than a technical side task. This arrangement enables the government to collect information from different agencies, prepare news content, update public information, and maintain the visibility of government programs. In contrast, Langsa's less intensive website utilization suggests that institutional support for digital communication still requires further strengthening, particularly in terms of dedicated personnel, editorial workflow, and cross-agency information coordination.

In Banda Aceh, the institutional capacity of public information management appears more organized because the website is supported by diverse communication features, including news, public information services, open data, media center, command center, and digital service links. The website of Diskominfo Banda Aceh also presents the institutional message that the platform is intended to provide information services for stakeholders and the wider public. This shows that Banda Aceh places its website not merely as an organizational profile, but as an active medium for managing local government communication. The presence of competent personnel and external support strengthens the city government's ability to update information, collect news from different government units, and maintain the visibility of public programs.

In contrast, Langsa also has an official website that contains several public information menus, such as news, video news, report files, performance achievements, gallery, employee information, and PPID. However, the utilization of these features has not yet reached an optimal level in supporting public information management. The issue is not that Langsa lacks a website, but that the available website has not been fully institutionalized as a dynamic communication system. This indicates that website ownership alone cannot guarantee effective public communication. Without sufficient staff capacity, editorial routines, content planning, and regular updating mechanisms, a government website may remain formally available but functionally limited.

The graphical comparison implied in this study illustrates that Banda Aceh has a stronger institutional support structure than Langsa in managing digital public communication.

Banda Aceh benefits from human resources that are specifically mobilized to activate agency websites and update news related to public information. This staffing arrangement makes it possible for the city government to maintain content continuity and present government activities more consistently to the public. Langsa, by contrast, still faces challenges in transforming its website into a more active and integrated public communication platform. This gap demonstrates that institutional capacity should be understood as a combination of personnel, work distribution, communication procedures, and leadership commitment.

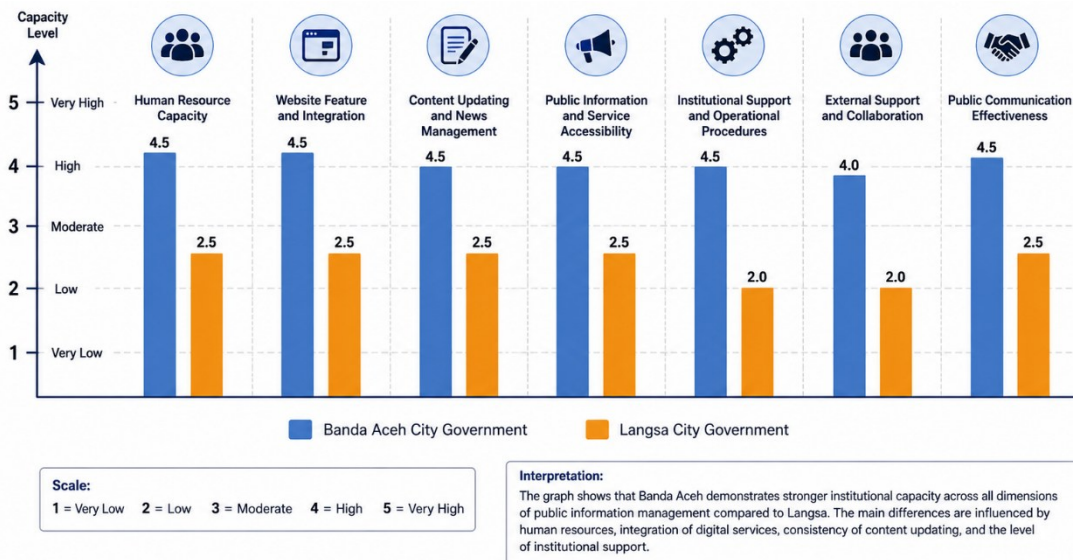


Figure 2. Graphical Illustration of Institutional Capacity Differences in Public Information Management between Banda Aceh and Langsa  
Source: Author, 2026

The observation of official websites also shows that Banda Aceh provides broader digital communication features than Langsa. Banda Aceh’s website includes open data, media center, command center, online survey application, e-letter services, CCTV access, and other information-related services. Meanwhile, Langsa’s website presents basic institutional and public information features, including news, report files, performance achievements, gallery, PPID, contact information, and employee data. This comparison indicates that Banda Aceh has moved further toward an integrated digital communication ecosystem, whereas Langsa is still positioned at a more basic stage of website-based information management.

Table 2. Institutional Capacity and Website-Based Public Information Features in Banda Aceh and Langsa

| Aspect                | Banda Aceh City Government   | Langsa City Government   | Analytical Interpretation   |
|-----------------------|--|--|---|
| Institutional support | Competent staff and approximately twenty external personnel support website activation and news updating | Official communication agency exists, but website utilization remains less optimal | Human resource support strongly influences the intensity of public information management |
| Website function      | Used as a dynamic channel for news, public information,  | Used as an official information channel  | Both have websites, but Banda Aceh shows stronger   |

| Aspect                           | Banda Aceh City Government   | Langsa City Government   | Analytical Interpretation                                      |
|----------------------------------|--|--|--|
|                                  | open data, media center, and digital services  | with basic menus and limited optimization  | functional development   |
| Public information features      | Open data, media center, command center, PPID, SP4N LAPOR, online survey, e-services | News, video news, report files, performance achievements, gallery, PPID, contact information | Banda Aceh has broader digital integration                     |
| Content updating                 | Recent and diverse government news is visible on the website                         | News content exists, but the observed pattern is less intensive                              | Update frequency reflects institutional communication capacity |
| Public communication orientation | More proactive and service-oriented  | More formal and informational  | Banda Aceh shows stronger public communication responsiveness  |
| Main issue                       | Maintaining continuity and integration across agencies                               | Optimizing website use as a strategic communication tool                                     | Different stages of digital public communication maturity      |

Source: Author, 2026

The table confirms that the core finding of this sub-section is the difference in institutional capacity. Banda Aceh shows a more mature pattern because its website is supported by broader features and stronger staffing arrangements. Langsa, although already equipped with an official website, still requires stronger institutional management to improve the regularity, relevance, and strategic use of public information. Therefore, the comparison between the two city governments demonstrates that effective public communication is not determined only by digital infrastructure, but also by the organizational capacity to manage information as a continuous public service process.

## 2. Website Utilization as a Public Communication Channel

The second finding indicates that website utilization plays a strategic role in shaping the quality of public communication between local government and citizens. In public administration, websites are not only technical platforms, but also official spaces where government credibility, transparency, service information, and policy narratives are displayed. Banda Aceh's website shows a stronger orientation toward integrated communication because it provides various service menus and recent news updates, while Langsa's website still appears more limited in terms of functional optimization. This difference supports the argument that digital communication effectiveness depends on how government institutions use websites to reduce information asymmetry, improve service visibility, and strengthen interaction with citizens (Bangero, 2025; Karkin, 2024; Ndzabela, 2025).

The official website of Diskominfo Banda Aceh presents several public-facing features that indicate an effort to integrate communication, information disclosure, and digital public service. The website includes access to open data, live CCTV, e-survey, e-letter services, media center, command center, and government news. Its media center page explains that media center functions as an online technology-based facility to collect, process, provide, and disseminate government information, while also accommodating public feedback on

government policies. This demonstrates that Banda Aceh’s website has been developed not only as a news channel, but also as an institutional mechanism for public information management.

The command center feature in Banda Aceh further strengthens the role of the website as an integrated communication instrument. The page explains that the command center dashboard includes applications such as SINERGI, data on postings from OPDs, villages, and schools, Open Data Banda Aceh, SP4N LAPOR, PPID, and other applications. This reflects a more advanced form of information management because different channels are connected into one digital ecosystem. In this sense, Banda Aceh’s website functions as a gateway for various government information flows, making public communication more structured and easier to access.

Langsa’s website also provides important public information features. The website displays news, video news, report files, performance achievements, gallery, PPID, employee information, and contact details. The presence of these menus shows that Langsa has already established a formal digital channel for communicating with the public. However, the website still appears less maximized as an integrated communication management platform. For example, available public information tends to be concentrated in basic menus, while broader integration with public service dashboards, open data, media center functions, and complaint mechanisms is not as visible as in Banda Aceh.

The difference in website utilization also appears in the pattern of public information updating. Banda Aceh’s website displays more recent and diverse content, including government awards, infrastructure monitoring, social assistance distribution, and public service activities. Langsa’s Diskominfo website displays available news content, but the observed news page shows a more limited number of published items. This contrast indicates that Banda Aceh has stronger content production and dissemination routines, while Langsa still needs to strengthen editorial planning, inter-agency information coordination, and digital content management.

The comparison of website utilization should be strengthened by documenting specific empirical indicators, such as the number of recent news items, the date range of published updates, the types of public information menus available, the presence of digital service links, and the visibility of citizen-oriented features. These indicators are important because they provide a clearer basis for assessing whether a website functions merely as an institutional profile or as an active public communication platform. By presenting such evidence, the analysis can move beyond descriptive comparison and provide a more measurable explanation of digital communication performance.

Table 3. Comparative Website Utilization in Public Communication

| Indicator                 | Banda Aceh  | Langsa   | Discussion  |
|---------------------------|---|--|---|
| Website role              | Integrated public communication and information service platform      | Official information platform with basic communication functions | Banda Aceh shows stronger integration between information and services    |
| News availability         | Diverse and regularly updated government news                         | News available, but observed content is more limited             | Content updating reflects the strength of internal communication routines |
| Public information access | PPID, open data, media center, command center, SP4N LAPOR, e-services | PPID, news, video news, report files, performance achievements   | Langsa has public information access, but integration                     |

| Indicator                 | Banda Aceh  | Langsa   | Discussion   |
|---------------------------|---|--|--|
|                           |   |  | remains less developed   |
| Citizen-oriented features | Online survey, complaint channel integration, media center, public dashboard elements | Contact information and public information menus | Banda Aceh provides more interactive and service-oriented channels |
| Digital ecosystem         | More connected across services and agencies   | More segmented and basic                         | Integration is a key differentiator                                |
| Communication maturity    | More proactive and dynamic  | Still developing                                 | Website optimization is the main challenge for Langsa              |

Source: Author, 2026

The table shows that website utilization in Banda Aceh has moved toward an integrated public communication model, while Langsa remains at a more foundational stage. Banda Aceh's strength lies in the combination of updated content, public information access, service integration, and institutional support. Langsa's website, on the other hand, already provides basic information infrastructure but has not yet fully transformed into an active communication management system. Therefore, the effectiveness of website-based public communication depends on how consistently the local government updates content, connects digital services, and uses the website as a bridge between administrative activity and public information needs.

### 3. Public Information Updating, Transparency, and Citizen Trust

The third finding reveals that the continuity of public information updating is closely related to transparency and citizen trust. A government website that is frequently updated gives the public a stronger impression that government activities are visible, traceable, and accountable. Banda Aceh demonstrates this pattern more clearly because its website contains recent news and broader public information services. Langsa, although it has an official website, still needs to improve the consistency and strategic value of its information updates. In the study of digital public services, transparency and accountability are not produced automatically by technology; they are shaped by the quality of information, the openness of processes, and the extent to which citizens can access meaningful government data and explanations (Saldanha, 2022; Bertot, 2010; Lee, 2012).

In Banda Aceh, the updating of news and public information strengthens the city government's ability to demonstrate institutional performance. News items related to governance awards, social assistance distribution, telecommunications tower monitoring, and other public activities allow citizens to observe what the government is doing. This type of information contributes to transparency because the public can access updates without having to directly visit government offices. When information is published regularly, government activity becomes more visible, and citizens have greater opportunity to understand policy implementation and service delivery.

The existence of open data and media center functions further strengthens Banda Aceh's transparency model. Open data provides a basis for public access to government information, while the media center functions as a mechanism to process and disseminate government information. This arrangement is important because public communication requires more than publication; it requires the ability to collect, verify, organize, and distribute information in a way that is understandable to the public. Banda Aceh's digital communication model therefore reflects a more developed institutional awareness that public information must be managed systematically.

Langsa's condition shows a different challenge. The website already provides public information menus and formal access channels, but the key issue lies in the intensity and optimization of content management. When the website is not updated consistently or when its features are not fully used to communicate government programs, citizens may experience information gaps. These gaps do not necessarily mean that the government lacks activity, but they indicate that government activities may not be sufficiently translated into public communication outputs. In this context, Langsa needs to strengthen the link between administrative work and digital publication.

Citizen trust in local government communication is influenced by the clarity, timeliness, and reliability of information. If citizens can easily find information about government services, programs, reports, and achievements, they are more likely to perceive the government as responsive and accountable. Conversely, when official digital channels are underutilized, citizens may rely on unofficial sources, which can increase the risk of misinformation or fragmented understanding. Therefore, website updating should be treated as a core function of public communication, not merely as a technical activity handled by a small number of website administrators.

The comparison between Banda Aceh and Langsa indicates that transparency is a practical result of information management routines. Banda Aceh's stronger updating practices show that transparency requires human resources, editorial coordination, and institutional commitment. Langsa's case demonstrates that having public information menus is an important starting point, but it must be followed by continuous content production, feature optimization, and stronger integration between government units. Thus, transparency in local digital communication is not only a normative obligation, but also an operational process that must be managed daily.

#### 4. Comparative Model of Digital Public Communication Management

The fourth finding suggests that the difference between Banda Aceh and Langsa can be explained through a comparative model of digital public communication management. Banda Aceh represents a more active model, where institutional support, website management, content updating, and service integration work together to strengthen public communication. Langsa represents a developing model, where formal infrastructure exists but optimization remains necessary. This comparison is consistent with current digital government studies which emphasize that public communication effectiveness depends on coordinated digital transformation, strategic use of new media, and the ability of government institutions to manage information in ways that reduce uncertainty and strengthen public value (Yang, 2024; Wang, 2025; Tsai, 2026).

The comparative model begins with institutional support. In Banda Aceh, the availability of competent staff and external personnel creates stronger conditions for continuous information production. This support allows the government to maintain news updates, activate agency websites, and present public information more consistently. In Langsa, the institution has similar formal duties, but the use of the website has not yet reflected the same level of operational intensity. This indicates that institutional support is the foundation of digital public communication because it determines whether information can be managed regularly or only displayed occasionally.

The second element of the model is website management. Banda Aceh shows that website management must be understood as a structured process involving content collection, verification, publication, service integration, and public access. The website functions as a central platform that links news, open data, media center, command center, PPID, and other services. Langsa's website already provides several important menus, but these features require stronger optimization so that they do not remain fragmented. In other words, effective website management requires integration between technical systems and administrative communication processes.

The third element is public communication function. Banda Aceh's website has a stronger communication role because it disseminates news, provides public service information, supports access to data, and connects citizens to several government services. This makes the website function as a public communication ecosystem rather than a static institutional page. Langsa still needs to strengthen this function by increasing content diversity, improving update consistency, and making public information more visible and accessible. When the website is managed as a communication ecosystem, it can support transparency, public trust, and citizen engagement.

The fourth element is communication outcome. Banda Aceh's outcome is a more optimized and dynamic form of public information management. The public can access more varied information and observe government activities more easily through official channels. Langsa's outcome is less optimal because the available website has not yet been fully used as a strategic public communication instrument. This does not mean that Langsa lacks digital potential; rather, it shows that institutional improvement is needed to transform the website from a formal information platform into an active communication management system.



Figure 3. Comparative Model of Digital Public Communication Management in Banda Aceh and Langsa  
Source: Author, 2026

The proposed figure title above represents the analytical conclusion of this study. The model places institutional support, website management, public communication function, and communication outcomes as four connected components. Banda Aceh's experience shows that when human resources, content updating, and digital services are integrated, public communication becomes more dynamic and transparent. Langsa's experience shows that website availability must be followed by stronger management capacity, regular publication, and inter-agency coordination. Therefore, the comparison between Banda Aceh and Langsa contributes to the study of local digital governance by demonstrating that the success of public communication depends on the alignment between technology, human resources, institutional commitment, and continuous information management.

## CONCLUSION

This study concludes that information management in public communication within the City Governments of Banda Aceh and Langsa is shaped not only by the availability of official websites, but also by institutional capacity, human resource support, content updating routines, and the ability of each government to integrate digital communication features. The

research objective was to compare how Banda Aceh and Langsa manage public information through their official digital channels. The findings show that Banda Aceh demonstrates a more active and organized model of public information management, supported by competent staff and approximately twenty external personnel who assist in activating agency websites and updating public news. Meanwhile, Langsa already has an official website and public information menus, but its use as a strategic medium for local government communication has not yet been fully optimized.

The main finding of this study is that website ownership does not automatically produce effective public communication. Banda Aceh's experience shows that digital public communication becomes more dynamic when the website is supported by institutional commitment, updated content, public information services, open data, media center functions, and integrated digital service features. In contrast, Langsa's case indicates that a government website may remain limited when it is not supported by strong editorial routines, sufficient human resources, regular content production, and inter-agency information coordination. Therefore, the effectiveness of local government communication depends on the extent to which digital platforms are managed as active public information systems rather than merely formal institutional pages.

This study contributes to the literature on digital government and public communication by emphasizing the importance of institutional capacity in determining the quality of website-based information management at the local government level. Practically, the findings suggest that Langsa City Government needs to strengthen website management through more regular news updates, clearer public information organization, stronger PPID integration, improved digital service accessibility, and dedicated personnel for content management. Banda Aceh, on the other hand, needs to maintain the sustainability of its current model by ensuring consistency, cross-agency coordination, and continuous improvement of public communication features. The limitation of this study lies in its reliance on website observation and document-based analysis, so future research should include interviews with government officials, website administrators, journalists, and citizens to obtain deeper insights into the effectiveness, challenges, and public perception of digital information management in local government communication.

Practically, this study recommends that Langsa City Government strengthen its website management through the establishment of a dedicated editorial team, regular content updating schedules, clearer integration between PPID and public service information, and stronger coordination among local government agencies. Langsa also needs to develop a more citizen-oriented communication strategy by improving access to public data, feedback channels, and digital service information. Meanwhile, Banda Aceh needs to maintain the sustainability of its current model by ensuring content consistency, evaluating website performance periodically, strengthening cross-agency reporting mechanisms, and expanding citizen engagement features. These recommendations indicate that digital public communication should be managed as a continuous governance process, not merely as a technical website maintenance activity.

#### ACKNOWLEDGEMENT

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