

Analysis of Cyber Public Relations in Disseminating Indonesia's FOLU Net Sink 2030 Actions at the Ministry of Environment and Forestry



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ABSTRACT: Indonesia Forestry and Other Land Use (FOLU) Net Sink 2030 is an initiative to reduce Green House Gas emissions from the forestry and land sectors in Indonesia. The aim of this program as a serious step in overcoming the problem of climate change. Dissemination of the Indonesia FOLU Net Sink 2030 action at the Public Relations Bureau, highlighting the importance of public communication in supporting the achievement of the 2030 FOLU Net Sink target. One of the strategic communications that is considered effective in disseminating the Indonesia FOLU Net Sink 2030 action is Cyber Public Relations or commonly called Online Public Relations. The aim of this research is to analyze the implementation of Cyber Public Relations carried out by the Public Relations Bureau of the Ministry of Environment and Forestry. This research was analyzed using the theory from Philips & Young (2009) regarding the four basic elements of online public relations that PR practitioners must pay attention to. So that from this research a digital public relations practice can be produced that is appropriate and measurable from the perspective of existing theory and reality. The difference between this research and previous research lies in the research object, and it does not only focus on one digital platform, but also several platforms used to implement cyber public relations. The results of this research show that the implementation of Cyber Public Relations carried out by the MoEF Public Relations Bureau has been measured in accordance with the theory used.

KEYWORDS: *Cyber, Disemination, FOLU, Public Relation*

I. INTRODUCTION

Indonesia Forestry and Other Land Use (FOLU) Net Sink 2030 is a condition to be achieved through action to reduce greenhouse gas (GHG) emissions from the forestry and land sector where the level of uptake is at least equal to or higher than the level of emissions in 2030. This policy was born as a form of Indonesia's seriousness in reducing GHG emissions and controlling climate change that occurs and its impacts.

Based on data from the Intergovernmental Panel on Climate Change (IPCC), in April 2022 revealed a worrying fact, namely that GHG emissions have resulted in an increase in the average earth temperature above 1.5 degrees Celsius. This is a critical condition, as global warming is no longer inevitable and triggers various hydrometereological disasters. These disasters often occur in Indonesia, such as prolonged flooding due to extreme rainfall, the high intensity of forest fires due to hot weather and rising sea levels. In addition to disasters, extreme weather results in crop failure, and even creates an explosion of disease-carrying vectors such as mosquitoes and flies.

Indonesia FOLU Net Sink 2030 (IFNETS 2030) was launched when Indonesia was in the position of High Ambition on Climate Action welcoming 2022 which is the year of Indonesia's leadership in the G20. The commitment was conveyed directly by the President of the Republic of Indonesia at the inter-party meeting, the 26th UNFCCC Climate Change Conference (COP), in Glasgow in November 2021. Indonesia FOLU Net Sink 2030 is outlined in a strong legal regulation, namely the Decree of the Minister of Environment and Forestry Number 168 of 2022, which is overshadowed by Presidential Regulation Number 98 of 2021 concerning Organizing the Value of Carbon Economy for Achieving the Contribution Target set nationally and controlling GHG emissions in national development.

Efforts to disseminate information about the Indonesia FOLU Net Sink 2030 action are carried out by considering matters that are considered to be a problem. The issue of Indonesia FOLU Net Sink 2030 is dominated by complex information. Various technical terms such as carbon emission mitigation, carbon trading, global warming, make information difficult to understand. Unlike human

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resources who work technically, where these terms are normal and even appropriate. This gap will bring risk to the actions to be taken. Intensive communication is carried out by both effective teams through services in the field of public communication. Another problem is the challenge of digital media, the use of digital media, especially social media and online media, has its own risks. As a fast media, inaccurate information, attacks or hoaxes, can affect public perceptions when the action of change is in process and cause a lack of public involvement and public participation.

The targets to be achieved through the Indonesia FOLU Net Sink 2030 program require collaboration and synergy from various stakeholders. Collaboration in various sectors needs to be carried out continuously so that targets can be achieved. Concrete examples of Indonesia FOLU Net Sink 2030 need to be informed continuously and systematically. Public communication on the achievement of this target must always be pursued both to the Indonesian and international community. This is needed to build collaboration, cooperation, and two-way interaction in the implementation of the Indonesia FOLU Net Sink 2030 dissemination to encourage further understanding and work targets in each stakeholder.

According to Lubis (2018) Public communication plays a key role in disseminating information and building public understanding of the Indonesia FOLU Net Sink 2030 issue. The Public Relations Bureau of the Ministry of Environment and Forestry is tasked with overseeing the implementation of effective and efficient public communication through digital media and direct socialization. This is done by the Public Relations Bureau of the Ministry of Environment and Forestry through cyber public relations activities to support the dissemination of the Indonesia FOLU Net Sink 2030 action.

According to Kendek et al. (2022) all public relations activities using the internet are called Cyber Public Relations (Cyber PR), with cyber PR delivering messages to the public will be easier, and utilizing other great potentials. The popularity of social media is a challenge for a PR in carrying out a more interactive public relations function with a wider reach and instantaneous information penetration. According to Susanto et al (2019) Cyber Public Relations is one of the activities of a PR (public relations) that uses the Cyber World (virtual world) in establishing its cooperation. The use of the internet is the forerunner of the increasingly rapid development of the internet. The use of the internet is very effective, especially in crisis communication, identifying problems, management and interactive communication. According to Azizah (2021), the use of the internet in the world of public relations aims to create public understanding (public understanding), public confidence (public trust), public support (public support), public cooperations (public cooperation), and public engagement (public involvement).

Cyber public relations activities are more affordable than conventional media, in that the relationship established creates two-way communication. PR and the public are always connected which creates an open relationship. Cyber public relations in carrying out its duties, a PR practitioner must go through several stages that are quite long and not easy, such as preparing strategies for managing good media, how to communicate the information to be conveyed properly, how to convey information or special programs properly and effectively, and scheduling uploads so that this can provide benefits that are not only felt by the company or institution, but are able to provide benefits to the public. This is in line with the opinion of Septiyanti et al (2024) in a book entitled *Manifestation of Public Relations in the Digital Age*, that Digital PR maximizes online media in carrying out its activities to determine the success rate of campaigns in online media.

In the era of Public Information Disclosure, the Public Relations Bureau must always improve the effectiveness of communication and public information services by carrying out cyber public relations activities. This is as mandated by Law No. 14/2008 on Public Information Disclosure. The Public Relations Bureau of the Ministry of Environment and Forestry runs the concept of sending and delivering. Yananingtyas and Irwansyah (2020) explain that cyber public relations in government institutions is seen as how the delivery of information to the public and the image built from these government institutions. The Public Relations Bureau needs to build a systemized mechanism that is able to describe the problem, so that the Ministry of Environment and Forestry's public communication strategy can be an important part of efforts to achieve the Ministry of Environment and Forestry's program performance targets.

Indonesia FOLU Net Sink 2030 is a national strategic program that has been established by the Ministry of Environment and Forestry as the National Focal Point for the climate change control convention (UNFCCC). Indonesia's ambitious target setting for the global environment needs to be supported by strengthening communication synergies. The complexity of the concept, the availability of accessible and accurate information, and the ineffective delivery of information are things that must be overcome. Strategic communication will build understanding, participation and support in achieving Indonesia FOLU Net Sink 2030 action goals. The achievement of Indonesia FOLU Net Sink 2030 will certainly encourage sustainable environmental protection and ensure the rights of citizens to a good and healthy environment.

The Public Relations Bureau of the Ministry of Environment and Forestry plays an important role in disseminating information related to these activities. One of the tools used by public relations is digital media, such as social media, the ppid.menlhk.go.id website and a special website for disseminating Indonesia FOLU Net Sink 2030, Smartfolu.ID. According to Erwin et al (2024),

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digital media is a media process from printed, audio, and video forms into digital forms, digitization is carried out to create digital form document archives. The digital media used contains complete information about the Indonesia FOLU Net Sink 2030 program, as well as specific achievements. In connection with these actions, it can be said that the existence of cyber public relations is important in an institution, according to Wolf and Archer (2018) the essence of cyber public relations is communication and building relationships between related parties.

The role of cyber public relations of the Ministry of Environment and Forestry as public communication is crucial, so that it is expected to attract public participation in the implementation of the Indonesia FOLU Net Sink 2030, this is in line with the results of Santoso et al research (2022) the higher the role of government and society, the more the use of digital media increases. It is intended that information related to the Indonesia FOLU Net Sink 2030 program can be conveyed widely and quickly. This research was conducted to analyze the application of Cyber Public Relations and the dissemination steps of the Indonesia FOLU Net Sink 2030 action carried out by the Public Relations Bureau of the Ministry of Environment and Forestry.

The purpose of this research is to analyze the implementation or application of Cyber Public Relations conducted by the Public Relations Bureau of the Ministry of Environment and Forestry in disseminating the Indonesia FOLU Net Sink 2030 action. It is expected that the aspect of public communication, especially through cyber public relations, is an important element in achieving goals, where community involvement and active roles can occur if the understanding and awareness of all stakeholders are well developed.

II. RESEARCH METHODS

A. Type of Research

This research uses a qualitative descriptive method, because this research describes the analysis of digital platforms used by the Public Relations Bureau such as online media and social media. The use of qualitative descriptive methods aims to obtain in-depth data from the analysis of phenomena, social activities, attitudes, and perceptions that are dynamic in accordance with conditions in the field (Muslim, 2019). Descriptive research does not provide treatment and manipulation of the studied, but describes a condition that exists in the field.

B. Research Approach

The paradigm approach used in this research is the interpretive approach. According to Rahardjo (2018) the interpretive approach departs from efforts to seek explanations of social events based on the perspective of the subject under study. This is also reinforced by the opinion of Syafaat and Wahyudin (2020) that the interpretive approach views scientific research methods as insufficient to explain human experience so that a strong human element is needed in research. Research using descriptive methods with an interpretive approach was chosen because it is in accordance with what was researched in this study. The use of the chosen theory requires this research to be analyzed interpretatively, in order to provide deeper meaning to the research results.

C. Data Collection Technique

Activities carried out in descriptive qualitative research are through observation, interviews, and documentation. This research shows an overview of the application of cyber public relations carried out by the Public Relations Bureau in disseminating the Indonesia FOLU Net Sink 2030 action through online media and social media used as a means of delivering information. The data in this study were obtained directly and indirectly, starting from informants, the field, and literature review. The data collected consists of primary data and secondary data.

D. Unit of Analysis/ Research Subject

The unit of analysis in this research is the Public Relations Bureau of the Ministry of Environment and Forestry. According to Sugiyono (2017) the unit of analysis is something related to the focus or component under study. Informants were selected based on who knew and understood the existing problems, and were directly involved in cyber public relations activities. This is the main focus in order to receive data that meets the needs. The informants in this study are expert staff of the Public Information Presentation and Service Section, Publication Analysis, and the Head of Information and Publication Materials Management of the Public Relations Bureau of the Ministry of Environment and Forestry.

D. Data Analysis Technique

The data analysis technique in this study uses the interactive method of Miles and Huberman (1992) which consists of data collection, data reduction, and data withdrawal or verification.

III. RESULT AND DISCUSSION

As one of the government agencies engaged in environmental and forestry management, the Public Relations Bureau of the Ministry of Environment and Forestry of the Republic of Indonesia requires information delivery media to facilitate the public in accessing information on environmental issues that occur. The Indonesia FOLU Net Sink 2030 Action is a crucial programme launched by the Ministry of Environment and Forestry since 2022 until now. Dissemination is carried out continuously so that information is conveyed to the public and certain stakeholders.

Cyber Public Relations practices are carried out on the basis of and guided by predetermined stages. As long as the dissemination process continues, the important thing that needs to be built is integrity. Integrity is a strong pillar for building trust that leads to achieving better results. Building integrity is an important process in organisations, becoming a strong foundation for building personal and professional relationships. One of the ways to build integrity carried out by PR practitioners at the Ministry of Environment and Forestry is by applying cyber public relations elements that have gone through in-depth analyses conducted by internal parties and stakeholders based on the existing situation.

The findings obtained from the interview results are the use of online media such as websites and social media as the main tool in the practice of cyber public relations. PR practitioners must follow the development of tools that can reach a wide reach, such as the use of Search Engine Optimization (SEO) and professional dashboards to find out the public's reach of the content about FOLU Net Sink 2030 produced. The Public Relations Bureau in carrying out cyber public relations practices has special strategies such as increasing the capacity of trends and forms of communication on social media and creating WEB-based and android landing pages to disseminate the Indonesian action FOLU Net Sink 2030.

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Cyber public relations that have been applied by the Public Relations Bureau of the Ministry of Environment and Forestry to disseminate the Indonesia FOLU Net Sink 20230 action are through online media such as press releases through the ppid.menlhk.go.id website and the Smartfolu.ID website, as well as social media such as Instagram @kementerianlhk and TikTok @kementerianlhk. The use of online and social media aims to build reputation and public awareness of the Indonesia FOLU Net Sink 2030 action launched by the Ministry of Environment and Forestry. Social media and online media have taken on a very large role in recent years. April et al (2024) asserted that social media and online media do not only function as personal communication tools, but become channels for delivering content, campaigns and actions, and create a major influence on the spread of messages in society.

The results of research on the practice of cyber public relations within the Ministry of Environment and Forestry, PR practitioners must be able to present information or campaigns that are not only informative and based on valid data, but how to create information that attracts and captivates the public, so that the achievements of the Indonesia FOLU Net Sink 2030 action can expand to be implemented by the public. This is in line with the results of Agustina's research (2020) that the characteristics of social media are programme-based (programmability), can increase popularity (popularity), connectivity (connectivity), and there is a lot of data in it (datafication). In-depth interviews explored questions based on the theory of the basic elements of online public relations from Philips & Young (2009). Four elements are important in the use of cyber public relations, including Transparency, Internet Porosity, Internet as Agent, and Richness in Content and Rich. The elements of cyber public relations can be seen in the following chart:

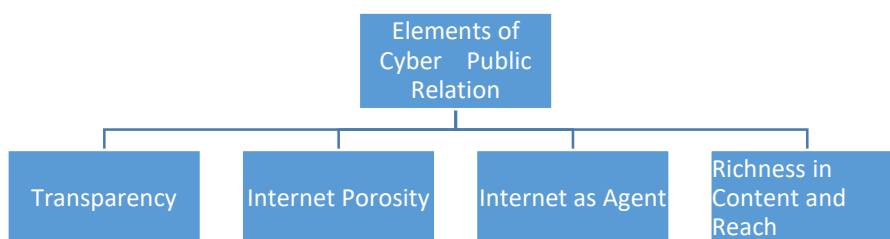


Figure 1.Elements of public relation (Philips & Young, 2009)

The four elements above are important elements for the practice of cyber public relations. The four elements based on the theory of Philips & Young (2009) are expected to be the basis for PR practitioners to understand and manage the delivery of information about Indonesia FOLU Net Sink 2030 effectively in the digital realm. Other aspects such as monitoring social media, utilizing digital platforms in an effort to build credibility for the Indonesia FOLU Net Sink 2030 action to the public.

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A. Transparency

Transparency is openness, where the Public Relations Bureau's cyber public relations activities always design content and articles that will be published on websites and social media containing information that is carried out openly. This can be interpreted that the content created is in accordance with what is happening, and is related to one of the elements of Philips & Young's (2009) theory, namely transparency, where the uploaded dissemination content provides actual information so that the public knows the progress and achievements of the Indonesia FOLU Net Sink 2030 action. According to Philips & Young (2009) transparency is divided into three, as follows:

Controlled Transparency : According to Alfiyat, Lampe & Fitri (2021) controlled transparency is the dissemination of information that has been filtered or controlled. Controlled transparency applied by the Ministry of Environment and Forestry's public relations practitioners in disseminating the Indonesia FOLU Net Sink 2030 action, namely always monitoring and sorting out each information, with the aim that the information disseminated is in accordance with the substance and supports the goals and targets accurately and effectively.

Covert Transparency : Based on the Indonesian Public Relations quote, it is explained that covert transparency refers to the use of advertisements or other media to disseminate information to the general public. The covert transparency element is involved in the application of cyber public relations by the Ministry of Environment and Forestry in disseminating the Indonesia FOLU Net Sink 2030 action. Covert transparency has great potential in disseminating information, because the use of digital advertising can reach a wider audience (Syafaat, 2020). Covert transparency implemented by the Ministry of Environment and Forestry is by installing digital advertisements on commuter line KRLs in the form of TVC bumpers.

Unintentional Transparency : According to Yananingtyas and Irwansyah (2020) unintentional transparency is a term for data and information that is pulled through the internet, not from the agency itself. Based on the research results, information about the Indonesia FOLU Net Sink 2030 needs to be disseminated as widely as possible, until the information can be spread from other parties. Unintentional transparency has a positive impact, because it can speed up

B. Internet Porosity

Internet porosity is information that is accidentally leaked to the public. The elements of internet porosity are not far from the elements of unintentional transparency. Porosity is transparency that is not intentionally carried out by public relations practitioners so that there is potential for hoax news. There is ease of interaction and access to obtain various information and data that appears. Mustaqimamah and Hawami (2023) explain, in anticipating internet porosity, it is the most important thing to be prepared to deal with new situations or information that comes. Regarding the internet porosity element, after conducting in-depth interviews with three informants, it can be proven that information about the Indonesia FOLU Net Sink 2030 action is information that must essentially be disseminated to people throughout Indonesia, especially the specific targets that have been determined, and is not included with information that is not worth sharing or contains elements of hoaxes but must still be anticipated news disinformation.

C. Internet as Agent

Internet as agent is the internet as an agent to convey information to the public. According to Pamungkas (2021) the delivery of information online will lead to different perspectives for each individual based on the information received. The Ministry of Environment and Forestry's cyber public relations practitioners implement the internet as an agent by always ensuring that the message of the Indonesia FOLU Net Sink 2030 action can be delivered effectively and on target through different media. The Public Relations Bureau conducts prior research to identify potential target audiences, including the general public, stakeholders, and experts in related fields. The Public Relations Bureau categorizes each content that will be published, the categories are grouped from formal to informal, where the order of these categories is published on the website for formal information categories, X for semi-formal categories, and Instagram and TikTok for informal content categories or targeted at the younger generation.

D. Richness in Content and Reach

Richness in content and reach is the wealth of information that can appear and be provided through the reach of the internet. According to Philips and Young in online public relations activities, richness in content and reach cannot be separated. Based on information from the Expert Staff of the Public Information Presentation and Service Subdivision, the richness in content applied by the Public Relations Bureau in disseminating the Indonesia FOLU Net Sink 2030 action has two important parts that become the foundation for creating content.

First, the creation of varied content, for example what the Public Relations Bureau always produces are short videos (Instagram and TikTok reels), infographics, and podcasts. The second is the existence of groups or stakeholders to be part of adding content

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related to the Indonesia FOLU Net Sink 2030 action. Suziana et al. (2024) say richness content is the richness of the program that allows audiences to access it, and increases understanding of information. This has an impact on the content available about the action being more widespread and increasingly recognized by the public.

Related to richness in content, reach or commonly referred to as the reach of available content. The implementation of the reach element carried out by the Public Relations Bureau, namely, on the menlhk.go.id and Smartfolu.ID websites, Search Engine Optimization (SEO) and monitoring of content engagement through a professional dashboard in order to obtain the keywords in question, namely, emissions; carbon; carbon emissions; and carbon sink. The goal is to be able to rank page one on google search results, so that the public can obtain credible information from the main source comprehensively. Included in Search Engine Optimization (SEO), UI/UX design on the main website menlhk.go.id is also designed to meet carbon release standards that can be inspected live through the webtool.

Dissemination carried out by cyber public relations practitioners is expected to build effective collaboration, mutual benefit and encourage common goals. Activities carried out in this action will indirectly involve community groups, stakeholders, and also experts in various fields of science. This change action will provide added value to the organization, especially the Public Relations Bureau, MoEF. The success of this change action will have implications for activity performance indicators which will further encourage the achievement of program performance indicators. For stakeholders, this change action will encourage support and positive public perception.

The implementation of dissemination carried out by cyber public relations is also inseparable from stakeholders who are interested and have little / much influence on the final results of the dissemination implementation. These stakeholders will be mapped according to their level of influence and level of interest so that these stakeholders can be grouped into 4 (four) quadrants.

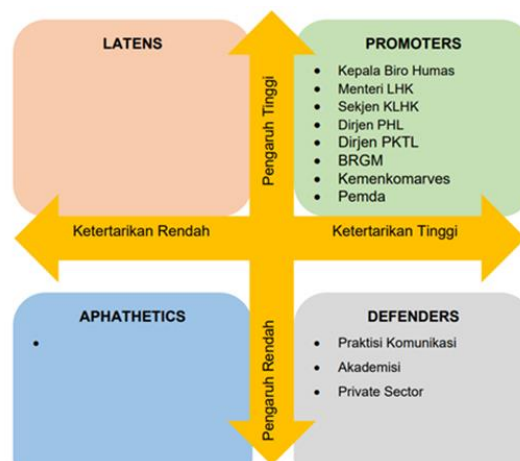


Figure 2. Stakeholder Grouping According to Interest and Influence after Cyber PR Dissemination

Quadrant I (Promoters) : are people or groups who have a high influence and interest in the action of change.

Quadrant II (Latens) : are people or groups who have high influence but low interest in the change action plan. Those included in this group are zero.

Quadrant III (Apathetics) : are people or groups who have low influence and interest in change action. Those included in this group are zero.

Quadrant IV (Defenders) : are people or groups who have low influence but high interest in the action of change.

IV. CONCLUSIONS

Based on the results of in-depth interviews with practitioners at the Public Relations Bureau of the Ministry of Environment and Forestry, it was found that the application of cyber public relations in disseminating the Indonesia FOLU Net Sink 2030 action was carried out through online media and social media, especially Instagram and TikTok. This approach aims to build reputation and public awareness of the action. Continuous delivery of educational content is the main strategy, both specific and general, with the aim of ensuring that messages about the Indonesia FOLU Net Sink 2030 action are well received by the wider community. The research informants, which include Expert Staff of the Public Information Presentation and Service Section, Publication Analyst, and Head of Information and Publication Material Management, have a very important role in the success and sustainability of the implementation of cyber public relations within the Ministry of Environment and Forestry. Findings from the interviews show that PR practitioners must keep abreast of technology and tools that allow them to reach a wider audience and

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monitor the impact of their campaigns. The application of cyber public relation theory elements such as transparency, internet porosity, internet as agent, and richness in content and reach, provides an overview of how the Public Relations Bureau manages and disseminates information about the Indonesia FOLU Net Sink 2030 action. Cyber public relations practitioners strive to maintain transparency in the delivery of information, ensure compatibility between trends and material substance, and adapt to the dynamics of the internet and social media.

Suggestions from this research are that varied and interesting content needs to be continuously produced and disseminated through various online platforms, taking into account the needs and preferences of diverse audiences. Then, capacity building in managing trends and forms of communication on social media is important for public relations practitioners, so that they can keep up with changes and take advantage of existing opportunities. Cooperation and synergy between agencies, as well as collaboration with external parties, can increase the effectiveness in disseminating information about the Indonesia FOLU Net Sink 2030 action. Increasing the accessibility of information about Indonesia FOLU Net Sink 2030, both through SEO and responsive UI/UX design, can help expand the reach of content and reach a wide audience. Implementing these steps, it is hoped that the practice of cyber public relations in disseminating the action of Indonesia FOLU Net Sink 2030 can have a positive impact on society and the environment.

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