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## Digital Communication of Depok City Government in Sustainable Economic Recovery in Depok

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### Abstract

Digitalization media activities have been carried out in various daily lives. The impact of the Covid 19 pandemic has been felt by the community since the enactment of the PSBB on March 15, 2021. Community activities are forced to be carried out by digital transformation in services, transactions and work, for example the Depok City Government. This research was conducted to determine the Digital Communication Management of the Depok City Government in an inclusive and sustainable Economic Recovery. The object of this research is the Depok City Government. This study uses the method of Phenomenology of Edmund Husserl. Data collection techniques in this study by means of observation, interviews, and documentation. The research findings that the results of the data and discussion can be concluded that the Depok City Government has implemented a digital communication management process starting from planning, activities and evaluations in an Influential and Sustainable economic recovery in Depok. From Digital Communication Planning, the Depok City Government has tried to provide a lot of training, information to make Depok people know and care about the development of the city of Depok through the Depok City DPRD Instagram Platform.

Keywords: Digital, Communication, Depok, City, Government

### INTRODUCTION

The COVID-19 pandemic has occurred in the world since 2020, not only in Indonesia but also in all countries in the world. The economic impact of the Covid-19 pandemic has been felt by the Indonesian people since the implementation of the Large-Scale Social Restrictions (PSBB) on March 15, 2020.

Community activities are forced to be carried out through digital transformation in services, transactions and work, for example the Depok City Government.

The digitalization of media through the wide internet gateway is open to all people. Most of the world's population is connected to the internet. There are several research results that Indonesia ranks one to five as the country with the largest number of

social media to the content that floods the digital medium. For institutions or organizations, it provides a kind of alternative for information dissemination, activation, public and business communication, as well as public relations and business activities for institutions. Digital media provides changes and even revolutions in the relationship between institutions and society. During this time, communication tends to be dominated by one-way and broadcast type, but now it has become interactivity. Institutions and audiences are entities (in internet language referred to as nodes) that are comparable, are in the same network, and can influence. For example, digital media constructs trust and sentiment through trending topics, viral, as well as issues discussed and stored (databases and archives) that can be accessed. (Nasrullah, 2021).

The digital communication research trend is on the rise and is popular nowadays. This is evidenced by many researchers conducting research and publications in international journals discussing digital communication. Like (Zhou et al., 2020), (Charalambous, 2019), (Uitz, 2012), (Al-Ghafri et al., 2016), (Vaterlaus et al., 2022), (Salafia & Diplacido, 2022), (Sajane & Gaikwad, 2022), (Wilantika & Wibisono, 2021), (Akbar et al., 2021), (Ryanto Budiana et al., 2016), (Fajriyah et al., 2020), (Jernigan, 2020), (Isaac Kofi Nti; Adebayo Felix Adekoya; Michael Opoku; Peter Nimbe, 2020), (Enilda Romero-Hall; Erika Petersen; Renata Sindicic; Linlin Li, 2020), (Stephan Längle, 2019), (Martins, 2022), (Kenneth Nwanua Ohei, 2019), (Squires, 2022), (Dewi, D. C., Prasetyawati, Y. R., & Akbar, 2021), (Orji-Egwu, A. O., Oyekele, A. S., Alike, N., & Sanita, 2019), (Arief & Gustomo, 2020), (Fitzpatrick, K. R., & Weissman, 2021), (Fadillah & Wibowo, 2022), (Permatasari et al., 2021), discusses how the use and utilization of digital communication in various communication industries such as Public Relations, Advertising, Marketing Communication, Social Media, Broadcasting, Social Media helps in health, teaching and learning activities, leadership business,

feminism, pop culture the role of Social Media The Regional Government helps provide information and handle the Covid-19 Pandemic and Evaluation of Local Government Performance through digital communication are happening around the world today.

This research (Sarah M.L. Krøtel, 2019) explores how the development of digital solutions for communication and daily interaction between government and its citizens influences citizens' satisfaction, trust and perceived importance of the information received from government. This research (Agostino et al., 2020) discusses the digital acceleration that governments and organizations are now facing. The focus is on Italian state museums, which have been pushed for years to adopt digital tools to increase participation.

Based on the formulation of the problem above, the purpose of this study is to find out the Depok City Government's Efforts in Inclusive and Sustainable Economic Recovery through Digital Communication Management Planning, Activities and Evaluation.

## RESEARCH METHODS

This study uses a type of qualitative research. The qualitative study proposed by (Newman, 2011) was carried out inductively. Empirical data is collected along with conclusions about the observed symptoms. This study uses the method of Phenomenology of Edmund Husserl. Husserl asserted that not only research but philosophy of theory or philosophy of science. The method used to find out from his experience actually becomes the truth he experiences. Method is to be understood here not as a technique of research, but in the etymological sense of a means of access to a field of research, which is to say that those considerations belong to the theory or philosophy of science.

According to Husserl, the method of achieving eidetic knowledge is knowledge of reality. So, intentionality or directness to

objective knowledge is a formal goal. Intentionally, denoting the presentational and objectivating function of consciousness, more precisely, the fact that the same object appears in a variety of manners of presentation, is entirely due to apperceptive characters.

Practicing the phenomenological method, the non-essential elements are reduced through epoche. By placing non-essential elements to consciousness to capture the meaning and understanding of reality. (Poespowardojo & Seran, 2016)

Planned communication is an important part of the digital communication media management process. Communication management can be defined as public relations activities and accompanying activities to run programs, campaigns, and projects (Kirk Hallahan in Heath, 2013: 153) (Rulli Nasrullah, 2021). In simple terms, planning can be grouped into four clusters of digital communication activities, namely promotion, conversion, strategy, content.

### **Strategy**

The first activity is conducting market research. This is done by determining the target target, segmentation, target age, situation or demographics. The second activity carries out campaign goals (campaign goals). The third activity of the publication channel, this is done by analyzing social media, publication channels, types of content on social media. The fourth activity determines promotion channels. The fifth stage is to determine the main performance indicators (KPIs).

### **Content**

Creating content by means of Keyword Analysis, something that is currently popular in the community. Keywords will be optimized on social media. Content Planning (Content Planning). Defined campaign content outline, content calendar. The next stage is content creation (Content Creation).

Content writing according to the selection of the right hashtags, content according to SEO, social media algorithms.

### **Promotion**

Promotion used can be in the form of Organic Media (Organic Media). Drafting email blast, IG Story, FB Story, Facebook Page, Newsletter, Content Template. Paid Promotion can also be done using Google Ads, Facebook Ads, Instagram Ads.

### **Conversion**

Conversion activities are carried out by following up on Action (Follow Up Action). Subjects that engage audiences in events, seminars, webinars, product sales, discounts, quizzes, videos, content, and more. Media Offer (Media Offer) will prepare a landing page as a conversion link that is distributed on social media and other digital media. (Rulli Nasrullah, 2021)

### **Evaluation in Digital Communication**

The institution's digital communication management will evaluate the performance that has been carried out. Evaluation is also interpreted as monitoring and feedback. The managers of digital communication media in the human resources department do special things to handle digital communications. Create a digital communication plan and carry out the execution of the plan, to the desired output, impact, and results. (Rulli Nasrullah, 2021)

The objects used as informants in this research are Mr. Dr. Geofakta Razali as a Digital Communication Practitioner of Nata Academy domiciled in Depok City, Mr. Resdianto as an Education Practitioner, Trainer and Motivator domiciled in Depok City, Bapak Rofian Dedi Susanto, S.KPm., M.I.Kom as a Account Officer Bank residing at Perum Tanah Baru Indah Lot 3 Jalan M Saun No. 3 RT 7 RW 1 Tanah Baru Village, Beji District, Depok City and Mr. Aditya Nugroho, S.Sos., M.I.Kom as Producer and Presenter of

TVOne Television Station located Lives in Alam Persada Cemara Housing Block C2 No. 1, Grogol Village, Limo District, Depok City.

The total number of informants is four people. This informant is seen to represent what he wants to study and is selected based on the context that the researcher wants to discuss in this study.

The results of the study were formulated in two main terms, namely the quality of the research instrument, and the quality of data collection. The quality of the research instrument is in accordance with the validity and reliability of the instrument and the quality of data collection is in accordance with the methods used to collect data.

Data collection is done naturally (natural setting), in the laboratory with experimental methods, at home, seminar meetings, discussions, and others. The technique of collecting is done by questionnaire (questionnaire), observation (observation), interview (interview), and collaboration. (Sugiyono, 2021)

Data analysis in qualitative research is carried out during data collection. Researchers conduct interviews, if the answers interviewed after being analyzed feel unsatisfactory, the researcher will continue the question until the stage of obtaining data that is considered credible. Miles & Huberman (1992) suggested that activities in qualitative data analysis were carried out interactively. Activities in data analysis are data reduction, data display, and data verification.

Conclusions in qualitative research answer the problem formulation, maybe not. The conclusions of qualitative research are expected to get new findings that have never existed or complement existing findings. The findings are in the form of a description or description of the object of research. (Ronda, 2018)

## RESULT AND DISCUSSION

The researcher conducted an interview with key informant Mr. Dr. Geofakta Razali, a 30-year-old digital communication practitioner from Nata Academy who lives in Sawangan

Hill 3, Lavenda Cluster Block B5, Sawangan, Depok. Planned communication is an important part of the digital communication media management process. Communication management is defined as a set of techniques used in public relations activities and accompanying activities to run the program (Kirk Hallahan in Heath, 2013: 153) (Rulli Nasrullah, 2021). The importance of digital communication planning through integrated trainings on relevant platforms is currently being held by the Depok City Government in a sustainable manner in an inclusive and sustainable economic recovery. Mr. Dr. Geofakta statement is as follows

*"In looking at the Depok City Government's digital communication planning regarding economic recovery, I think if we monitor it from several platforms, such as the Depok City DPRD's Instagram. Actually, the Depok City Government has tried to provide a lot of training, information to make the Depok people know and care about the development of the Depok city, for example, if in the awareness stage or attention, there are quite a lot of people in Depok City who follow the Depok City DPRD. there is success about the information provided so that in the awareness or attention stage it is quite good. However, there are three next stages that need to be considered by the Depok City Government including interest, namely how the public's interest in certain things that can lead to sustainable economic recovery and then arouse their desire also from existing training but can be integrated online and then also take action or their control or their actions on economic recovery. Well, if we look at events such as BPPTIK, they have actually conducted trainings for MSMEs for online business strategies. However, this cannot be done only once, for example, such as a one-day seminar, so the Depok City Government needs to pay special and continuous attention to this online strategy*

*periodically or in a periodic manner. In my opinion, the advantage is that, firstly, in terms of communication management, the Depok City Government has thought about using several platforms to help recover the digital economy, which is an advantage but the drawback is the lack of planned activities in the seriousness of the Depok City Government to conduct trainings that are integrated with the digital platform or less massive. . So, in my opinion, in the future, it should be more massive to provide information not only through Instagram but the Depok City Government can choose other platforms that are quite relevant at this time, the use of podcasts, for example on Youtube, then Story Teller via Tik-Tok from several Influencers in Depok City is enough. help. The content is of course how to adjust about the goal of helping the recovery of the digital economy."*

It can be concluded that the planning from the results of this study can be grouped into four digital communication activity clusters, namely promotion, conversion, strategy, content. (Rulli Nasrullah, 2021). The Depok City Government has conducted research on the market, especially the demographics and behavior of the people of Depok. Mr. Dr. Geofakta says:

*"The Depok City Government's Digital Communication Strategy in terms of the actual strategy, the Government seems to have conducted research on their market, especially the demographics and behavior of the Depok people. So it is in accordance with their plan so that they can place a campaign that suits their market. Then for the publication channel I saw that they have some but are more massive*

*on Instagram and Facebook. It seems that there are no Youtube podcasts initiated by the Depok City Government. Except maybe the Depok City Government who was invited to their channel or other people's Promotional Channels, then there are several main indicators of Key Performance Indicators (KPI) in digital how the demographics of Depok City are. The smallest is Small and Medium Enterprises then also cultural literacy and then the most important is involvement in government politics. Now it can be searched for relevant keywords that can be applied in content analysis in Depok City's digital communications. Then for the content planning sections, including content planning, I've discussed content planning before, it actually has to be more periodic. Don't just do one webinar once a seminar because to learn how to improve an economy through digital it can't be like not being able to learn digital marketing at once. Then the content creation is aimed at how Search Engine Optimization (SEO) is an ability that MSMEs friends really must have organically, especially in Depok City because they will be the ones who will be involved in the SEO economic recovery is how to increase our traffic digitally. organic so we don't need help to place ads on our own platform because we do have a good algorithm in compiling our content. Here it is necessary to put a little more effort on the people in Depok City because I believe it is not too significant for those who understand. Then in the promotion section, the promotion section of the DPRD and the Depok City Government have already done it because I think it can be seen at the Depok City DPRD that they contain various kinds of activities that they promote and then they also invite their audience to get involved as feedback in*

*IG Story, FB Story then content templates and another Facebook page. Then the promotion page now seems to have not been carried out by the Depok City Government because it has not seen significant results for the contribution that is too large and the range is also still very small. The follow-up actions or conversions that I discussed earlier were from the Webinar and from several activities related to the economy of the City of Depok, it seems that only a few people who have joined have been affected by the advertisements from the promotion of the Depok City Government but there have been no significant new people. the number because it is possible that the Depok City Government has not carried out a pay promotion. Then the media offering is certainly required to have a website if we look at the Depok City Government that has several websites including from the Depok City DPRD side and also from the Depok City Government. How can the content on the Website be taken? The teasers are then blasted through social media. Now this is what causes the conversion of how website traffic is also traffic to friends who usually may not see the website too much but look at social media so that the content is integrated with content on the website which is quite comprehensive, simple to upload or post to certain social media or certain platforms with value. or the same value."*

The end result is that the institution conducts an evaluation. Evaluation is also interpreted as monitoring and feedback. The managers of digital communication media through human resources to work on digital communication. The manager of a digital communication plan is made, how is the execution of the plan, to what kind of output, impact, and results are desired (Rulli Nasrullah, 2021). The evaluation of Depok City government communication activities through digital media has been very good. However, there

are still challenges in evaluating how these activities are a well-planned and periodic commitment. Mr. Dr. Geofakta said that

*"My evaluation of Digital Communications for the Depok City Government regarding Economic Recovery is that the Digital Communication Management efforts in Depok City have been very good and progressing. I'm not saying it's bad, because indeed we can see that there are also many indie accounts that provide information on the City of Depok, for example, such as Depok 24 hours. especially activities for economic recovery. However, there are still challenges as an evaluation of how these activities are well-planned and periodic commitments so that the community knows where the Depok City Government's campaign or campaign is and how long and when the main activity or event is and how far they can contribute. So it's not just a temporary event one day later posting or even just documentation, so I think it's like that."*

The results of the interview with the informant Mr. Resdianto, a 40-year-old Education practitioner, Trainer and Motivator who lives on Jalan Tiparsari RT 02 RW 08 No.87 Mekarsari Cimanggis Depok 16452. Planned communication activities are an important part of the digital communication management process. Communication management can be a public relations activity and the accompanying activities to run the program (Kirk Hallahan in Heath, 2013: 153) (Rulli Nasrullah, 2021). Digital Communication Planning has been going well at the Depok City Government. Based on Mr. Resdianto's statement as follows

*"I think it's good, the communication media for the Depok City Government has been going well through digital communication. It's just that not all levels of society can access the program."*

Planning is divided into four digital communication activity clusters, namely

promotion, conversion, strategy, content (Rulli Nasrullah, 2021). Not all people of Depok City feel the digital communication activities of the Depok City Government in an inclusive and sustainable economic recovery. Mr. Resdianto said that

*"I personally have not felt the benefits so meaningful"*

The final result of the digital communication management of an institution is required to conduct an evaluation. Evaluation is also interpreted as monitoring and feedback. Digital communication media managers as human resources handle digital communications. Managers make plans for digital communication, execution, to outputs, impacts, and results (Rulli Nasrullah, 2021). Mr. Resdianto said that

*"In my opinion, digital communication devices at the lower level must be massively disseminated, and must be supported in real terms. For example, free WiFi for every RW must be sought but still under intensive monitoring, so that the Depok City Government programs and services can really be felt."*

The results of the interview with the informant Mr. Rofian Dedi Susanto, S.KPm., M.I.Kom, 35 years old as an Account Officer at a Bank, resides in Perum Tanah Baru Indah Lot 3 Jalan M Saun No 3 RT 7 RW 1 Tabah Baru Village, Beji District, Depok City. The Depok City Government's communication planning does not really know. Mr. Rofi said that

*"As a person outside the Depok City government, of course I don't really know how the digital communication planning is being carried out by the Depok City Government because I can only see the results of digital communications that they display on their online pages either through their website or social media. And even then, I do not intensely follow the digital communication carried out by the Depok City Government, especially in*

*assisting an inclusive and sustainable economic recovery in Depok City."*

Planning is divided into four digital communication activity clusters, namely promotion, conversion, strategy and content (Rulli Nasrullah, 2021). The Depok City Government's digital communication activities have not been seen in helping the economic recovery. Mr. Rofi said that

*"In my opinion, as a resident of Depok City but outside the Depok City Government and have never seen, listened to, or participated in Depok City Government digital communication activities in helping inclusive and sustainable economic recovery in Depok City, of course I cannot comment on the strategy, content, promotion and conversion in every digital communication activity carried out by the Depok City Government"*

The final result of the digital communication management of an institution is required to conduct an evaluation. Evaluation is also interpreted as monitoring and feedback. Digital communication media managers as human resources handle digital communications. Managers make plans for digital communication, execution, to outputs, impacts, and results (Rulli Nasrullah, 2021). The evaluation of the Depok City Government's digital communication has not yet been seen. Mr. Rofi said that

*"I can't evaluate or see the results of the evaluation of these activities because I have never seen, related or experienced programs related to the Depok City Government's digital communication in an inclusive and sustainable economic recovery in Depok City."*

The results of the interview with the informant Bapak Aditya Nugroho, S.Sos., M.I.Kom 35 years old as a Producer and Presenter of TVOne Television Station living in Alam Persada Cemara Housing Block C2 No



1, Grogol Village, Limo District, Depok City. Planned communication activities are an important part of the digital communication management process. Communication management can be a public relations activity and the accompanying activities to run the program (Kirk Hallahan in Heath, 2013: 153) (Rulli Nasrullah, 2021). Depok City Government's digital communication planning is quite good. Mr. Aditya Nugroho said that

*"I think the Depok City Government's digital communication planning is good enough, for stakeholders, related parties, and the community who are proactive. The existence of social media and the number of Depok local media that also provide information about the Depok City Government's programs and activities are quite helpful. However, for the people of Depok City in general, what has been done by the Depok City Government has not been maximally socialized. This can be seen from the number of followers and social media subscribers belonging to the Depok City Government which is still very minimal and the Depok City Government's reporting on the National Mass Media is also not much."*

Planning is divided into four digital communication activity clusters, namely promotion, conversion, strategy, content. The Depok City Government's digital communication activities have not been going well. Mr Aditya said that

*"In my opinion, the Depok City Government's digital communication activities have not been going well because until now I don't know what kind of digital media the Depok City Government actually uses, what account until now I don't know. Next, I tried searching if from popular digital media, social media, I saw on Facebook there was an account called Pemkot Depot (Depot City Government) that had 6,900 followers and the last post was only 1 hour ago. But with these*

*followers we can see the engagement is very less. There I saw the likes and comments were not even there. There I saw that it was not effective just having social media. Next on Instagram, the Depok City Government account has 48,200 more followers than Facebook. But once again, I see that it has not been effective because if we look at the number of likes and the number of comments on Instagram from 48,200 followers, it is still very minimal because the likes count is still in the tens and the comments are also below 10, meaning that there hasn't been much interaction done there, only having just. Of the 48,200 at least there are only 10% who comment, it can be 4000 people who comment and like on it, so once again this has not worked effectively for Instagram. Next, we will look at YouTube. The name is Depok City Government, which has 8,000 subscribers. The number of videos, I think, is very large, there are 1,600 videos, but again when we go to YouTube and then to the videos, only a few have gone up, but the average as long as I see it is in a dozen views, maybe just to have it. If we look at the public relations division, every time there is an activity from the Mayor or Deputy Mayor, certain activities are videoed and then raised, that's why there are 1,600 videos but again here it still shows that no algorithm has been played because it doesn't raise the view at all. If the Public Relations section of the Depok City Government played the algorithm, it should be able to boost it, but not here at all. For the promotion of digital media or social media from the Depok City Government, this is still very lacking because until now I did not find on the digital media page any promotions from the Depok City Government unless I searched. Moreover, paid promotions I think may not be done well. Next, there is a conversion on how to involve the*

*audience, as I said, that there is not much interaction, it shows that this is as long as it has a minimum of Public Relations. The Depok City Government carries out its social media activities but nothing. The interaction that occurs well means that for me this is still limited to the origin. The Depok City Government, for an inclusive and sustainable economy, I think social media digital media should be developed to follow current trends. Touching anyone who is targeted is not limited to public relations media or media releases or internal media. Because the purpose of digital media for social media for me should be conveyed to the entire community of Depok City."*

The final result of the digital communication management of an institution is required to conduct an evaluation. Evaluation is also interpreted as monitoring and feedback. Digital communication media managers as human resources handle digital communications. Managers make plans for digital communication, execution, to outputs, impacts, and results (Rulli Nasrullah, 2021). The Depok City Government is really thinking about making this digital media a more effective means of communication, not just a public relations medium. Mr. Aditya said that

*"Evaluation of the Depok City Government's digital communication that can be done to help an inclusive and sustainable economic recovery. First, this digital media should not only be used as a means of public relations, because if this public relations facility we have seen a lot in the Depok City Government and the West Java Provincial Government. If it's just a means of public relations, it means that they have been paid from the APBD funds in a salary manner, so it's not creative. Because they already have a salary that is only limited to doing public relations work. But for example, the goal is for creativity, for example,*

*from digital media, be it from Facebook, Instagram and YouTube, they get adsense, they get income from it to help the APBD, for example, it will also stimulate those who work in the field of Public Relations who use digital media more creatively. For example, by giving bonuses and so on when you reach a certain target. But the main thing is that if we relate it to an inclusive and sustainable economic recovery, it means that the goal is indeed not just a digital media for public relations for the Depok City Government, but rather to how this digital media is indeed a means of communication, especially to build the economy of the people of the city of Depok. So the Depok City Government is really thinking about making this digital media a more effective means of communication, not just a public relations medium. So the evaluation that can be done, in my opinion, is that digital media is indeed a means of communication as a channel or medium for talking to the people of Depok City. So when there are certain economic programs that want to be carried out, this really gets realized. So everything the Depok City Government does is to advance the city. The people get comprehensive information if we have made digital media as a means of communication. But then again, if it's only for internal purposes, just for possessions, just for the sake of having done the task, in my opinion, it will never be achieved. So, give a stimulus, give motivation to the public relations department when doing digital media seriously, get adsense and so on, give bonuses from there. So, it will be stimulating in my opinion. So there are many things that need to be evaluated, not the Depok City Government, in my opinion, almost all city governments in Indonesia. Because if they only rely on followers and subscribers today, it can be purchased, all of which can be*

*accessed for a fee. However, once again, communication is not just about multiplying false followers and subscribers, but in the communication process there is feedback there, for example through likes and comments, it shows that in my opinion the media used has a good interaction relationship. But if it's only for YouTube to reproduce videos up to thousands but it turns out that the views are only tens for me, just doing work. Do the job not just by the salary. Do work according to heart and passion. If you work as a public relations officer, you must have a passion for them – those who work in the media or journalists. You have to be able to change your mindset and mindset.”*

## CONCLUSION

Based on the results of the study, it can be concluded that the Depok City Government has implemented Digital Communication Management both from Planning, Activities and Evaluation in Inclusive and Sustainable Economic Recovery in Depok. From Digital Communication Planning, the Depok City Government has tried to provide a lot of training, information to make Depok people know and care about the development of the city of Depok through the Depok City DPRD Instagram Platform. If the Public Relations section of the Depok City Government played the algorithm, it should be able to boost it, but not here at all. Then the Depok City Government's Digital Communication Activities, in terms of the actual strategy, the Government seems to have conducted research on their market, especially the demographics and behavior of the Depok people. So it is in accordance with their plan so that they can place a campaign that suits their market through the Instagram and Facebook Digital Publication Channels. The step that must be taken is evaluating digital communication management with challenges as an evaluation of how the activities are well

planned and periodic commitments so that the community knows that the Depok City Government campaign or campaign is where and how long and when the core activity or event is and to what extent. where they can contribute. This digital media should not only be used as a means of public relations, because if this public relations facility we have seen a lot in the Depok City Government and the West Java Provincial Government. .. The recommendation is that the Depok City Government prepares an integrated digital communication plan for an inclusive and sustainable economic recovery in Depok. Second, the Depok City Government in digital communication activities in an inclusive and sustainable economic recovery. Able to adapt to technological developments, digital communication. This activity is through content, promotion and conversion in an inclusive and sustainable economic recovery in Depok. The people get comprehensive information if we have made digital media as a means of communication. . Third, Depok City Governments are to always carry out evaluations in planning and digital communication activities to be able to improve in the future in an inclusive and sustainable economic recovery in Depok. Do the job not just by the salary. Do work according to heart and passion. If you work as a public relations officer, you must have a passion for them.

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