Media Monitoring as a Strategic Tool in Public Communication: A Case Study of the West Java Communication and Information Agency, Indonesia

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ABSTRACT

In today's digital communication era, governments face enormous challenges in managing massive and fast-moving information flows. One emerging strategy is the use of media monitoring to support public communication strategies. This study examined the urgency of media monitoring for the Communication and Information Agency (Diskominfo) in West Java, Indonesia, in building public trust and anticipating misinformation and hoaxes. It aims to analyse the use of media monitoring in detecting issues and classifying sentiment as part of a public communication strategy. This study adopts Dialogic Public Relations Theory which consists of five main principles: mutuality, propinquity, empathy, risk, and commitment. This framework is relevant because it encourages open public conversations, increases government responsiveness, and strengthens long-term relationships with the community. The research employs a qualitative approach with a single case study design at West Java Diskominfo. Data were obtained through in-depth interviews with representatives of Regional Apparatus Organizations, Public Relations officers, and Media Monitoring Analysts. Field observations were conducted from March to August 2025. Data analysis was carried out inductively using exploratory techniques. The results show that media monitoring serves as an early detection tool for crisis issues, a means of sentiment classification and analysis, and a basis for evaluating public communication campaigns. West Java Diskominfo applies a combination of digital and manual methods to ensure data validity, despite facing limitations in human resources, technology, and ethical dilemmas. These findings confirm that media monitoring is a vital instrument in evidence-based public communication and extend the communication literature by integrating dialogic theory into local government practice.

Keywords: *Dialogic theory, strategic tool, media monitoring, public communication, West Java Diskominfo.*

INTRODUCTION

In the era of digital communication, public communication strategies by the government increasingly rely on the ability to monitor media to read opinions, detect issues, and compose responsive messages. The dynamics of social platforms accelerate the issue cycle while increasing the exposure of disinformation and coordinated campaigns, which requires government actors to use real-time data-based evidence to maintain the quality of information services and public trust. Recent literature shows two relevant trends. First, the use of social media by public institutions is becoming more strategic and requires a service orientation. This is reflected in a recent study on government communication on social media that highlights the balance between platform demands, propaganda risks, and public service mandates (Hansson & DePaula, 2025). Second, monitoring practices by public information

officers and public relations units are increasingly structured for sentiment assessment, crisis detection, and communication policy improvement, with empirical findings that social media monitoring has become a routine practice for communicative decision-making in public agencies (White et al., 2025).

The phenomenon of public communication by political or government elites often causes misunderstandings between the government and the public. Rahmat & Lando (2023) explain in their research on the East Nusa Tenggara provincial government that government communication is late and unstructured, letting the public receive incomplete information. However, in recent years, miscommunication by the Indonesian government has often caused misunderstandings and misinformation among the public. This has led to unrest and a decline in public trust in the government. One of the main contributing factors is inconsistency in language use, ambiguity, and a lack of coordination among government agencies as well as between central and regional governments. The Bali regional government has adopted a more participatory and transparent communication strategy, which has been proven to increase public trust in the local context (Della et al., 2025). In the current era of social media, information flows rapidly, and the government, as the institution responsible for public communication, faces major challenges in managing information, countering hoaxes, and maintaining a positive image in society. Public trust in the government and government activities on social media has been proven to influence online political participation (Alkadrie & Bakry, 2024). Therefore, government digital communication is important for public trust. One strategy used in public communication management is media monitoring. Media monitoring is utilized by the West Java Provincial Communication and Information Agency (Diskominfo Jabar) to track news coverage, public opinion, and issues developing in the mass media and social media.

Diskominfo Jawa Barat, which holds the mandate for coordinating public information and digital literacy in a region with a large population and a diverse media ecosystem, views media monitoring not merely as a reporting function but as a communication intelligence tool. There is a need to: (1) accelerate the detection of "feeding issues" potentially become reputation crises; (2) connect citizen conversation insights with tactical decisions (content, channels, timing) and strategic decisions (campaign priorities, cross-agency collaboration); and (3) consistently measure the effects of communication (engagement, perception, and trust). The latest literature confirms that public engagement with the government on social media is influenced by message type, transparency, and systematic monitoring practices, so applied research at the regional (provincial) level is crucial for producing contextual and replicable models (Hasselström & Larsson, 2025).

Previous studies have discussed government public communication, media monitoring practices, and government responses to digital issues that focus on one-way communication, public relations performance evaluation, or the use of social media in general, without integrating the media monitoring process as a core mechanism for feeding issues into the public communication strategy cycle. The novelty of this research lies in its integration of the feeding issues framework into a media monitoring-based public communication strategy at the provincial level, an area that remains unexplored in government communication studies, which have predominantly focused on national level or cross-country comparative contexts (Hansson & DePaula, 2025). The research gap arises because there has been no in-depth study examining how monitoring data generated through a combination of digital methods and manual validation is transformed into a basis for communicative decision-making at the local

government level. Theoretically, this study uses Kent & Taylor's Dialogic Public Relations theory with a media intelligence framework. Methodologically, it uses a single case study reinforced by data triangulation, through in-depth interviews, observation, and literature review. This approach allows for new insights that have not been widely explored in public communication literature, especially at the local government level in Indonesia. This study aims to examine and analyse: 1) The media monitoring process as a feeding issue, 2) Early warning detection analysis and crisis communication issue mitigation strategies, and 3) Challenges in utilizing media monitoring as a feeding issue and utilizing media convergence.

LITERATURE REVIEW

a. Media Monitoring

Media monitoring and analysis is an approach involving the collection, aggregation, and interpretation of media outputs (articles, news, media content) to provide decision support in institutional communication (Amelia, 2023). Analysis (interpretation) and decision-making functions are an integral part of media monitoring. According to Adriani et al, media monitoring is a method used by public relations to analyze publicity that has been circulated in the mass media and online media (Adriani et al., 2023). Monitoring activities are carried out to determine the number and content of company news reports. The results of monitoring and analysis are used as a reference for company policy. Media monitoring in the context of public communication is no longer understood as an administrative practice aimed at collecting news, but as a communication intelligence system that provides real-time data for the government. Media monitoring acts as a decision-support system for the government, in line with the increasingly rapid issue cycle and the public's increased vulnerability to disinformation when the government fails to manage public perception (Amelia, 2023; White et al., 2025).

b. Dialogic Public Relations Theory

Kent and Taylor's Dialogic Public Relations Theory views dialogue as a key element in building good relationships between organizations and the public, "Dialogue is explained as communicating about issues with the public" (Sukmayani & Jamroji, 2021; Șușnea, 2018). Dialogue is a prerequisite for determining the legitimacy of a company's behaviour in the eyes of the public. Dialogic public relations is a product of a continuous process of communication and relationship building. If one party manipulates, corners, or weakens the other, it is not a dialogue. This theory understands communication as a two-way interaction with ethics and orientation toward long-term relationships between organizations and the public. Communication relationships are not merely the delivery of messages, but the creation of a space for conversation that allows for meaningful public participation. Dean and Men explained that dialogical principles could build meaningful engagement through participatory digital communication (Dean & Men, 2024). Correspondingly, Fu and Yang, noted that dialogical crisis communication strategies uphold openness, empathy, and willingness to accept the risks of public conversation (Fu & Yang, 2025).

The dialogic theory of public relations explains how media monitoring data is transformed into a two-way interaction process. The relevance of this theory to media monitoring is an initial mechanism that reinforces dialogic principles, which consist of: a) Mutuality, by monitoring public conversations through media monitoring, institutions show recognition that public voices are important and deserve to be taken into account. Media

monitoring becomes a form of relational equality; b) Propinquity, media monitoring enables institutions to be quickly present in public conversations; c) Empathy, public sentiment analysis helps the government respond empathetically, not defensively. This strengthens a close relationship with the community; d) Risk, openness to criticism found through monitoring demonstrates the institution's courage in acknowledging weaknesses; e) Commitment, consistency in monitoring and following up on public issues builds long-term trust (Kent, 2023).

The four principles of dialogic public relations theory are reflected in the media monitoring practices at West Java Diskominfo, which involve sentiment identification, strategic issue detection, counter-narrative development, and empathetic responses to public criticism. This theory provides a relational framework that bridges monitoring technology with public communication strategy practices. Media monitoring functions as a foundation for dialogue between the government and the public. Dialogic communication is key to improving the quality of local government social media engagement, as the principles of mutuality and responsiveness determine how the public assesses the government's seriousness in listening to citizens' aspirations (Atnan & Imran, 2025).

The synthesis of this research shows that dialogic PR theory has developed as a strong conceptual framework in explaining the dynamics of institutional digital communication. However, its application government media monitoring as a dialogic mechanism in reading and responding to public issues is limited. Therefore, this research offers an important contribution by placing media monitoring as the foundation for building dialogue between the government and the public.

METHODOLOGY

Qualitative research methods provide a systematic approach to understanding social or human phenomena through in-depth exploration of the meanings that individuals or groups assign to an issue (Creswell, J. W., & Poth, 2016). This study employed a qualitative approach to examine and analyse media monitoring as a feeding issue in public communication strategies at the West Java Diskominfo. Data were collected through in-depth interviews and field observations conducted from March to August 2025 and were analysed inductively. In case study research, researchers seek answers to questions related to how or why a phenomenon occurs (Harivarman, 2017). This research obtained approval from the Unisba ethics committee with letter number 076/B.004/KEPSOSHUM/VIII/2025.

The media monitoring was selected as a feeding issue for West Java Diskominfo because its activities remained semi-modern in nature. They did not completely adopt digital technology due to limitations and restrictions from the government. The media monitoring team used human resources to collect and analyse information from various media platforms to support strategic decision-making, and this is done daily. This research is classified as a single case study because the unit under study is only one, Media Monitoring as a feeding issue in the public communication strategy of the Ministry of Communication and Information Technology in West Java. The sampling technique was purposive, where the research team selected informants based on the interests and objectives of the research.

Table 1: Research Informants

No	Informant	Roles	Number
1	Media Monitoring Officer in Provinces and Cities	Representatives of Regional Apparatus Organizations (OPD)	1 people
2	Public Relations of Depok City Communication and Information Agency	Representatives of Regional Apparatus Organizations (OPD)	1 people
3	Public Relations of Bandung City Communication and Information Agency	Public Relations	1 people
4	Media Monitoring Officer in Provinces and Cities	Media Monitoring Officer in Provinces and Cities	4 people

Source: Research Data, 2025

Data Triangulation
   a. In-depth interviews were conducted with purposively selected informants, tailored to the research objectives. Interviews were conducted offline and online.
   b. Observations were conducted to reinforce the interview data, thereby using the observations to confirm the data collected through interviews with actual reality.
   c. Literature study is the collection of data by reviewing various written sources of information, such as books, journals, and articles in the media, including the internet, related to media monitoring as a feeding issue.

Data analysis in this study was conducted by developing explanations based on data obtained from in-depth interviews, observations, and documentation. The researchers performed qualitative data analysis using exploratory techniques. The data were then presented in the form of detailed and systematic descriptions. Finally, the findings were analyzed and interpreted based on the existing theoretical framework to derive conclusions.

RESULTS AND DISCUSSION

Media Monitoring Implementation Process
The West Java Diskominfo, as the frontline in public information management, faces complex challenges in the form of massive, fast-moving information flows that are often fraught with potential strategic issues and crises. In this context, media monitoring serves as a feeding issue that provides accurate and relevant data to support public communication strategies. Mancangara & Risdayani (2024) noted that media monitoring has proven to significantly identify issues developing in society. Through a combination of digital and manual methods, media monitoring enables sentiment identification, early detection of crisis issues, and evaluation of communication campaign effectiveness. Thus, the use of media monitoring at West Java Diskominfo could build responsive, adaptive, and evidence-based public communication to maintain public trust in the local government.

Media Monitoring through Data Collection
Data collection in media monitoring currently relies heavily on digital techniques as the primary method, supplemented by manual and observation to ensure data quality and accuracy (Ohme et al., 2024; Perakakis et al., 2019). The dual-system approach has become a best practice in several Diskominfo offices in West Java to maximize data coverage and analysis accuracy. The automated system collects data in real-time from various news

channels, while the internal media monitoring team performs manual validation and in-depth analysis to ensure relevance and assess the impact of issues on the government's image. This analysis can be used as a framework to understand how media monitoring provides accurate and relevant issue input for public communication strategies in ongoing research.

Majority of the informants explained the Diskominfo of West Java, Bandung City, and Depok City use digital and manual techniques for media monitoring data collection. This includes the use of applications, tools, and data processing engines that can automatically collect data from various social media and online media platforms in real-time. Digital techniques in media monitoring make extensive use of digital trace data collected through APIs, data donations, and tracing. Digital methods enable the automatic and structured collection of social media data, allowing for in-depth and real-time content analysis (Martinez-Alvarez, 2019). Manual observation methods are used in the classification and validation of data collected digitally. Manual data collection is carried out through direct observation of news reports, context analysis, and revalidation to ensure the accuracy of sentiment and relevance of the news. This process is necessary because machines sometimes require further analysis, especially for complex and contextual issues. The data collected is diverse, coming from diverse media, including print media, online media, news portals, social media, and public complaint channels.

The news sentiment classification is generally explained by informants as follows: Diskominfo classifies news into three sentiment categories: positive, neutral, and negative. Classification is made using automation and manual validation methods. Automation uses applications and data processing engines that perform initial filtering based on keywords and sentiment analysis algorithms. News sentiment classification generally uses machine learning and deep learning approaches, which involve data pre-processing (cleaning), feature extraction (word embedding), and classification model training to categorize news into positive, neutral, or negative sentiments (Tan et al., 2023). Manual validation by the media monitoring analysis team involves rechecking, reading the context of sentences, and reviewing the content of the news in depth to ensure the accuracy of the classification. After sentiment classification, an analysis of the impact of the news on the government's image is carried out, which includes: 1) exposure of the issue, 2) the news source (national media, local media, social media), 3) figures or parties involved in the news, 4) public reaction, including comments and opinions on social media, and 5) the context of the issue, whether it potentially causes a crisis or is a strategic issue that requires special handling.

The results of the classification and impact analysis serve as indicators of the government's image, which is measured periodically. This becomes important material for leaders in making strategic decisions in public communication. This process is crucial as a feeding issue that provides important information for effective public communication decision-making and crisis mitigation.

Practical Stages of Media Monitoring
In general, the media monitoring process of West Java Diskominfo includes data collection, news classification, sentiment analysis, determination of strategic issues, and preparation of follow-up recommendations for leaders.
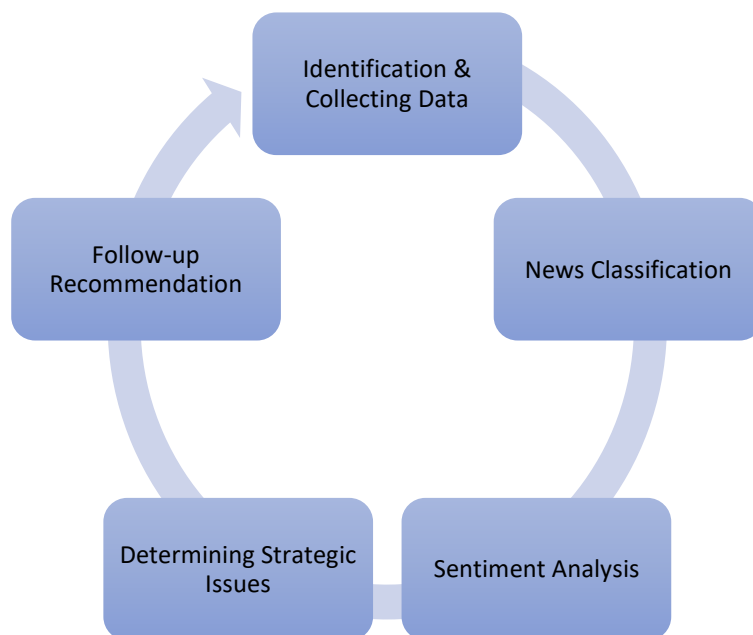
Figure 1: Stages of Media Monitoring Implementation
Source: Research Findings (2025)

Media monitoring at West Java Diskominfo begins with compiling a list of media outlets and determining relevant keywords/topics, data collection, data cleansing, issue classification, data processing and visualization, and reporting to the leaders. Meanwhile, at the Diskominfo of Bandung City, media monitoring begins with collecting news related to the Bandung City Government and monitoring social media, including comments and posts from the public. The Bandung City Public Relations Office integrates the results of media monitoring with the City Operation Room system, an integrated control centre that enables rapid coordination with relevant OPD to respond to developing issues. The coordination mechanism between the media monitoring team and other work units is based on the urgency of the issue, with tiered reporting to leaders who determine the next steps. Direct coordination is carried out with relevant OPDs or other divisions.

Media monitoring results are reported regularly, daily or periodically, in a format that is easily understood by leaders, such as executive summaries, trend analyses (positive/neutral/negative), graphs/charts illustrating news trends and sentiment, and recommendations for action. This report provides strategic feedback that supports quick and focused decision-making in public communication. Through these stages, media monitoring functions not only as a monitoring tool, but also as a strategic issue feeder that supports effective coordination and response to public communication policies.

The reporting system uses a tiered mechanism, whereby monitoring results are first submitted to the head of the communications unit. The head then determines whether the issue requires further coordination with other work units or policy follow-up. This mechanism ensures that reports are focused and relevant to decision-making needs at all office levels. Media monitoring results are disseminated through WhatsApp groups for public information and communication, digital dashboards, Google Spreadsheets, PDFs, and PPT presentations. The media and reporting platforms are diverse to encourage coordination and rapid decision-making in public communication.

Previous research describes the media monitoring process of the Executive Administration Bureau in West Java Province, consisting of data mining, data processing, analysis, and reporting (Kholida & Dulwahab, 2024). The media monitoring process at BUMN, PTPN X, differentiates between monitoring models for normal conditions and times of crisis, but still follows the flow of data collection, processing, and reporting (Sukmayani & Jamroji, 2021). The media monitoring process in government agencies and companies commonly consists of the stages of data collection, processing, analysis, reporting, and follow-up. Each stage is designed to ensure that strategic issues are identified and responded to effectively in order to maintain reputation and support decision-making.

Early Warning Detection Analysis and Communication Crisis Issue Mitigation Strategies
Media monitoring detects early warning signs of communication crisis issues through a routine monitoring of the news volume and sentiment, identification of sources of influence, and cross-functional analysis to assess potential risks. Mancangara & Risdayani explain that media monitoring by digital techniques and social media analysis enables organizations to identify potential crises before they develop into major problems (Mancangara & Risdayani, 2024). The use of tools such as curation and media intelligence monitoring has proven to help local governments detect criticism or negative sentiment in social media and mass media. It enables them to respond quickly and appropriately to prevent communication crises. The media monitoring team regularly observes spikes in news volume, changes in sentiment patterns, and the spread of issues in real-time. The main focus is on potentially negative news coverage and issues that are going viral or gaining public attention. To ensure the accuracy of the analysis, the team cross-checks information with various sources, including direct clarification from the relevant regional government agencies or journalists involved.

In the early warning detection model, identifying sources of influence is crucial, such as social media accounts, influencers, media, or figures who trigger or spread issues. Mapping critical actors and issue segments helps in determining handling priorities and mitigation strategies. Mitigation strategies are systematically developed based on the threat level of the issue, with options for counter-narratives, inaction, or positive framing designed in collaboration with leadership. This process makes media monitoring a key tool in proactive communication risk management and organizational image protection.

When a potential issue is detected, the media monitoring team conducts internal cross-functional discussions to assess the possible reputational impact. The media monitoring team and leaders discuss and formulate strategic options, including whether to issue a counter-narrative, provide clarification, allow the issue to run its course with minimal impact, or take the initiative to frame the issue positively to leverage the momentum as a strategic communication opportunity. Once an agreement is reached, response and implementation steps are carried out with the selection of appropriate communication channels and post-response monitoring to evaluate effectiveness. Media monitoring functions as an early detection tool for communication crises. With real-time information and rapid analysis, the government can play a proactive role in managing public narratives and protecting the reputation of institutions. Social media monitoring systems can be open-source intelligence (OSINT) platforms for early warning in crises (Şuşnea, 2018).

The results of monthly media monitoring trend analysis are crucial for reporting materials and an evaluation tool in the formulation of public communication policies. This analysis provides a comprehensive overview of the dominant issues, public sentiment, and

reporting patterns in the last month. However, at the Diskominfo of Depok City, the results of trend analysis are not yet fully used as the main reference in strategic decision-making, but are used more as supporting data, especially when facing a communication crisis. At the provincial level, the results of monthly trend analysis are fundamental for formulate evidence-based public communication policies. This data helps identify the perceptions, needs, and dynamics of a developing community so that the policies formulated are more responsive and relevant to the actual conditions in the field.

At the Public Relations of Bandung, the results of weekly and monthly trend analysis are used dynamically to develop a public communication agenda setting. This allows for the adjustment of targeted communication strategies following the changing issues and developments in media coverage. Trend data assists in agenda setting, issue prioritization, campaign evaluation, and evidence-based communication planning that is responsive to the dynamics of public opinion. The use of trend analysis strengthens adaptive and timely strategic decision-making in government communication practices (Fill & Fill, 2018). Media monitoring can provide valuable insights for companies to assess projects and evaluate changes in the environment, assisting in long-term decision-making.

The Role of Media Monitoring in Evaluating Government Campaigns on Social Media
Media monitoring measures and evaluates the effectiveness of government campaigns on social media through quantitative measurement of engagement and reach, public sentiment analysis, and critical issue detection. Monitoring results provide a strategic data basis for adaptive communication decision-making and continuous campaign improvement, supporting the optimal achievement of public communication objectives. Singh et al. explain that media monitoring comprehensively evaluates government campaigns on social media. It combines engagement measurement, reach, sentiment analysis, and critical issue detection to ensure effective and responsive communication strategies (Singh et al., 2019).

Monitoring is conducted in real-time to view metrics such as engagement rate, reach, and the number of likes, shares, and comments from the public. This information helps the government understand public perceptions and emotional reactions. Early detection of issues allows the government to respond quickly, such as by providing clarification or changing the communication approach. This supports the success of the program and guides the development of more targeted campaigns. In addition, media monitoring builds harmonious relations between the government and the public through two-way communication. By understanding the needs, opinions, and sentiments of the public, institutions can design more personalized messages and build strong engagement (Hadeed et al., 2024).

The coordination mechanism between the media monitoring team and other work units in the local government is tiered and structured, beginning with the reporting of strategic issues to leaders and followed by cross-unit coordination directives. Coordination is carried out quickly and in an integrated manner through regular briefings and discussions so that responses to issues are on target. This collaborative approach is key to effectively handling strategic issues, and supporting the smooth implementation of public communication policies.

Table 2: Research findings

Theme	Research Findings	Implication for Public Communication Strategy
Data Collection Methods	Media monitoring uses a primary digital method supplemented by a manual method for data validation and accuracy. The dual-system approach (automatic and manual) improves data coverage and quality. Data is collected in real time from various media channels, including social media, online, print, and public complaints.	Provides comprehensive and valid issue feeding as a basis for targeted and rapid public communication strategy decision-making.
Sentiment Classification and Analysis	News classification based on positive, neutral, and negative sentiment is conducted through algorithm automation and manual validation. News impact analysis includes issue exposure, media sources, related figures, public reaction, , and strategic issue context. These results serve as indicators of the government's image, which are regularly reported and used as material for strategic public communication decision-making.	Sentiment and impact analysis references serve as feeding issues that guide communication strategies for crisis mitigation and issue framing.
Media Monitoring Implementation Stages	The media monitoring process includes compiling a list of media and keywords, data collection, data cleaning, issue classification, data processing, visualization, and regular reporting to leadership. Reports are concise and easy to understand, delivered in real-time on a daily, weekly, or monthly basis with recommendations for follow-up. Cross-unit coordination mechanisms are carried out based on the urgency of the issue.	Media monitoring as a feeding issue provides continuous strategic information for management in making communication decisions.
Early Detection and Mitigation of Crisis Issues	Media monitoring plays a role in detecting early warnings of communication crises by monitoring the volume, sentiment, and spread of issues in real time. Identifying sources of influence and mapping critical actors helps prioritize issue handling and mitigation strategies such as counter-narratives or positive framing. Internal cross-functional coordination is carried out for rapid response and post-response effectiveness evaluation.	Media monitoring enables the development of mitigation strategies and proactive responses in communication risk management and image protection.
Trend Analysis and Campaign Evaluation	The results of monthly/weekly trend analysis are used for evidence-based evaluation and public communication planning. Trend analysis is used for agenda setting, issue prioritization, and campaign effectiveness evaluation with quantitative and qualitative data. Monitoring also measures campaign effectiveness through engagement, reach, and public sentiment metrics on social media.	Strengthening adaptive and timely strategic decision-making for campaign improvement and public communication policy formulation
Coordination and Reporting Mechanisms	Media monitoring reports are submitted in a structured manner to leaders and other work units through various digital channels. Coordination between units is carried out quickly and in an integrated manner based on the urgency of the issue through regular briefings and discussions. This collaborative approach strengthens communication risk mitigation and supports the smooth implementation of public communication policies.	Feeding issue media monitoring enhances internal collaboration and accelerates responsive and integrated decision-making in government.

Source: Research findings (2025)

Challenges in the Use of Media Monitoring as a Feeding Issue and Media Convergence

The in-depth interviews with informants revealed several challenges in utilizing media monitoring for feeding issues, as well as the importance of media convergence in supporting monitoring effectiveness. Each informant highlighted different dimensions, ranging from technical limitations of the system and analytical bias to human resource constraints, ethical issues, and the dynamics of cross-unit coordination. In addition, media convergence is viewed as a strategy that not only strengthens the validation of cross-platform issues but also accelerates responses, ensures message consistency, and enhances the usefulness of feeding issues as a basis for decision-making. Thus, despite common challenges such as sentiment accuracy issues, human resources limitations, and time pressure, each informant provided distinct perspectives that enriched the empirical understanding of actual field conditions.

Table 3: Challenges & media convergence in the use of media monitoring

Key Challenges	Media Convergence as a Solution
Technical limitations (data overload, weak integration), untrained human resources, analysis bias, privacy, internal resistance, and rapidly changing issue dynamics	Cross-platform integration, AI NLP, inter-unit coordination, and analysis standardization
Minimal challenges, except that sentiment analysis may be prone to inaccuracies	Manual verification to maintain accuracy
Limited access to print media, shallow keyword analysis, morning consistency, OPD resistance, and real-time limitations	Development of analysis applications and SNA
Server downtime, manual data cleansing, limited human resources, difficult validation, privacy ethics, cross-platform integration, and internal resistance	Increased human resource capacity, cross-unit coordination, and data system integration
Sentiment accuracy prone to error, large data volume, lower-tier news, ethical dilemmas, and hoaxes during crises	Cross-checking mainstream media, cross-OPD validation, and public data-based analysis
Automated system misclassification, limited human resources, slow validation, and high time pressure	Automated + manual monitoring, issue prioritization, focus on mainstream media
Human resources are not yet accustomed to analysis, limited issue awareness, and slow response to hoaxes	Media convergence for rapid response (official releases + social media), media mapping for advertising strategy

Source: Research Findings (2025)

The study results show that West Java Diskominfo faces multiple challenges, both technical and non-technical, in the use of media monitoring as a feeding issue. From a technical perspective, obstacles arise due to analysis systems that are unable to read the full context of the discourse, data overload, and limited access to print media and certain online platforms. According to Ati Suprihatin, system limitations often lead to misinterpretation of issues. Meanwhile, Lilis highlighted the problem of access to print media, which was not always open. Dida added another technical dimension such as server vulnerability and query errors that require the team to clean the data manually.

The non-technical obstacles are no less dominant. The lack of human resources with adequate analytical capacity makes it difficult to transform raw data into actionable issues. Ati explicitly stated that without trained human resources, data is only collected without deep

meaning, resulting in irrelevant or late recommendations. In line with this, Ghiok Riswonto emphasized that the limited number of analysts is not balanced with the very large volume of data, so not all issues can be explored in depth.

The impact of these technical and human resource limitations is clearly seen in the issue of sentiment analysis accuracy. Inaccurate sentiment classification, for example, positive issues being read as negative or vice versa, has a direct implication on the quality of issue feeding. Dida emphasized that this could lead to misguided policy recommendations and damage the institution's image. Ghiok reinforces this finding by stating that errors in sentiment analysis can cause communication responses to actually worsen public perception. This phenomenon is consistent with the sentiment analysis literature that highlights the weakness of algorithms in capturing linguistic nuances, irony, or local context, making manual verification still necessary (Feldman, 2013; Medhat et al., 2014).

In addition, obstacles also arise in terms of data validation. Informants affirmed that time constraints often make the cross-verification process suboptimal, even though feeding issues must be addressed quickly for quick reports of leaders. Representatives of the Depok City Government, for example, explained that teams often had to present issues without thorough validation due to time pressure. This weakness in validation risks reducing the reliability of proposed strategic issues. These findings support the argument of Vosoughi et al. (2018) that unvalidated information spreads quickly but is also prone to misrepresentation.

The ethical dimension is another challenge that cannot be ignored. The use of social media data for issue identification often raises the dilemma of whether users have given explicit permission or not. Ghiok Riswonto mentioned that social media analysis is often conducted without the account owner's knowledge, which raises the potential for privacy violations. Although some informants noted that the data used is public, ethical issues remain. This is in line with Boyd and Crawford's criticism of big data, that the public availability of data does not necessarily guarantee its ethical use without further consideration (Boyd & Crawford, 2012).

The complexity of the data also has implications for the formulation of strategic recommendations. Informants such as Dida and Ati emphasized that massive, unstructured, and often contradictory data made it difficult for the team to accurately map the issues. As a result, the recommendations produced tend to be general and lack focus. From the perspective of agenda-setting (McCombs & Shaw, 1972) and framing (Entman, 1993), failure to sort and frame relevant issues will result in misplaced priorities in the public communication agenda.

Internal resistance also emerges as an inhibiting factor. Ati and Ghiok stated that monitoring results are often not adopted because they are considered critical of OPD performance or contrary to the desired narrative. To overcome this, the monitoring team usually presents the analysis in constructive language so that it is more easily accepted. This phenomenon of resistance illustrates the importance of internal framing—how monitoring results are presented—so that they can be accepted as recommendations. Entman (1993) explains that framing not only functions for the public but also for the internal context of the organization to manage the acceptance of information.

Finally, the issue of time is a structural obstacle consistently mentioned by informants. The scheduled reporting of monitoring results every morning at 7:00 a.m. Western Indonesian Time is often not in line with the rhythm of issues that arise in real time. As a result, some issues have lost their urgency by the time they are fed to the leadership. Representatives of

the Depok City Government acknowledged the gap between the emerging issues and the availability of ready-to-use reports. In the context of agenda-setting, this condition can be interpreted as a failure to capture momentum, resulting in new issues being overlooked or losing their relevance.

Analysis of the interview results shows that each informant has a different emphasis regarding the challenges of utilizing media monitoring as a feeding issue, from technical and non-technical aspects to issues of ethics and internal legitimacy. To understand these dynamics more comprehensively, a conceptual framework is needed that links the empirical experiences of the informants with relevant communication theories and academic literature. Media convergence is a strategic solution because it enables cross-platform data integration. However, media convergence will only be effective if accompanied by increased human resource capacity, cross-unit coordination governance, public communication ethics standards, and constructive internal framing to reduce organizational resistance.
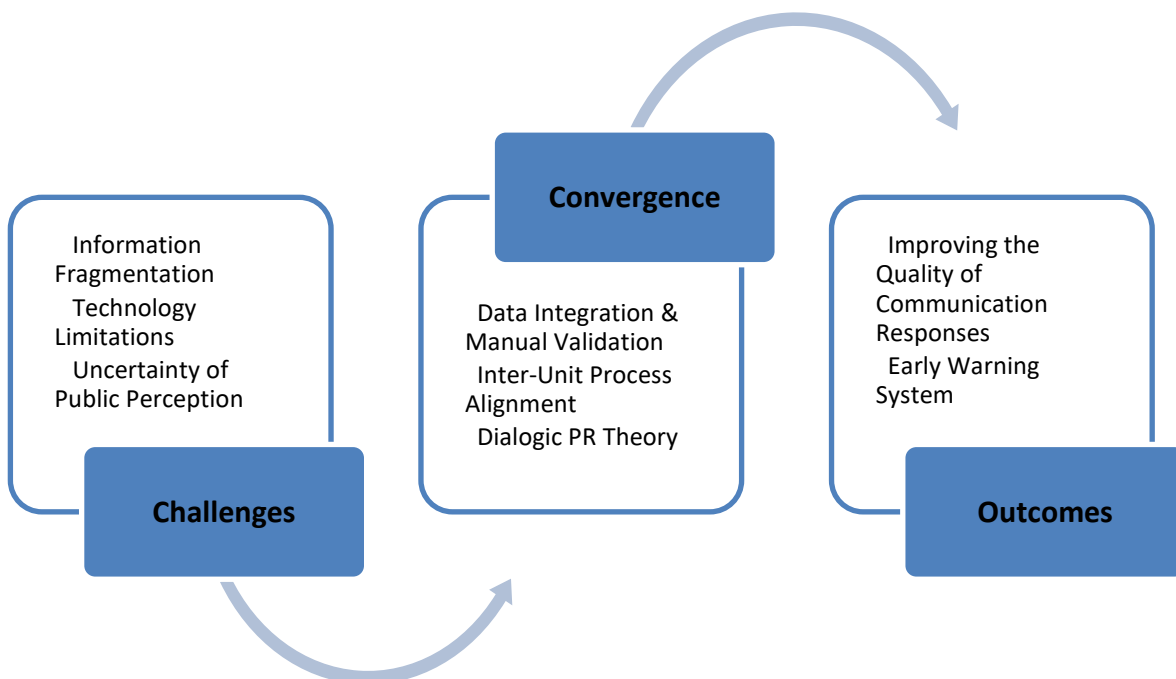
Convergence

Challenges

Information Fragmentation
Technology Limitations
Uncertainty of Public Perception

Data Integration & Manual Validation
Inter-Unit Process Alignment
Dialogic PR Theory

Improving the Quality of Communication Responses
Early Warning System

Outcomes

Figure 2: Media monitoring in public communication strategies
Source: Research findings (2025)

Dialogic Public Relations Theory (Kent & Taylor) in the Use of Media Monitoring
The connection between dialogic PR theory and media monitoring lies in the theory's focus on two-way and continuous communication between institutions and the public (Fu & Yang, 2025). This theory emphasizes the principle of dialogue, which is not merely about reaching an agreement but creating a mutually satisfying position through open negotiation and joint involvement. In the context of media monitoring, the dialogic principle is used to measure and manage the government's relationship with the public through active monitoring of media content and digital interactions. Dialogic PR theory and media monitoring implement the dialogic principle through real-time monitoring, response, and interaction in public relations communication.

Within the framework of Kent & Taylor's Dialogic Theory of Public Relations, this process can be analysed through five main principles: mutuality, propinquity, empathy, risk, and commitment.

a. Mutuality

Mutuality suggests the recognition that organizations and the public are on equal footing. Media monitoring at West Java Diskominfo embodies this principle by systematically listening to the public's voice through cross-channel monitoring: social media, news portals, and public complaint channels. Public involvement in digital discourse is treated as valuable input for communication policy. This is consistent with the findings of White et al. that social media monitoring by public information officials in the United States has become a routine practice to strengthen government communication accountability (White et al., 2025).

b. Propinquity

Propinquity upholds direct and timely public engagement. Monitoring in West Java is carried out using a dual system—digital automation and manual validation—which enables the government to detect issues in real time. This practice increases the government's capacity to be present in public conversations when issues arise. A study by Hasselström & Larsson confirms that public engagement during crises in Scandinavia is greatly influenced by the speed with which the government responds to issues monitored on social media (Hasselström & Larsson, 2025). Monitoring is a means of maintaining closeness between the government and the community.

c. Empathy

The aspect of empathy is seen in the practice of classifying sentiments as positive, neutral, and negative, which is carried out by the Diskominfo analyst team. Through this analysis, the government can understand the public emotions and tailor its messages to be more empathetic rather than defensive. For example, when criticism arises regarding public services, the government does not simply refute it but provides clarifications in a solution-oriented manner. Effective digital public relations practices must play a role in empathy-based content management, as empathy could build public trust in this era of information overload (Hadeed et al., 2024).

d. Risk

The principle of risk requires organizations to be willing to accept criticism and bear the consequences. Media monitoring creates transparency because criticism of the regional policies might also emerge. Challenges arise when monitoring recommendations are perceived as "criticizing" other OPDs, giving rise to internal resistance. However, openness to this risk is part of dialogical practice. In line with Amelia, media monitoring that emphasizes analysis and interpretation helps organizations deal with criticism proactively (Amelia, 2023).

e. Commitment

Commitment is evident in the consistency of daily, weekly, and monthly monitoring reports. This mechanism demonstrates the local government's dedication to making media monitoring a pillar of public communication. This commitment strengthens long-term relationships with the community, as the public sees the government's seriousness in

responding to issues on an ongoing basis. A study by Mancangara & Risdayani in the Malaysian Communication Journal confirms that media intelligence monitoring is effective in detecting the golden time for crisis response, which is highly dependent on the consistency and speed of monitoring (Mancangara & Risdayani, 2024).

Table 4: Integration of dialogic public relations theory with media monitoring

Dialog PR Theory	Media Monitoring Process
Mutuality	Detection
Propinquity	Quick response when issues arise
Emphaty	Sentiment Analysis
Risk	Openness to criticism
Commitment	Periodic Reporting

Source: Research analysis (2025)

The Dialogic Theory of PR shows that media monitoring is a form of implicit dialogue between the government and the public. It bridges digital data with public needs, resulting in responsive and ethical public communication strategies.

CONCLUSION

This study confirms that media monitoring is crucial in local government public communication, particularly within the West Java Diskominfo. As a feeding issue, it functions not only as a tool for monitoring information flows but also as a strategic instrument for issue detection and for providing evidence-based data to support communication decision-making. Monitoring is conducted through a combination of digital methods (real-time processing, algorithmic automation, and machine learning) and manual validation by a team of analysts. This approach enables high accuracy despite limitations in human resources and technical challenges.

The process of media monitoring at the West Java Diskominfo has been proven to support four main aspects: first, the early detection of communication crises through the analysis of volume, trends, and sentiment; second, the mitigation of strategic issues through the mapping of key actors, issue framing, and counter-narratives; third, the evaluation of public communication campaigns through the measurement of engagement, reach, and public perception on social media; and fourth, the strengthening of the local government's agenda setting based on the analysis of monthly and weekly trends. Thus, media monitoring is a key element in building responsive and adaptive public communication.

Conceptually, the principles of mutuality, propinquity, empathy, risk, and commitment in Dialogic Public Relations Theory are realized through monitoring practices that enable the government to remain close to the public. Media monitoring becomes an implicit space for dialogue, in which the public's voice is not only heard but also processed as a basis for strategic and participatory communication policies.

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