

The Role of E-Governance in Shaping Political Ideologies within Online Media in Indonesia: A Comprehensive Review

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Abstract

The rapid development of digital technologies has significantly impacted governance structures globally, with e-governance emerging as a crucial tool for enhancing governmental efficiency, transparency, and public participation. This study explores the role of e-governance in shaping political ideologies within online media in Indonesia, focusing on the influence of social media platforms on political engagement and public discourse. Despite Indonesia's advancements in e-governance, as evidenced by its rising E-Government Development Index (EGDI) and E-Participation Index scores, challenges such as disinformation, digital divides, and the polarization of online content persist. This paper used a literature review methodology to analyze the intersection of e-governance and online media, examining both the opportunities and obstacles faced by Indonesia in providing social media for political engagement. The findings highlight the dual nature of social media, which can both facilitate political participation and exacerbate political distrust. The study concludes that while e-governance in Indonesia has made significant strides, addressing the challenges of digital literacy, content regulation, and inclusive access is essential for fully realizing the potential of digital platforms to enhance political participation and shape a more democratic society.

Keywords: E-governance, political ideologies, online media, Indonesia.

The rapid advancement of digital technologies has fundamentally transformed how governments interact with citizens, particularly through the implementation of e-governance. In Indonesia, e-governance has emerged as a crucial mechanism for enhancing governmental efficiency, transparency, and public participation. The country's steady improvement in the E-Government

Development Index (EGDI), with a score of 0.7160 in 2022, underscores the significant strides Indonesia has made in building its digital infrastructure and expanding its online services (United Nations, 2024). However, despite these advancements, Indonesia still lags behind regional leaders like Singapore and South Korea, indicating that there is considerable room for further growth and development in its e-

governance capabilities. One of the most transformative elements of e-governance in Indonesia is the integration of social media platforms as tools for political engagement and public interaction. Social media, with its vast user base, has become an indispensable part of the Indonesian government's strategy to implement e-governance effectively. Platforms such as Facebook, YouTube, and Instagram have been instrumental in shaping political ideologies, facilitating digital activism, and enhancing citizen participation in governance. The country's high E-Participation Index score of 0.7159 in 2022, which placed it 37th globally, reflects the growing role of digital platforms in enabling citizens to engage directly with government initiatives and participate in the political process (Ministry of Communication and Information Technology of Indonesia, 2020).

The debate surrounding the impact of media on political involvement dates back to post-World War II, with early research by Lazarsfeld and Merton (1948) and Kurt and Lang (1959) suggesting that media consumption, particularly of television, could lead to political disengagement and apathy (Sakti & Nainggolan, 2023). This concept, known as "videomalaise," posits that negative media coverage provides political cynicism and disillusionment, ultimately decreasing trust in political institutions (Robinson, 1976; Sakti & Nainggolan, 2023). In the modern digital era, these concerns have evolved with the advent of social media and the internet. The theory of media malaise has been extended to digital platforms, where studies have shown that information from social media can negatively impact trust in government institutions. For instance, Im et al. (2014) found that internet use correlates with lower levels of trust in government (Ceron & Memoli, 2015; Im, Cho, Porumbescu, & Park, 2014). This suggests that, similar to traditional media, social media may contribute to a decline in political trust, especially in contexts where government

performance is subject to critical evaluation by the public.

In Indonesia, where social media is widely used for political discourse, these dynamics are particularly relevant. The negative impact of social media on political trust can be seen in the way it amplifies dissatisfaction with government performance (Zhang & Guo, 2021). In countries with weaker government institutions, where government accountability and transparency are often questioned, the use of social media can exacerbate public dissatisfaction, leading to lower trust in political institutions. However, the influence of social media on political dynamics is not entirely negative. The virtuous circle theory, proposed by Norris (2000), offers a counterpoint by suggesting that media consumption can also drive political engagement (Sakti & Nainggolan, 2023). This theory posits that the relationship between media consumption and political involvement is circular, with each reinforcing the other. In this view, social media can serve as a platform for political mobilization, encouraging greater political participation and engagement among citizens. This positive aspect of media consumption highlights the potential of social media to not only inform but also activate political participation of citizens.

Despite the ongoing debate between the videomalaise/media malaise and virtuous circle theories, both perspectives highlight the significant role that social media plays in shaping political attitudes and behaviors. In Indonesia, where social media is an integral part of daily life for millions of citizens, understanding its influence on political dynamics is crucial for the effective implementation of e-governance. However, existing research has often focused primarily on the negative aspects of social media's impact on political trust or the positive effects on political engagement (Ceron & Memoli, 2015; Sakti & Nainggolan, 2023), with limited exploration of how these dual effects coexist and interact within Indonesia's unique socio-political context (Zhang & Guo, 2021). Additionally, while the integration of social

media into e-governance practices is acknowledged, there is a gap in the literature concerning the specific mechanisms through which digital platforms can both support and hinder political participation in emerging democracies like Indonesia (Im et al., 2014; Sakti & Nainggolan, 2023). This article seeks to fill these gaps by examining the role of social media in the political landscape and identifying the challenges and opportunities for enhancing e-governance in Indonesia. By analyzing the country's progress in digital governance and the impact of online media on political ideologies, this article aims to provide insights into how digital platforms can be optimized to strengthen e-government processes and promote effective citizen engagement.

METHODOLOGY

This study used a literature review method to explore the role of e-governance in shaping political ideologies within online media in Indonesia. The literature review was an appropriate method for synthesizing existing research, providing a comprehensive understanding of how e-governance and online media intersect to influence political dynamics in Indonesia. The review sought to identify key trends, challenges, and opportunities in this area by analyzing relevant academic articles, reports, and studies. The review began with a systematic search of relevant academic databases, including Google Scholar, JSTOR, Scopus, Taylor & Francis, and other relevant scientific articles. The search focused on peer-reviewed journal articles, conference papers, books, and reports to ensure the inclusion of both foundational and contemporary studies. Keywords such as "e-governance," "political ideologies," "social media," and "Indonesia" were used to guide the search process. The synthesis of findings focused on integrating insights from the literature into a coherent narrative that addressed the study's objective. The review explored how social media had been utilized as a tool for political

engagement in Indonesia, the challenges posed by digital governance, and potential solutions for enhancing e-governance practices. Through this method, the study aimed to offer a structured and comprehensive understanding of the current state of research on e-governance, online media, and political ideologies, providing insights that could inform both academic inquiry and practical applications in Indonesia.

RESULT AND DISCUSSION

Review of Indonesia E-Government Ranks

In 2022, Indonesia's E-Government Development Index (EGDI) was 0.7160, ranking it 77th globally, an improvement from its 88th position in 2020 (United Nations, 2024). This rise reflects advancements in Indonesia's digital infrastructure, online services, and human capital, which together have strengthened its e-government capabilities. The country is classified under the "HEGDI" group, indicating a high level of e-government development, with significant progress in enhancing its digital governance and citizen engagement platforms.

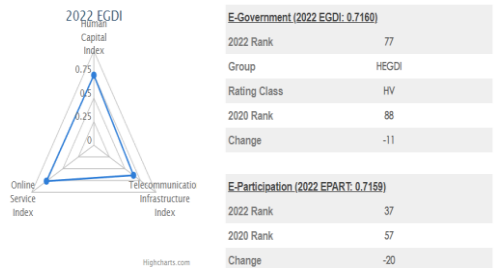


Figure 1. Indonesia EGDI Overview
Source: (United Nations, 2024)

Despite these improvements, Indonesia's EGDI score remains below the regional leaders such as South Korea and Singapore. South Korea's consistent leadership in global EGDI rankings, with a score of 0.9280 in 2022, contrasts sharply with Indonesia's performance, highlighting areas where Indonesia could

improve, particularly in online service provision and citizen participation (United Nations, 2024). Previous studies have emphasized the importance of robust digital infrastructure and widespread access to online services in driving higher EGDI scores (West, 2005). Indonesia's need to close the gap with these leading nations suggests a continuing need to invest in digital literacy and infrastructure, particularly in rural and underserved areas (Setiawan, Pape, & Beschoner, 2022), as cited below:

“Nearly 80 percent of those without internet access are located in rural areas on the islands of Sumatra, Java, and Bali, which are the three most densely populated islands in Indonesia. Additionally, 60 to 70 percent of the Indonesian population living in the eastern regions do not have adequate internet connections due to varying service quality.”

Figure 2 highlights Indonesia's steady progress in enhancing its digital government capabilities over the years, though there is still room for growth to reach the levels of leading nations like Denmark, which has the highest global EGDI score of 0.9717 (United Nations, 2024).



Figure 2. E-Government Development Index of Indonesia
Source: (United Nations, 2024)

In 2022, Indonesia achieved an E-Participation Index score of 0.7159, placing it 37th globally, a significant improvement from its 57th position in 2020. This score is above the global average but remains below that of the

world leader, Japan, which has a perfect score of 1.0000, and the sub-regional leader, Singapore, with a score of 0.9773 (United Nations, 2024). The significant improvement in Indonesia's E-Participation Index can be attributed to enhanced citizen engagement through digital platforms, reflecting a strong upward trend in e-participation over the years. This aligns with Khan's (2013) findings, which suggest that increased government engagement through digital platforms can significantly boost citizen participation, particularly in developing countries where traditional participation methods may be less effective (Muqoffa, Mawar, & Serikandi, 2022). However, despite this progress, Indonesia's lower ranking compared to countries like Japan and Singapore indicates ongoing challenges, such as the digital divide and varying levels of internet access across regions (Mustofa, Utama, & Andalus, 2024), as quoted below:

“The large number of internet users that Indonesia currently has, which is around 213 million users, is also accompanied by a gap in internet access among the community, which is caused by several factors, including adequate facilities and influenced by other factors such as the education level and economic level of each individual (p.105)”

Figure 3 highlights Indonesia's progress in enhancing citizen engagement through digital platforms, reflecting a strong upward trend in e-participation over the years.

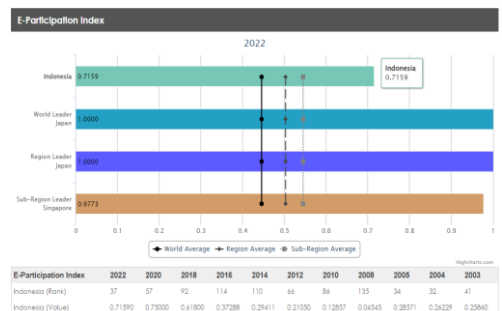


Figure 3. E-Participation Index of Indonesia
Source: (United Nations, 2024)

A comparative analysis with previous studies shows that Indonesia's progress in e-participation aligns with global trends where the adoption of social media and other digital tools has become central to governance strategies. However, the persistent gap between Indonesia and leading countries suggests that while social media adoption has facilitated greater engagement, challenges such as digital literacy, infrastructure limitations, and socio-economic disparities continue to hinder broader participation (Funilkul & Chutimaskul, 2009).

The latest release from the EGDI (E-Government Development Index) showed that Indonesia jumped 35 positions in the E-Participation Index in 2020, rising from 92nd place in 2018 to 53rd place with a score of 0.7500. This score is above the global average of

0.5677, the Asia regional average of 0.6294, and the Southeast Asia regional average of 0.6126 (Ministry of Communication and Information Technology of Indonesia, 2020). As a result, Indonesia moved up from the "High E-Participation Index" group to the "Very High E-Participation Index" group (See Table 1). Furthermore, the survey placed Indonesia alongside advanced countries such as Denmark, Estonia, Germany, France, the United States, Korea, Japan, China, Australia, and many others in achieving a perfect score on the Open Government Data Index. On a scale of 0 to 1, Indonesia achieved a score of 1.0000 (Ministry of Communication and Information Technology of Indonesia, 2020), earning a position in the "Very High Open Government Data Index (OGDI) Level" group (See Table 2).

Table 1. E-Participation Index Negara-Negara ASEAN

No	Countries	Group	Ranks	EGDI Score
1	Singapore	Very High EGDI	6	0.9762
2	Malaysia	Very High EGDI	29	0.8571
3	Thailand	Very High EGDI	51	0.7738
4	Indonesia	Very High EGDI	53	0.7500
5	Philippines	Very High EGDI	57	0.7500
6	Vietnam	High EGDI	70	0.7024
7	Brunei Darussalam	High EGDI	100	0.5476
8	Cambodia	Middle EGDI	129	0.4167
9	Myanmar	Middle EGDI	168	0.2619
10	Laos	Low EGDI	175	0.2143

Source: (Ministry of Communication and Information Technology of Indonesia, 2020)

Table 2. Open Government Data Index Negara-Negara ASEAN

No	Countries	Group	OGDI Score
1	Indonesia	Very High OGDI	1.0000
2	Singapore	Very High OGDI	1.0000
3	Malaysia	Very High OGDI	1.0000
4	Thailand	Very High OGDI	1.0000
5	Philippines	Very High OGDI	1.0000
6	Vietnam	Middle OGDI	0.6760
7	Brunei Darussalam	Middle OGDI	0.5250
8	Cambodia	Low OGDI	0.3240
9	Myanmar	Low OGDI	0.2354
10	Laos	Low OGDI	0.0000

Source: (Ministry of Communication and Information Technology of Indonesia, 2020)

Comparing these findings with previous research underscores both progress and ongoing challenges. For instance, studies by West (2005)

and Criado et al. (2013) have emphasized the transformative potential of digital governance in enhancing citizen engagement and government

transparency (Criado, Sandoval-Almazan, & Gil-Garcia, 2013; West, 2005). Indonesia's progress in the EGDI and E-Participation Index reflects these global trends but also highlights specific areas where the country lags behind, particularly in digital infrastructure and the effective integration of social media into governance (Setiawan et al., 2022). Moreover, while the use of social media has increased public participation, the challenges of misinformation and the digital divide persist (Mustofa et al., 2024). This aligns with international studies that suggest similar challenges in other developing nations, indicating that Indonesia's experience is part of a broader global phenomenon (Fuchs, 2014). The ongoing need for digital literacy, infrastructure development, and inclusive policies remains critical to closing these gaps and fully realizing the benefits of e-governance.

The Role of Social Media in the Implementation of E-Government

The utilization of social media in the implementation of e-governance in Indonesia has become increasingly significant due to the widespread use of these platforms by the population. Indonesian government agencies, both at the central and local levels, have adopted social media as a crucial tool for engaging directly with the public. This adoption is evident in the creation of official social media accounts by various government institutions, aimed at facilitating interaction with citizens. Unlike traditional forms of communication, social media allows the public not only to receive information but also to serve as a source of information, enabling a more participatory approach to governance. Social media platforms such as blogs, wikis, social networking, media-sharing sites, microblogging, and mashups have been instrumental in the Indonesian government's efforts to implement e-governance. For example, blogs are used by government agencies to disseminate structured information related to their activities, while wikis, like Wikipedia, allow for community-driven content

creation and editing, providing a collaborative environment. Social networking sites like Facebook and LinkedIn, and media-sharing platforms like YouTube and Instagram, offer opportunities for the government to reach a broader audience through creative digital content. Additionally, microblogging platforms such as Twitter are used for real-time interaction with the public, allowing government agencies to communicate policies and activities more effectively (Muqoffa et al., 2022).

The practice of e-governance in Indonesia is further illustrated by the framework proposed by DePaula et al. (2018), which categorizes government social media communication into four key aspects: providing information, seeking feedback from citizens, engaging in dialogue with citizens, and using social media as a tool for political image-building (DePaula, Dincelli, & Harrison, 2018). The first three aspects align with the normative functions of accountability, transparency, and citizen participation in governance, while the fourth aspect relates to the performative function of influencing public perception through image management. Khan's (2013) model for the utilization of social media in e-governance, viewed from the perspective of public engagement, further supports the effective use of these platforms. The model outlines three stages: Information Socialization, Mass Collaboration, and Social Transactions (Muqoffa et al., 2022). In the Information Socialization stage, social media is primarily used to disseminate information and encourage public participation. The Mass Collaboration stage impacted the collective intelligence of social media users for activities such as crowdsourcing, regulation, and law enforcement, thereby enabling cross-agency collaboration. Finally, the Social Transaction stage involves the provision of tangible online services to the public, marking an advanced level of e-governance where social media serves as a platform for delivering government services directly to citizens.

The use of social media by the Indonesian government reflects an innovative approach to

governance that maximizes the potential of technology. It has been instrumental in improving governmental efficiency, restoring public trust, and addressing the evolving needs of society. However, the implementation of social media in e-governance must consider several scenarios (Muqoffa et al., 2022). These include the Standalone Scenario, which requires minimal technical and financial infrastructure, the Nested Scenario, which uses social media for both internal and external collaboration, and the Hybrid Scenario, which represents a comprehensive approach employed by more developed nations where social media is fully integrated into the e-governance framework. While social media offers easy access and widespread reach, certain key aspects must be managed carefully. These include ensuring equal access for all users, managing the rapid spread of information, and facilitating prompt responses to questions and feedback. The Indonesian government's approach to e-governance through social media highlights the importance of these platforms in shaping political ideologies, enhancing public participation, and providing a more transparent and accountable government.

Social Media in Shaping Digital Activism in Indonesia

Political ideologies rely heavily on information and communication technologies, such as social media, to facilitate citizen engagement and support government decision-making processes (Macintosh, 2004). The large user bases on these platforms indicate a significant potential for the government to engage with citizens, gather feedback, and promote transparency and accountability through direct interaction in the digital space. Figure 1 showing social media usage in Indonesia in 2024 provides crucial insights into how e-governance can shape political ideologies through online media, particularly within the context of e-government and digital activism. As the data illustrates, platforms like YouTube, TikTok, Facebook, and Instagram have vast user bases, with YouTube alone reaching 139 million

users (Kemp, 2024). These platforms, by virtue of their widespread reach and engagement, serve as pivotal arenas for the expression of public opinion, the dissemination of political content, and the mobilization of digital activism. In the context of Indonesia, where social media has become deeply intertwined with the concept of e-government, these platforms are not merely tools for communication but are central to the political process itself.

The role of social media in digital activism further emphasizes the power of these platforms in shaping political ideologies (Fajar, Adam, Nastiti, & Kenawas, 2022). Digital activism in Indonesia has surged, particularly during critical periods such as 2019-2021, driven by widespread access to social media. Platforms like Facebook and Instagram, with user counts of 117.6 million and 100.9 million respectively (Kemp, 2024), have been instrumental in mobilizing public opinion and providing social movements. These movements often challenge the status quo, reflect the public's discontent with the current political system, and demand change, all of which are facilitated by the pervasive use of social media. Figure 1 also underscores the digital divide in Indonesia, where access to these influential platforms is not uniform across all regions and demographics. The significant user numbers on platforms like YouTube and TikTok suggest that younger, more digitally connected populations are the primary drivers of social media engagement. This aligns with the findings of the World Bank (2022), which highlights the disparities in internet access across different regions and socioeconomic groups in Indonesia (Setiawan et al., 2022). The implications of this divide are profound, as it affects who participates in e-government and digital activism, and ultimately, whose voices are heard in the political discourse.

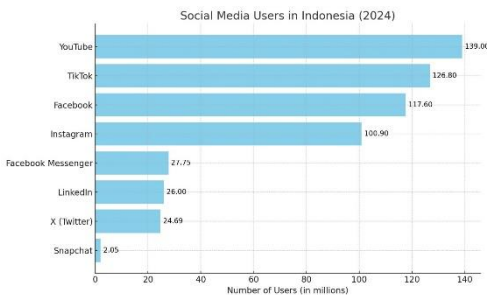


Figure 4. Social Media Users in Indonesia in 2024

Source: (Kemp, 2024)

The Role of Social Media in E-Government and the Correlation with Political Dynamics

The content of media, both traditional and social, plays a significant role in influencing political ideologies, often leading to increased polarization. Studies have consistently shown that social media platforms like Twitter have become increasingly polarized over time, with users exposed to more ideologically extreme content (Marozzo & Bessi, 2018). This polarization is not uniform across platforms; for instance, Facebook and WhatsApp have been associated with depolarization effects, suggesting that the design and governance of different platforms can significantly influence the ideological landscape (Yarchi, Baden, & Kligler-Vilenchik, 2020). E-governance, through the regulation of online media content, can either mitigate or exacerbate these polarizing tendencies. For example, content moderation policies can reduce the spread of polarizing rhetoric, while algorithmic governance might inadvertently amplify echo chambers by promoting content that aligns with users' pre-existing beliefs (Johnson, Kaye, & Lee, 2017). The selective exposure to like-minded media, facilitated by these algorithms, is a driving force behind both ideological and affective polarization (Knobloch-Westerwick, Mothes, Johnson, Westerwick, & Donsbach, 2015). This highlights the critical role that e-governance plays in shaping the political discourse by

controlling how content is filtered and presented to users.

In the realm of traditional media, similar trends are observed, though the effects of polarization are often more directly tied to the content rather than the medium itself. For instance, partisan news outlets have been found to increase ideological and affective polarization, particularly when the content aligns with the viewers' pre-existing political beliefs (Melki & Pickering, 2014). This suggests that e-governance strategies in traditional media, such as regulating the dissemination of partisan content or encouraging balanced reporting, could be effective in reducing polarization. However, the effectiveness of e-governance in mitigating political polarization is complex and context-dependent. While some studies suggest that counter-attitudinal media can reduce polarization by exposing individuals to diverse viewpoints (Kim, 2015), others indicate that such exposure might have a backfire effect, reinforcing entrenched beliefs and increasing polarization (Kim, 2019). This inconsistency underscores the need for nuanced e-governance policies that consider the specific dynamics of each media platform and the varying effects of content exposure.

Challenges of E-Government as a Medium for Political Participation of the Young Generation

The implementation of e-governance in Indonesia faces several significant challenges, particularly when it comes to shaping political ideologies through online media. One of the foremost challenges is the prevalence of disinformation campaigns and fake news. As noted by Citizen Take Over Europe (2021), the widespread dissemination of disinformation undermines trust among citizens and erodes the credibility of journalism and media coverage (Mustofa et al., 2024). With Indonesia boasting a large number of internet users—213 million (We Are Social, 2023)—the proliferation of fake news and hoaxes can severely disrupt political stability and the effectiveness of e-government.

To combat this, there is a pressing need for comprehensive public education on media literacy and the wise use of the internet, coupled with stringent law enforcement measures to curb the spread of disinformation. Without these measures, the public's ability to engage in intelligent discussions and informed decision-making within the e-government framework is significantly compromised. Another critical challenge is the digital divide, which hinders the inclusive implementation of e-government. As highlighted by Subianto (2021), while the percentage of adults with internet access in Indonesia has increased significantly, reaching around 62% in 2021, a substantial 38% of the population remains disconnected from the digital world (Mustofa et al., 2024). This divide is exacerbated by socioeconomic factors, with the World Bank (2022) reporting that individuals with higher education levels and incomes are far more likely to have internet access (Setiawan et al., 2022). This disparity in access creates an uneven playing field in e-government, where only a portion of the population can participate fully, thus limiting the reach and effectiveness of digital governance initiatives.

The phenomenon of echo chambers and polarization further complicates the landscape of e-governance in Indonesia. Barbera (2020) points out, the rise of "cyber balkanization," where society fragments into isolated groups with similar views, is a significant concern (Barbera, 2020). Social media platforms, through content curation algorithms, often reinforce users' existing beliefs by limiting their exposure to diverse viewpoints. This creates echo chambers where users are insulated from opposing perspectives, deepening societal polarization. The challenge for e-governance is to ensure that these platforms facilitate a healthy exchange of ideas rather than exacerbate divisions, which could undermine the political process. Content filtering algorithms, which prioritize content based on user preferences, add another layer of complexity. While these algorithms can enhance user experience by

delivering relevant content, they can also isolate users within ideological bubbles (Barbera, 2020). This selective exposure to information poses a significant challenge to the political exchange of ideas, as it reinforces existing beliefs and inhibits constructive dialogue across different groups. For e-governance to be effective, it must address the potential for these algorithms to contribute to the formation of isolated ideological communities, which can be detrimental to the overall political process.

In addition to these challenges, digital protection policies and legislation present ongoing concerns. While Indonesia has made strides in establishing laws like the Personal Data Protection Law and the Electronic Information and Transaction (ITE) Law, these measures have not been entirely effective. Febrinandes (2021) argues, the ITE Law, in particular, has been criticized for not providing adequate protection for public criticism of the government, and in some cases, has been used to suppress dissent (Mustofa et al., 2024). This misuse of digital laws undermines trust in e-governance and hampers the ability of citizens to engage freely in the political process. Moreover, the issue of digital literacy and awareness remains a significant obstacle. Despite the increasing number of internet users, Indonesia's digital literacy levels are still not optimal. Aviliani (2023) notes that the country's digital literacy rate stands at only around 62%, with digital security being the weakest area (Mustofa et al., 2024). This low level of digital literacy makes citizens more vulnerable to cyber threats and disinformation, further complicating the implementation of e-governance. Enhancing digital literacy requires a concerted effort from the government, industry, and the public to build a more resilient and informed digital society. Lastly, the lack of accountability in e-government processes poses a serious challenge. As e-government is heavily dependent on technology, ensuring transparency and accountability in decisions made and actions taken on digital platforms is crucial. The absence

of these elements can lead to a loss of public trust in the political process (Freedom House, 2024), which categorizes Indonesia's internet freedom as only "partly free." Addressing these issues is essential for building a robust e-governance framework that truly empowers citizens and supports the political exchange of ideas.

Solutions to Support E-Government in Shaping Political Ideologies within Online Media in Indonesia

To effectively shape political ideologies through e-governance in Indonesia, building robust digital spaces that support e-government is essential. According to Funilkul and Chutimaskul (2009), the development of e-government should prioritize creating systems that encourage citizen participation in political processes, offering better services through appropriate information and communication technology (ICT) while ensuring responsive governance (Funilkul & Chutimaskul, 2009). This approach aligns with the need to integrate the government's vision, strategies, and policies to facilitate an environment where e-government can thrive. Given the rapid development of ICT in Indonesia, it is crucial to develop an e-government system that not only meets the needs of the country but also serves as a viable platform for citizen engagement. One of the critical components in building an effective e-government, as identified by Clift (2003) and further expanded by Funilkul (2009), includes ensuring that the government provides broad access to information and provides electronic interaction with citizens (Funilkul & Chutimaskul, 2009; Mustofa et al., 2024). This also involves political groups and media playing their roles in online advocacy and campaign dissemination. In the Indonesian context, the rise of social media platforms with substantial user bases, as illustrated in recent statistics, presents a significant opportunity for the government to engage directly with citizens, encourage participation, and integrate public opinion into the policy-making process. To maximize these opportunities, supporting policies and

regulations must be in place, particularly those that protect freedom of speech and ensure data protection, which are fundamental to sustaining e-government.

The strategic design for implementing e-government involves two crucial phases: the policy design phase and the implementation phase (Oni, Ayo, Oni, & Mbarika, 2016). In the policy design phase, legal and political processes are essential to ensure that e-government is supported by robust policies. These policies should provide legal protections, ensure privacy security for users, and establish credible feedback mechanisms. For Indonesia, where social media has become an integral part of political discourse, these policies are necessary to maintain the integrity of e-government and ensure that it evolves sustainably. The implementation phase must consider several key aspects to enhance the quality and sustainability of e-government. These include ensuring citizen involvement in policy formulation, providing the necessary infrastructure for online participation, and designing tools and technologies that facilitate continuous engagement in political activities. For Indonesia, where internet access is still uneven, it is vital to design online participation facilities that cater to the needs of all citizens, not just those who are already digitally connected. This approach would help bridge the digital divide and ensure that e-government benefits the entire population, not just a select few.

Additionally, the involvement of stakeholders—ranging from the government and civil society to the media and e-citizens—is crucial for creating a well-rounded e-political system. Each stakeholder plays a vital role in ensuring that the political process is inclusive and representative of the diverse views within Indonesian society. This multi-stakeholder approach is necessary to build trust and encourage active participation from all sectors of society. Ultimately, the goal of these solutions is to expand the level and volume of citizen contributions to public decision-making through

the use of ICT (Oni et al., 2016). To achieve this, Indonesia needs appropriate regulatory policies and implementation strategies that are responsive to the needs and expectations of its citizens. These strategies should not only focus on maintaining social order but also on providing a vibrant and inclusive e-government where social media serves as a powerful tool for citizen engagement and political expression. By doing so, Indonesia can ensure that its e-governance initiatives effectively shape political ideologies within online media, contributing to a more participatory society.

CONCLUSION

This study underscores Indonesia's significant progress in e-governance, reflected in its rising E-Government Development Index (EGDI) and E-Participation Index scores, yet highlights the persistent challenges that prevent

the country from matching regional leaders like South Korea and Singapore. Social media has played a dual role, both enhancing political participation and digital activism while also contributing to political distrust through the spread of disinformation and polarization. The digital divide, particularly in rural and eastern regions, continues to hinder inclusive access to e-governance, exacerbated by low levels of digital literacy. Although this study relied on secondary data, future research should focus on empirical studies to better understand regional variations and develop targeted policies to bridge the digital divide, improve digital literacy, and ensure more equitable access to digital government services. Addressing these challenges is crucial for Indonesia to fully realize the potential of e-governance in providing a more participatory and inclusive democratic environment.

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