

Dalam akselerasi transformasi digital, pemerintah daerah memanfaatkan media sosial sebagai kanal strategis untuk membangun komunikasi yang responsif dan akuntabel. Studi ini menelaah praktik *digital engagement* Humas Pemerintah Kota Bandung di Instagram dan Twitter (X) sepanjang 2022, tahun dengan produksi konten tertinggi pada periode 2018–2022 namun keterlibatan publik relatif rendah. Penelitian ini bertujuan menganalisis proses pengelolaan *digital engagement* serta dampaknya terhadap pembentukan *high-quality engagement* dan responsivitas kebijakan publik. Penelitian menggunakan paradigma *post-positivistik* dengan desain studi kasus dan analisis konten. Data dikumpulkan melalui wawancara, observasi, analisis dokumen, dan analisis konten media sosial dengan Aplikasi Intelligence Socio Analytics (ISA). Informan mencakup pengelola media sosial di Dinas Komunikasi dan Informatika, pengikut akun, perwakilan institusi pemerintah yang dinilai berhasil (TNI AU, Pemerintah Kota Surabaya, Pemerintah Provinsi DKI Jakarta), serta akademisi dan praktisi. Hasil menunjukkan penataan lingkungan digital belum berdampak signifikan pada *high-quality engagement*. Sebaliknya, analisis audiens berpengaruh kuat, khususnya bila berbasis data primer survei, bukan semata data sekunder. Relevansi konten dan intensitas interaksi juga konsisten mendorong keterlibatan publik yang bermakna dan mendukung pembelajaran kebijakan. Kebaruan penelitian terletak pada dua kontribusi utama: (1) usulan memosisikan akun resmi Pemkot Bandung sebagai sumber informasi publik *top-of-mind* sebagai prasyarat strategis bagi *engagement* berkualitas; dan (2) penegasan perlunya pedoman tata kelola media sosial yang mengikat—mencakup perencanaan konten, arsitektur pesan, aturan interaksi, sinergi antar satuan, dan kolaborasi lintas sektor—sebagai penghubung antara strategi dan praktik. Rekomendasi menekankan peralihan dari pola hiburan konvensional menuju pengelolaan berbasis data, pembangunan karakter akun yang konsisten, keterbukaan dan partisipasi, serta orientasi pada kebutuhan warga untuk memperkuat relasi pemerintah–masyarakat.

Kata Kunci: *digital engagement, media sosial, high-quality engagement, pemerintah kota*

ABSTRACT

Amid the acceleration of digital transformation, local governments are leveraging social media as a strategic channel to build responsive and accountable communication. This study examines the Bandung City Government's Public Relations (Humas) practices of digital engagement on Instagram and Twitter (X) throughout 2022—a year with the highest content production in 2018–2022 yet relatively low public engagement. The study aims to analyze digital-engagement management processes and their effects on the formation of high-quality engagement and on policy responsiveness. Adopting a post-positivist paradigm with a case-study and content-analysis design, the research collected data through interviews, observation, document analysis, and social-media content analysis using the Intelligence Socio Analytics (ISA) application. Informants included social-media managers at the Department of Communication and Informatics, account followers, representatives of government institutions regarded as successful (the Indonesian Air Force, the Surabaya City Government, and the Jakarta Provincial Government), as well as academics and social-media practitioners. Findings indicate that structuring the digital environment has not produced a significant impact on high-quality engagement. By contrast, audience analysis exerts a strong influence, particularly when grounded in primary survey data rather than solely secondary data. Content relevance and



interaction intensity also consistently drive meaningful public engagement and support policy learning. The study's novelty lies in two main contributions: (1) proposing the positioning of the Bandung City Government's official accounts as the public's top-of-mind information source as a strategic prerequisite for quality engagement; and (2) underscoring the need for binding social-media governance guidelines—covering content planning, message architecture, rules of interaction, inter-unit synergy, and cross-sector collaboration—as a coupling mechanism between strategy and practice. Recommendations emphasize a shift from entertainment-oriented content toward data-driven management, a consistent account persona, openness, participation, and public-needs orientation to strengthen government–citizen relations.

Keywords: *digital engagement, social media, high-quality engagement, city government*