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Digital Media Issue Monitoring Practices in Public Information Management: A Case Study of the Communication and Informatics Office of Pontianak City

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Abstract
Digital issue monitoring is a relevant part of local-government public information management, yet its operational stages are not always made explicit in published accounts. This article examines the documented practices, information-processing stages, and implementation challenges of digital media monitoring at the Communication and Informatics Office of Pontianak City. A qualitative documentary case-study approach was applied to a 2026 institutional activity report, focusing on its activity descriptions, work records, institutional analysis, and accounts of obstacles. The documents describe the collection of online news, relevance-based selection, thematic classification, summarization, source identification, checking, and compilation of monitoring reports. They also record difficulties associated with high information volume, overlapping news coverage, differing editorial perspectives, and issue prioritization. These findings suggest that monitoring is best understood as a structured information-filtering process supporting institutional communication rather than as evidence, by itself, of policy responsiveness or public trust. The study proposes a documentation-oriented workflow linking issue identification, verification, classification, reporting, and traceable follow-up. Since the source is a retrospective institutional activity report rather than complete operational logs or interviews, conclusions are limited to the practices documented in that report.
Keywords: Media Monitoring; Public Information; Digital Communication; Local Government; Issue Management

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INTRODUCTION

Studies of government communication show that a presence on digital media does not in itself create two-way communication. A study of Bandung government accounts found a difference between how account identities are structured and which features actually encourage interaction, while a study of risk communication in Indonesia points to the weaknesses of a one-way approach in dynamic information situations. These two findings give reason to examine the processes behind publication, including how government recognizes issues as they develop (Atnan & Sembada, 2025; Yudarwati et al., 2022). In the Indonesian context, the quality of public information shared by government on social media is related not only to the availability of channels but also to how messages are presented and interpreted by citizens. A comparison of local government communication on Twitter and a study of public responses to posts by regional heads show the importance of reading message content and audience reactions together. However, this study does not assume that every online comment represents the entire population of Pontianak (Permatasari et al., 2021; Mulyaningsih, 2022).

The contribution of this study is limited to explaining documented institutional practices. The novelty pursued is contextual and operational, namely mapping how source searching, relevance assessment, summarization, and archiving can be read as a single chain of information management. Claims about policy effectiveness, changes in public opinion, or the success of complaint handling are not drawn from the available documents (Erkkilä & Luoma-aho, 2023; Hsu, 2026). The development of digital media places local governments in a fast-

moving information environment. Online news, social media comments, and public statements can serve as early signals of problems in services, policy, and regional development. In this context, government communication is not sufficiently understood as the dissemination of messages, but also includes the ability to obtain, assess, and organize information relevant to decision-making. Wukich (2022) shows the importance of distinguishing the structure of interaction from the substance of content in government communication through social media (Criado & Villodre, 2022; Permatasari et al., 2021).

Issue monitoring activities hold a distinctive position in communication governance. Monitoring is not the same as resolving an issue: monitoring results still need to be selected, verified, classified, and forwarded to the authorities concerned. Communication evaluation also needs to distinguish activity outputs, interaction quality, and policy consequences so that the number of news items or posts is not mistaken for service success (Hansson & DePaula, 2025; Villodre, 2025) (Erkkilä & Luoma-aho, 2023; Villodre, 2025). The 2026 activity document of the Public Information and Communication Management Division of the Pontianak City Communication and Informatics Office contains descriptions of online news monitoring, information filtering, thematic classification, summarization, and the compilation of monitoring reports. The document also records the processing of interview transcripts for publication materials, archiving, and the production of educational content. This series of activities serves as empirical material for identifying the stages of information management, not for measuring the organization's overall performance.

The analytical problem is how monitoring activities (searching, selecting, and summarizing news) form an institutional information-filtering mechanism, and what obstacles arise when information from various sources must be prioritized. This study does not regard a single descriptive document as a comprehensive representation of the Office's performance. The focus is the reconstruction of the recorded process, accompanied by an assessment of the limits of the evidence. This study aims to (1) identify the recorded stages of digital media issue monitoring; (2) analyze the relationship between these stages and public information management; and (3) map the obstacles and the implications for improving documentation. The research question is: how are digital media issue monitoring practices and their information management challenges represented in the activity documentation of the Pontianak City Communication and Informatics Office? (Atnan & Sembada, 2025)

Theoretical Framework

The concept of social media listening views monitoring as listening to the communication environment, not merely counting mentions or moving links around. Research on public-sector organizations shows that listening can take place without adequate connection to communication decisions. This study therefore distinguishes observation activity, summary products, and organizational decisions as three levels of analysis that must not be equated (Erkkilä & Luoma-aho, 2023; Criado & Villodre, 2022). Information openness also has an operational dimension. Experiments on operational transparency show that explaining government work can help citizens' understanding, but does not necessarily increase engagement or collaboration. Thus, the availability of internal issue summaries does not automatically prove increased external transparency. The relationship between the two requires evidence of follow-up flows, publication, and citizen responses, which are not fully covered in the activity document (Hsu, 2026; Villodre, 2025).

Issue classification in this study is read as an administrative mechanism for reducing the complexity of information flows. The literature on digital governance in Indonesia emphasizes the interrelation of organizational capacity, transparency, and accountability, while studies of

crisis communication position message accuracy and consistency as prerequisites for a trustworthy response. This framework is used to interpret the work, not to assess the performance of individual employees (Pribadi et al., 2024; Margaretha, 2026). Media monitoring can be understood as the activity of observing and organizing information from communication sources to recognize issues relevant to an organization. Within the framework of government communication, the monitoring function is an input for communication work, not a sole measure of outcomes. Wukich (2022) distinguishes forms of government engagement on social media through the dimensions of structure and content; this distinction is useful for preventing media attention from being equated with institutional response (Erkkilä & Luoma-aho, 2023; Santoso et al., 2026).

An information governance perspective emphasizes source traceability, classification consistency, and verification before information is used. In government digital communication, the quality of the medium and its use also need to be separated from the public's decision to trust an institution (Lee, 2021). Therefore, the monitoring process is analyzed through five functions: information acquisition, relevance selection, issue classification, summary processing and verification, and reporting and coordination (Hsu, 2026; Townley & Koop, 2024). This study treats the five functions as analytical categories for organizing the content of the document, not as standard operating procedures verified to apply across all organizational units. Accordingly, statements about work practices are distinguished from recommendations formulated by the researcher (Criado & Villodre, 2022).

Previous Research

Table 1. Summary of Previous Research

No.	Author(s) and Year	Focus and Context	Main Finding	Relevance to This Study
1	Atnan & Sembada (2025)	Structuring of the digital environment on the social media accounts of the Bandung City government, Indonesia	There is a gap between how account identities are structured and the features that actually encourage interaction	Shows that a digital presence does not automatically create two-way communication, so the processes behind publication need to be examined
2	Yudarwati et al. (2022)	Indonesian government's social media use for disaster risk communication	One-way communication approaches have weaknesses in dynamic information situations	Supports the need for government to recognize developing issues, which is the function of monitoring
3	Erkkilä & Luoma-aho (2023)	Social media listening strategies of public-sector organizations during the COVID-19 pandemic	Listening activities can take place without adequate connection to communication decisions	Underlies the distinction between observation, summary products, and organizational decisions in this study
4	Hsu (2026)	Operational transparency in government social media communication (two survey experiments)	Explaining government work can improve citizens' understanding, but does not necessarily increase engagement or collaboration	Underlies the caution that internal issue summaries do not automatically prove external transparency
5	Permatasari et al. (2021)	Quality of public information on Twitter, comparing the Yogyakarta and DKI Jakarta regional governments	Information quality relates to how messages are presented and interpreted by citizens, so message content and audience reactions need to be read together	Supports the importance of assessing the content and relevance of information in the selection stage of monitoring

RESEARCH METHODS

The unit of analysis is the descriptions of activities and obstacles explicitly stated in the activity document, not every post or news item mentioned in general terms. The reading procedure consisted of identifying monitoring segments, coding work processes, comparing segments that describe obstacles and responses, and formulating cross-segment themes. The analytical categories include information sources, selection, classification, summarization,

documentation, and issue prioritization. No additional interviews, repeat observation at the office, or collection of raw news datasets were carried out. As a result, the study cannot count the number of issues monitored, the timeliness of report submission, the percentage of issues followed up, or inter-coder consistency. Statements about practices are limited to what is reported and are transparently interpreted as documentary findings, not an organizational audit (Fadhilah, 2026; Criado & Villodre, 2022).

The study uses a qualitative approach with a document-analysis-based case study design. The case is limited to issue monitoring practices in the Public Information and Communication Management Division of the Pontianak City Communication and Informatics Office, as recorded in a single 2026 activity document. The unit of analysis consists of textual statements about monitoring stages, information processing, obstacles, and communication products. Because no verified research observations or interviews are available, the findings are interpreted as documented patterns, not as a comprehensive picture of the organization's entire process. The source document states an activity period of 19 January–15 April 2026, but its chronology also contains entries dated May and June 2026. This discrepancy cannot be reconciled on the basis of the available evidence. Therefore, the study does not count the frequency of activities or the number of monitoring days, and does not use that chronology to draw quantitative conclusions about work intensity.

Data were collected by reading and extracting the sections on activity descriptions, discussion of results, activity records, communication projects, institutional activity analysis, and obstacles and solutions. The data were then categorized by the functions of acquisition, selection, classification, processing/verification, and reporting. The analysis compared statements across sections to find consistency and the limits of the evidence, then produced a descriptive synthesis and management implications (Fadhilah, 2026). The validity of the interpretation was maintained by linking each finding to a traceable source section and by separating reported activities from unmeasured impacts. This study did not conduct additional interviews, independent observation, system performance measurement, or examination of complete daily monitoring archives. Therefore, the study's claims are descriptive-analytical regarding the documentation of a single case, not a generalization about all local government practices (Villodre, 2025).

RESEARCH RESULTS AND DISCUSSION

The document analysis shows three interrelated domains: issue filtering, the formation of concise information products, and obstacles in determining priorities. These are themes that emerged from the documentary material, not frequency measures calculated from complete daily archives. This separation is necessary so that descriptions of activities are not misread as performance statistics.

Operational stages of issue monitoring

At the acquisition stage, searching for news from more than one source provides initial context on urban issues. At the selection stage, relevance is determined by the news item's connection to the city government, services, and the division's information needs. At the summary preparation stage, the selected information is condensed into notes that are easier to review. This sequence is reconstructed from the activity descriptions, so it is not claimed to be an official institutional SOP (Fadhilah, 2026; Permatasari et al., 2021). The administrative value of source records lies in their ability to help readers distinguish news facts, sources' opinions, and the report writer's interpretation. The recommended practice is to retain the access date, media name, hyperlink, main issue, and verification status. This recommendation is an analytical implication of the study, not a list of fields all proven to be used in the institution's

archive (Pribadi et al., 2024; Villodre, 2025). The activity document describes monitoring as a series of processes. Information is collected from local and national news portals, with attention to social media when issues relate to government services. Information is selected based on its relevance to policy, public services, development, government activities, and social issues in Pontianak City. The selected material is then grouped by theme and summarized as monitoring material.

Table 2. Operational Stages of Issue Monitoring

Stage	Reported practice	Analytical function
Acquisition	Accessing local/national news portals and relevant social media information	Recognizing potential issues
Selection	Sorting news based on its relevance to the institution's needs	Reducing irrelevant information
Classification	Grouping issues into government, services, development, education, health, economy, environment, and social	Facilitating theme tracing
Processing	Summarizing the main points of news and recording the title, media outlet, date, and link	Maintaining context and traceability
Reporting	Re-checking and compiling monitoring reports for the supervisor/related division	Providing material for internal communication

Source: researcher's synthesis of sections 3.2 and 3.3 of the analyzed activity document (Fadhilah, 2026). This table does not indicate that every stage has been verified through independent operational logs

This sequence shows that monitoring work does not stop at collecting links. Selection and summarization activities serve to turn scattered information into material that is easier to use. Recorded source identities help with re-checking, while thematic classification potentially makes it easier to track issue developments. However, the report does not provide a complete sample dataset that would allow testing the consistency of classification across officers (Erkkilä & Luoma-aho, 2023).

Monitoring as input for institutional communication

Monitoring products can function as early signals for identifying public questions that require clarification, but the link from signal to decision must be proven through disposition or follow-up records. Research on social listening warns that the ability to detect conversations is not necessarily aligned with communication strategy. Therefore, this article presents the input function as a potential use supported by the report's descriptions, not as an impact that has been measured (Erkkilä & Luoma-aho, 2023; Hsu, 2026). News monitoring and the production of educational content are related but not identical work. Monitoring captures changes in the issue environment, while content packages the messages to be delivered to the public. Studies on the characteristics of government content indicate that the form of a message also affects interaction, so the two activities should be linked through clear information needs and message review procedures (Hussin et al., 2025; Jamalullail et al., 2023). The report explains that monitoring results are compiled to help leadership and related divisions understand issue developments. The recorded function is mainly informational and administrative: producing summaries that can be re-read, not evidence that each issue was subsequently responded to through a particular decision. This distinction is important because government digital communication can produce exposure and organizational activity without always showing service impacts that can be tested (Hansson & DePaula, 2025) (Fadhilah, 2026; Pribadi et al., 2024). Beyond monitoring, the document contains interview transcription activities as material for composing social media content, and document archiving. These two activities illustrate the

conceptual relationship between source accuracy, message production, and archive availability. However, the document provides no trace linking one monitored issue to one specific publication decision. That relationship is therefore discussed as a need for integrating information flows, not as a mechanism proven to occur in every case (Fadhilah, 2026).

Obstacles in selection, differing perspectives, and prioritization

Differences in perspective between media outlets do not always indicate that one source is wrong; they can stem from the choice of sources, news angles, and emphasis on events. Consequently, summary writers need to compare several sources before drawing conclusions about an issue. This practice is especially important when news contains accusations or information that could lead to misinterpretation in public communication (Yudarwati et al., 2022; Amodya et al., 2025). Prioritization also requires separating widely reported issues from those most urgent for public services. A high volume of publications does not always equal a high level of policy impact. The conceptual recommendation is to assess issues based on task relevance, time urgency, consequences for citizens, and verification needs; no numerical weights or scores are created because the source report does not provide adequate data for calibration (Santoso et al., 2026; Margaretha, 2026).

The obstacles and solutions section of the report identifies three main problems. First, the large volume of news requires filtering to select strategically valuable information. Second, the same topic can appear in various media with different perspectives and emphases, potentially producing duplication. Third, not all issues have the same urgency; priority assessment requires an understanding of the context of services, policy, and public interest (Fadhilah, 2026) (Fadhilah, 2026). The reported efforts include routinely reading credible sources and comparing several news reports to obtain a more complete picture. This strategy is relevant as a practice of information prudence, but its effectiveness cannot yet be assessed without comparison documents, written priority criteria, and assessments from other officers. The obstacles found underline the need for transparent classification rules and cross-source checking procedures (Fadhilah, 2026; Yudarwati et al., 2022).

Communication projects as the context of message management

The document also records the production of an educational video themed "Menjaga Kota Pontianak dari Tindakan Kecil" ("Protecting Pontianak City through Small Actions"), which contains calls to maintain public facilities, obey road markings, and use zebra crossings. The stages described include idea development, message formulation, reference searching, and preparation of visual materials. These data show the link between information management and the packaging of public messages, but are not sufficient to conclude the video's effectiveness on citizens' behavior.

Implications for regional public information governance

In terms of accountability, the documentation trail allows issue summaries to be re-checked against the source news. In terms of coordination, recording the status and the units that need to receive information can reduce the risk of issues stalling at the archiving stage. Both are logical improvement designs drawn from the observed work patterns, but their effectiveness still needs to be tested with employees and through examination of actual working documents (Pribadi et al., 2024; Wahyuni et al., 2024). The dimension of citizen participation needs to be treated carefully. Social media conversations can signal problems, but groups that are not digitally active may not be represented. Studies of digital engagement show that online tools have both benefits and limits of inclusiveness. Therefore, monitoring

recommendations should complement, not replace, formal complaint channels, citizen meetings, and offline service mechanisms (Townley & Koop, 2024; Mulyaningsih, 2022).

Studies of local government Instagram accounts in Indonesia show that the representation of public services and narrative design are related to openness and interaction. These findings support the need to connect issue monitoring results with content planning, but this Pontianak study has not traced that causal relationship. Further assessment needs to compare monitoring archives, publication agendas, and responses to posts in sequence (Asmianur et al., 2025; Nasyaya et al., 2026). The synthesis of findings produces a proposed documentation workflow: identification of issues from open sources; recording of source identity and date; cross-checking; classification of theme and urgency; preparation of summaries; handover to the responsible party; and recording of decisions or follow-up status. Each stage ideally has an evidence column and a person in charge so that the flow of information can be traced. This model is a researcher's recommendation, not an official Diskominfo SOP that has been verified (Criado & Villodre, 2022; Wahyuni et al., 2024).

Table 3. Proposed Documentation Elements

Proposed element	Minimum information	Purpose
Issue register	Issue code, date, title, media outlet, URL	Preventing loss of sources
Verification	Comparison sources and notes on differences	Maintaining accuracy
Priority	Theme, relevance, urgency, reason for selection	Making selection transparent
Distribution	Receiving unit and date of handover	Clarifying the coordination flow
Follow-up	Status, form of response, evaluation date	Separating issue reports from response outcomes

This proposal is in line with the need for communication evaluation that does not stop at exposure metrics (Villodre, 2025). In future research, the benefits of the model can be tested through an audit of sampled monitoring reports, assessment of classification agreement, interviews with managers, and case tracing through to communication decisions. Without such testing, the contribution of this article is the mapping of a documented process and the formulation of evaluation needs, not proof of improved organizational effectiveness (Atnan & Sembada, 2025; Hussin et al., 2025).

Cross-stage reading and the relevance to regional policy

A public value perspective broadens how monitoring outputs are read. Information is valuable not only because it is stored as a document, but because it can be exchanged responsibly to support understanding of problems and choices of action. However, the literature on public value creation through information exchange also shows the importance of institutional design and the roles of diverse actors. Therefore, the proposed issue register in Pontianak needs to be accompanied by the designation of process owners, access rights, and rules for the use of summaries so that the workflow does not depend solely on individual initiative (Rukanova et al., 2023; Criado & Villodre, 2022). The possible use of automated analysis needs to be considered proportionately. Artificial intelligence tools can help group news or recognize keywords, but studies on AI acceptance in public services show that users' trust and acceptance cannot simply be assumed. In the context of monitoring, grouping errors can move an important issue into a less relevant category. Therefore, human validation, change logs, and the ability to trace original sources are more urgent than claims of full automation.

The activity document that serves as the primary data does not show the implementation of any particular AI tool, so this discussion is a development agenda, not a field finding (Gesk & Leyer, 2022; Fadhilah, 2026).

The distinction between monitoring results and policy action is a decisive limit of interpretation. For example, a summary about a service disruption can help identify the issue, but does not yet prove that the disruption has been handled. Evidence of handling requires documents of issue receipt, decisions by the relevant unit, and information on resolution. The need for such an audit trail is consistent with findings that process transparency can improve understanding of government work without automatically triggering participation. Therefore, later-stage evaluation must trace administrative outputs and citizens' experiences separately (Hsu, 2026; Pribadi et al., 2024). The link to the regional policy agenda emerges mainly at the decision-making stage. If news themes are classified consistently, government potentially can see shifts in public attention to services, infrastructure, education, or the environment. However, category consistency needs to be tested over time so that comparisons are not distorted by changes in terminology. Categories that are too broad can hide specific problems, while categories that are too detailed can make reports difficult to use. This balance is an information governance issue and needs to be decided through cross-unit agreement, not merely as a technical choice by the summary writer (Wahyuni et al., 2024; Villodre, 2025).

Viewed as a sequence, each monitoring stage produces a different type of information. The acquisition stage produces a collection of sources, the selection stage produces a list of relevant information, the classification stage produces thematic groupings, and the reporting stage produces summaries that can be distributed. These differences in output need to be considered in evaluation because the completeness of a news list does not automatically indicate the accuracy of priorities. Likewise, a submitted report does not mean that a problem has received a policy response. A tiered reading helps avoid reducing monitoring to the mere activity of collecting links (Hsu, 2026; Pribadi et al., 2024). The source report mentions public service, development, government, education, health, economic, environmental, and social issues as the categories used in grouping. These categories are relevant to the authority and interests of local government, but are not sufficient to determine which issues appear most often. Without a case list and the number of news items per category, the study cannot establish the dominance of any particular theme. Therefore, the categories mentioned are treated as examples of classification practice, not as the results of a frequency analysis or a factual priority map of Pontianak City (Fadhilah, 2026; Mulyaningsih, 2022).

At the organizational level, the need for traceable reporting carries administrative implications. Source records enable verification, reasons for priority enable explanation of decisions, and distribution status enables tracing of the information flow. These three elements support the accountability of the communication process without requiring disclosure of reporters' identities or excluded internal information. However, the development of such a system must be adjusted to document management provisions and the authority of each unit; this article does not claim to have conducted a compliance audit of Diskominfo's internal regulations (Asmianur et al., 2025; Nasyaya et al., 2026). To develop empirical evidence, a follow-up research design could use a sample of monitoring reports from several weeks, selected with transparent rules. Each entry could be coded by theme, source, date, type of problem, reason for urgency, and forwarding status. Two coders could independently assess a portion of the entries to check the consistency of categorization decisions. Interviews with managers could then be used to test how monitoring results are translated into communication recommendations. This design is an agenda for strengthening the method, not a procedure that has been carried out in the current study (Amodya et al., 2025; Margaretha, 2026).

Limitations of the study

Another limitation relates to the descriptive nature of the document: activities considered prominent by its author may receive longer descriptions than routine work. The use of a single source does not allow cross-confirmation with officers, monitoring archives, or follow-up records. Future research needs to combine process observation, interviews with officers, and audits of operational documents to strengthen triangulation. The study relies on a single retrospective activity document, so it does not represent the entire organizational process. There is no complete archive of the news monitored, number of issues, handling time, or officer interviews for independent triangulation. Date discrepancies in the source document also limit chronological analysis. The findings are therefore positioned as a reconstruction of documented practices and a basis for formulating a further research agenda.

CONCLUSION

The documented digital media issue monitoring practices at the Pontianak City Communication and Informatics Office include information collection, relevance selection, thematic classification, summarization and source checking, and the compilation of monitoring reports. The recorded obstacles include information volume, repetition of topics with different perspectives, and determining issue priorities. The analysis underscores the importance of consistent categorization procedures, traceable source trails, and issue escalation mechanisms. This conclusion is limited to the available documentary evidence and does not measure the impact of monitoring on decision quality or public satisfaction. It is recommended to develop an issue register containing the source, basis for priority, verification notes, receiving unit, and follow-up status. Further research should use the original monitoring archives, officer interviews, and examples of issue handling to test traceability and the quality of decision-making. Before publication, the dates of activities in the source document need to be clarified and permission to use internal materials needs to be confirmed.

The novelty of this study lies in its development of a documentation-oriented analytical framework for understanding digital media issue monitoring as a structured information-management mechanism within local government public communication systems. Unlike previous studies that predominantly conceptualize media monitoring in terms of media surveillance, public sentiment analysis, or digital communication performance, this research examines the operational relationship between issue identification, relevance-based information selection, thematic classification, source verification, analytical summarization, and institutional reporting within the Communication and Informatics Office of Pontianak City. Its original contribution is the proposition of a traceable monitoring workflow that connects digital information filtering with institutional issue management while distinguishing documented monitoring practices from broader claims regarding policy responsiveness and public trust. By identifying operational challenges, including information overload, overlapping news coverage, divergent editorial perspectives, and issue-prioritization difficulties, the study provides a context-sensitive perspective on the organizational conditions necessary for effective digital media monitoring. Furthermore, its explicit methodological reliance on retrospective institutional documentation establishes an important analytical boundary between reported administrative practices and empirically verified organizational outcomes. This framework contributes to the literature on digital public communication by offering a replicable documentation-based approach to strengthening transparency, information traceability, and the systematic management of emerging public issues in local government institutions.

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