

ABSTRAK

Penelitian ini bertujuan mengevaluasi penyajian informasi publik pada laman resmi *komdigi.go.id* setelah transisi kelembagaan dari Kementerian Komunikasi dan Informatika menjadi Kementerian Komunikasi dan Digital (Komdigi) pada tahun 2024. Evaluasi difokuskan pada sejauh mana situs memenuhi standar keterbukaan informasi publik dan mendukung transformasi digital nasional. Penelitian menggunakan pendekatan campuran (*mixed methods*) dengan observasi fitur situs, survei 47 responden, wawancara mendalam pengelola situs, serta dokumentasi sekunder. Kerangka evaluasi mengacu pada model TAPC (*Transparency, Accessibility, Participation, Credibility*) dan model maturitas *e-government*. Hasil menunjukkan dimensi transparansi dan kredibilitas tinggi (rata-rata 4,15), sedangkan partisipasi rendah (3,82), menunjukkan perlunya peningkatan fitur interaktif dan pelibatan publik. Secara teknis, navigasi diperbarui, namun masih ada penurunan trafik organik dan kebutuhan optimasi stabilitas sistem serta konten multibahasa. Penelitian ini memberikan rekomendasi strategis bagi Komdigi untuk pengelolaan konten berbasis UU KIP dan mekanisme umpan balik publik, serta memperluas literatur komunikasi kelembagaan digital di tingkat kementerian pusat Indonesia.

Kata kunci: evaluasi informasi publik, transparansi digital, komdigi

ABSTRACT

This study aims to evaluate the public information presentation on the official komdigi.go.id website following the institutional transition from the Ministry of Communication and Informatics to the Ministry of Communication and Digital (Komdigi) in 2024. The evaluation focuses on the extent to which the site meets public information transparency standards and supports national digital transformation. The study employs a mixed-methods approach, including website feature observation, surveys of 47 respondents, in-depth interviews with site managers, and secondary data documentation. The evaluation framework is based on the TAPC model (Transparency, Accessibility, Participation, Credibility) and e-government maturity model. Results indicate high scores in transparency and credibility (mean 4.15), while participation scored lowest (3.82), highlighting the need to enhance interactive features and public engagement. Technically, navigation has been updated, but challenges remain such as decreased organic traffic and the need to optimize system stability and multilingual content. Practically, this research offers strategic recommendations for Komdigi in content management based on the Public Information Disclosure Law and public feedback mechanisms, while academically contributing to the literature on digital institutional communication at the central ministry level in Indonesia.

Keywords: public information evaluation, digital transparency, komdigi