**Communication Strategy Of The Vocational Secretariat Of The Republic Of Indonesia In Order To Reach The Open Government**

**Abstract**

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This study discusses the Communication Strategy of the Secretariat of the Vice President of the Republic of Indonesia in the Context of Realizing Open Government. This study aims to determine: (1) Communication Strategy of the Secretariat of the Vice President of the Republic of Indonesia in the framework of Realizing Open Government; (2) Supporting factors and inhibiting factors of the Communication Strategy of the Secretariat of the Vice President of the Republic of Indonesia in the framework of Realizing Open Government. The results of this study are as follows: The Communication Strategy undertaken by the Vice President's Secretariat has been going well even though in its implementation there are still some obstacles. The Secretariat of the Vice President of the Republic of Indonesia has implemented the indicator optimally. The issues raised in this communication strategy are four issues the Vice President focuses on: Poverty alleviation, Stunting, Radicalism and Islamic Economics. The communication strategy used is based on the task of the Vice President. The task area aims to help realize the vision and mission of the Vice President. The target audience is the public, media, and ministry ministries. All forms of information such as the Vice President's activity agenda can be accessed on the website wapresri.go.id and social media including Instagram, Facebook, Twitter, and Youtube of the Vice President. This communication strategy has applied the principles of Open Government which can be accessed openly and transparently.

**Keywords: Communication Strategy, Vice President's Secretariat, Open Government.**

**1 . INTRODUCTION**

The right to access public information or the right to know in Indonesia has been guaranteed by the constitution, namely Article 28 F of the 1945 Constitution and has formalized the right to information through ratification or Law Number 14 of 2008 concerning Openness of Public Information . Openness of information in the administration of government goes hand in hand with the spirit of reform in 1998, so that the public's push for government institutions regarding Open Government is stronger and more strategic in Indonesia. Open Government Indonesia (OGI) which is owned by Indonesia as an initiative in encouraging holistic openness practices in which there are four pillars of openness namely, transparency, accountability, participation and innovation (Kominfo, 2017). The Open Government Partnership (OGP) stated its commitment to be able to increase the availability of information about government activities in supporting public participation in increasing access to the use of new technology to support information disclosure (Moerdijat, 2019). Based data, in broad outline, it must be underlined that Public Information Openness in Indonesia is still far from the objectives mandated by the Law on Public Information Openness, because there are still many Public Bodies that have not implemented the Public Information Openness Act (ppidkemkominfo, 2019) . The problem is that not many public bodies are compliant, only about 23 percent of the total 460 public bodies (Independent, 2019). Based on the record of public information disclosure, the issue of non-compliance is due to budget constraints, limited capacity, and weak capability monitoring (Independent, 2019). The number of levels of Public Information Openness of 460 public bodies, there are only 15 public bodies that get the title "Informative". Public bodies that have occupied informative positions mean that website development is good and information is easily accessible to the public (PPID, 2019).

Qualifications of Public Entities towards Informative in the Implementation of Public Information Disclosure per category. One of them is a public body such as the Ministry of State Secretariat of the Republic of Indonesia which is included in the qualifications of the Public Agency towards informative in the implementation of public information disclosure. There is a challenge to the openness of public information faced to become a public body that is open and trusted by the community.Openness of public information there are still a number of challenges faced to become a public body that is open, transparent, and trusted or trusted by the public (https://seputarkabinet.com/detailpost/kemensetneg-sabet-pengharga-anugerah-ket transparency-public-2019-2019 ). The Secretariat of the Vice President of the Republic of Indonesia as one of the organizational units which is located below and is responsible to the Minister of State Secretary who has the task of providing technical and administrative support to the household and protocol, as well as analyzing the policy of the Vice President in assisting the President in organizing the Government of the State to support the goals of the National Development Planning System with reference to the Strategic Plan of the Ministry of State Secretariat.

The Vice President's Secretariat is demanded to be able to carry out an increasingly strategic role in providing technical and administrative services as well as analysis to the Vice President in the administration of the State government. The role of the Vice President as an assistant to the president or the second person in the line of power is more strategic and stronger. On the institutional side, Open Government also encourages the formation of Information and Documentation Management Officers (PPID) in the ranks of the Ministry. Pursuant to article 7 of the Public Information Disclosure Act and article 4 of the Information Commission Regulation No. 1 of 2010, every minimum government official has the obligation to make regulations regarding standard operating procedures in carrying out the obligation to provide public information, designate and appoint an Information and Documentation Management Officer ( PPID), and periodically makes a list of public information maintained by that public body.

The Information Management and Documentation Officer (PPID) is responsible for providing, storing, documenting, servicing, and securing public information with the assistance of information service officers (Kominfo, 2018). The Secretariat of the Vice President of the Republic of Indonesia already has an Information Management and Documentation Officer (PPID) as the executor. To carry out these obligations, the Vice President's Secretariat must support the development and development of information and documentation systems based on information and communication technology to manage public information properly so that it can be easily accessed by the public, so that an appropriate Communication Strategy of the Vice President's Secretariat of the Republic of Indonesia is needed. to realize Open Government.

1. **LITERATURE REVIEW**

**2.1 Concept Communication Strategy**

Communication strategy is a combination of communication planning (management planning) and management (management communication) in achieving a goal. In achieving these objectives the communication strategy must be able to demonstrate how its operations must be carried out tactically, in the sense of the word that the approach can differ at any time, depending on the situation and conditions. Strategy is essentially a planning (planning) and management (management) to achieve a goal. But to achieve these objectives the strategy does not function as a road map that only shows direction, but must show operational tactics (Effendy, 2003: 301). The communication strategy model by Assifi and French in 1982 seems very simple, that is linear but shows very coherent stages from beginning to end (Cangara. 2013: 100-101). In developing a strategic action plan aimed at various problems that have been identified previously. This includes general objectives, measurable goals, clearly identifying target audiences, strategic targets, and effective tactics. carry out planning with communication tools and tasks that contribute to achieving goals. Measuring the success of communication strategies by using evaluation tools (Effendy, 2005: 38).

**2.2 *Open Government***

According to the OECD defines the Open Government Concept as transparency of government action, access to services and information from the government, as well as the government's responsiveness to new ideas, requests and needs. " Open Government Policy is a tool to improve the quality of democratic life in a country to improve the fulfillment of people's needs. This policy produces a variety of benefits for the business community and citizens, including for the government implementing the policy (https://www.oecd.org/gov/open-gov-review-indonesia-kajian.pdf). Open Government according to Global Integrity (Turner, 2015) includes three things namely information transparency, public involvement and accountability. Through transparency, the public understands the way government works. With public involvement, the public can influence the way government works by engaging in government policy processes and service delivery programs. Accountability means that the public can hold the government to account for its policy and service performance. These three elements explain that open government initiatives, programs and interventions are often referred to as "Open Government". The quality of open data is often problematic or below acceptable levels. The government must ensure the quality of data when publishing (Warraich et al. 2019). The most important thing here, is that none of the initiatives or interventions of open government can stand alone. Open Government creates conditions for supervision to become more objective and inclusive policies, leading to more accurate and better quality decisions (Soegiono, 2018).

**2.3 Information and Documentation Management Officer**

 PPID is a structural official appointed to carry out the duties and functions of management and public information services within the Ministry of Communication and Information Technology. PPID must have competence in the fields of document management, data management, information services and public relations. The PPID's tasks are planning and organizing, implementing, supervising, and evaluating, implementing information management and service activities. In carrying out their duties PPID is assisted by functional officials. PPID functions, namely, gathering public information from all work units, structuring and storing public information, selecting and testing public information that is included in the category are excluded from information that is open to the public, and dispute resolution of information services (https://www.scribd.com / document / 318544790 / PP-Number-61-Year-2010-About-Implementation-Law-No-14-Year-2008).

1. **RESEARCH METHOD**

This study uses a qualitative approach with a descriptive method which is in accordance with the title of the study presented, namely: the communication strategy of the Secretariat of the Vice President of the Republic of Indonesia in order to realize Open Government.This research was conducted at the Secretariat of the Vice President of the Republic of Indonesia in the Assistant work unit for Deputy for Communications and Public Information (ASDEP KIP) at Jln. Merdeka Selatan Jakarta Pusat, Daerha the Capital City of Jakarta. The researcher chose this location because the researcher was interested in knowing the Communication Strategy of the Vice President's Secretariat of the Republic of Indonesia in the framework of Realizing Open Government. Research subjects have a very important role, because the data needed by researchers related to the problem under study is in the subject of research, so researchers must determine the informants in the study (Arikunto, 2016: 9). The researcher determines the research subject, which can provide information related to the research topic based on a sample that has been determined using a purposive technique. According to Sugiyono (2015: 300) purposive is a technique in determining sample data sources through certain considerations. Subject selection is done to get the right information and sources so that truth can be recognized. In this study, researchers used primary data and secondary data to obtain data. In this study, researchers used triangulation. Researchers use source triangulation so that researchers get data from different sources with the same technique. Source triangulation is used to test the credibility of the data through checking the data that has been obtained from several sources (Sugiyono, 2016: 127). Data validity checking techniques that use something else outside of the data for the purposes of checking or comparing data (Agustinova, 2015: 55-56). In this study using research instruments that are researchers themselves. Qualitative researchers as human instruments.

This study uses data analysis techniques with reference to the concepts put forward by Miles & Huberman Activities in interactive qualitative data analysis. Data analysis technique used in this study is an interactive model according to Miles & Huberman (2007: 17) data analysis consists of three activities that occur simultaneously, namely data reduction, data presentation, drawing conclusions / verification.

1. **DISCUSSION**

Strategy has an important role for the achievement of objectives according to operational techniques, because the strategy provides direction for action, and the way how the action must be carried out so that the desired objectives are achieved. In this case, we can see the communication strategy adopted by the Vice President's Secretariat of the Republic of Indonesia in order to realize the Open Governement. According to Turner in Global Integrity in 2015 Open Government consists of three main principles namely transparency, accountability and public participation. The Secretariat of the Vice President through transparency, the public understands the way government works. With public involvement, the public can influence the way government works by engaging in government policy processes and service delivery programs. Accountability means that the public can hold the government to account for its policy and service performance. These three elements explain that open government initiatives, programs and interventions are often referred to as "Open Government". The strategy undertaken by the Vice President's Secretariat in order to realize Open Government, was presented by researchers using a communication strategy model according to Assifi and French in 1982 based on indicators such as: (1) Analysis of the problem. (2) Audience Analysis, (3) Objectives, (4) Developing messages, (5) Selecting media, (6) Producing media, (7) Implementing Programs, (8) Monitoring and Evaluation.

The discussion of the communication strategy of the Secretariat of the Vice President of the Republic of Indonesia in the context of realizing Open Government based on these indicators is as follows:

**Data 1 (Problem Analysis)**

*"In solving problems depends on the problems they face. For example, internally, if there is a problem, it can be resolved properly personally. If the problem is external, for example regarding reporting, it can be clarified on the website or there is a spokesperson for the President. If the secretariat is still being carried out by each deputy, but indeed internally it is minimal because of the task of the deputy whose substance is the service of the Vice President as well. So indeed the service mindset here is to the Vice President " (Gloria Christina Wardhani).*

This speach show the first stage in developing a communication strategy is to find a problem, the problem found will make an action and not waste. The Secretariat of the Vice President of the Republic of Indonesia is included in the category of Informative and not included in the category of informative public bodies in the Implementation of Public Information Disclosure.The issues raised in this communication strategy are the four focuses of the Vice President: Poverty alleviation, Stunting, Radicalism and Sharia Economy. Based on the theory, the researcher found obstacles in the Secretariat of the Vice President, the era of information and openness such as the current position of the media is very strategic, because it can determine attitudes and lead public opinion for a goal according to the desired agenda setting. The mass media are smart enough to respond to any policy taken by the Government, especially those that favor the public so that they will be supported. Budget constraints, because budget funds are one of the important things that determine the success of a program. Because of the many Vice President's daily agendas, the tools used in Documentation and Coverage are also limited, the tools used such as cameras and tape recorders, so that the tools used experience a function of inheritance. All problems must be answered by communication planning, why it happened and how to solve the problem (Cangara. 2013: 102). The Secretariat of the Vice President in solving problems depends on the problems he faces. Internally, if there is a problem, it can be resolved personally. If the problem is external, for example regarding the news can be clarified on the website in overcoming the problem, or the Secretariat of the Vice President has a spokesman for the president.

**Data 2 (Audience Analysis Indicators)**

*"The mapping of the first stakeholders, of course we see the main object, so the vice president provides services to the Vice President, the communication strategy that will be carried out the most important is to consider its position or center. The vice presidential secretary is every what he does primarily to provide services to the vice president, so that in this communication strategy partly is in the interests of the vice president ".*

Based on the theory of Hafied Cangara the target audience position that will be faced determines the communication strategy that will be used (Cangara. 2013: 113). But in practice, the Vice President's Secretariat has so many stakeholders that it means there is no specificity because the Vice President has established synergic cooperation with various stakeholders. It was proven by the Vice President that he was still willing to accept the heads of non-governmental organizations, for example, from interfaith, hearing, and willing to attend certain events to formalize. By knowing the audience map a communication planner can predict and anticipate what will be done. The first stakeholder mapping can certainly see its main object, the Vice President's Secretariat provides services to the Vice President. So if stakeholders are mapped, there are Publics that include the community, individuals or groups, Ministries or institutions, NGOs, NGOs, Non-Government Organizations, Non-Governmental Organizations, BUMN or BUMD, Private Sector, and Other International Governments.

**Data 3 (Goal Setting)**

*"Determining the purpose of the Vice-President's Secretariat is to support the vision of the Vice-President's Secretariat. The Vice President's Secretariat provides public information about the activities of the Vice President and the activities of the Vice President's Wife, then also the official profile starts from the Vice President until the 1st Echelon Officer, then also if there is an expert reception from TNP2K, we inform there, auction from the project also we inform on the website, yes the aim is At the very least the Community is getting smarter and more understanding and the information conveyed is conveyed to the public (public), this is also one of the steps to realize an Open Government within the Vice President's Secretariat. "*

At this stage, setting objectives in accordance with the Vision of the Vice President's Secretariat, namely the realization of Prime, Professional, Transparent and Accountable Technical Support and Administrative Services to the Vice President. So with the establishment of this goal in a communication strategy can realize Open Government within the Vice President's Secretariat.

**Data 4 (Choosing Media)**

*“The Secretariat of the Vice President uses Websites, social media, YouTube, Mersela magazines, besides that we also have a group of national media reporters”.*

The Vice President's Secretariat provides the submission of Press IDs for media covering the Indonesian Vice Presidential Palace. With data from the media and the journalist applicant's press ID, Vice President of the Republic of Indonesia. The media data and journalists applicant Press ID Secretariat of the Vice President of the Republic of Indonesia 2019 there are four categories of media data and journalists applicant Press ID Secretariat of the Vice President of the Republic of Indonesia 2019 namely Television with 19 media counts and 113 journalists number, Radio number of media 4 and the number of journalists 9 people, Print 13 the number of media and the number of journalists 39 people, Online the number of media 19 and the number of journalists 34 people with a total of 55 media in total and the number of journalists 195 people who are members of the Secretariat Press Secretariat of 2019.

Media selection used by the Secretariat of the Vice President of the Republic of Indonesia namely the wapresri.go.id Website, Youtube of the Vice President of the Republic of Indonesia, Social Media which includes Instagram, Twitter, and Facebook the Vice President of the Republic of Indonesia and Mersela Magazine.

**Data 5 (Message Development)**

*"There are two messages delivered, the first from the vice president himself conveying information directly to the media that hopes the media can disseminate to the public, or the vice president deliver in his speech at every event, that is also a message, there is a speech the vice president conveys messages that are reminded to all who heard at the event "*

The main communicator in the Secretariat of the Vice President is the Vice President who is the source and controller of communication activities in general plays an important role in conveying the message or information to be conveyed. The message delivered by the Vice President was made verbally, at the weekly doorstop with the media crew.Form of development of the message of the Vice President's Secretariat, namely, work plans and annual reports on policies, analysis of the development of policy activities and activities of the Vice President, messages in the form of materials for meetings, speeches / speeches, hearings, and work visits of the Vice President and interview material, greetings.

**Data 6 (Producing Media)**

*"The Vice President's Secretariat has been open government proven by the existence of a website, Mersela Magazine which only exists in the Setwapres, Youtube, Social Media, and the service for requesting photo documentation can all be accessed openly by the general public"*

In terms of media production, documentation of photo, video and audio transcript documentation of all activities of the Vice President. In Covering and Documentation of the Vice President, the Secretariat of the Vice President uses an online documentation application service that can be accessed by the public for free and openly, the applicant's database will be neatly arranged, making it easier to trace the applicant's data to avoid misuse of documentation and minimize face-to-face meetings between ASN and applicant documentation. In addition, online photo services can avoid the possibility of giving gratuities or rewards as well as minimizing the entry of viruses into the documentation database center. Every day the Vice President has a different agenda. The Vice President's agenda is usually scheduled. In addition, based on observations by researchers at the Vice President's Secretariat there is the Mersela Magazine of the Vice President's Secretariat. The magazine Mersela's Vice President's Secretariat is published periodically. Mersela Magazine which can be accessed offline and online at the website wapresri.go.id. A website is generally linked to a specific address. The address of the website instructions is named domain. The official address of the Vice President's Secretariat website is wapresri.go.id. which is accessible to all communities and public bodies. In the case of this media production, documentation of photo, video and audio transcript documentation of all activities of the Vice President by using an online documentation request service that can be accessed by the public for free and openly.The results of the media production of the Vice President's Secretariat, namely the existence of the website wapresri.go.id, youtube, social media including Twitter, Instagram, Facebook and Mersela Magazine which are only in the Vice President's Secretariat can be accessed by the public openly through the website or in print and in the form of services online documentation application that can be accessed free and open through the website.

**Data 7 (Implementing the Program)**

*"The Vice President's Secretariat is under and is responsible to the Minister. The Vice-President's Secretariat is headed by the Head of the Vice-President's Secretariat. In carrying out its duties the Assistant Deputy for Communications and Public Information is a work unit under the Deputy for Government Policy Support for the Secretariat of the Vice President who has substantive technical duties and direct services to the Vice President. At the Secretariat Vice President, the Assistant Deputy for Communications and Public Information "*

In implementing the government program the Assistant Deputy for Communications and Public Information is a work unit under the Deputy for Government Policy Support in the Secretariat of the Vice President who has substantive technical duties and direct services to the Vice President. presidential institutions, all programs and activities of the Vice President's Secretariat are directed at: Increasing the capacity of data and information management, expanding the use of information systems, information technology, and telecommunications, in particular safer. Supporting the provision of appropriate and relevant content in every political communication between the Vice President and political leaders and other development stakeholders.

Based on the explanation above, to carry out the above policies and strategies, the Vice President Secretariat implements 3 (three) programs, namely: Management Support Program and Implementation of Other Technical Tasks of the Ministry of State Secretariat, Apparatus and Infrastructure Improvement Program of the Ministry of State Secretariat, Program for Providing Policy Support Services To the President and Vice President. At this stage resources have been set up to be mobilized, including workforce or work teams to carry out a communication program, reliable personnel and understanding communication tasks. In carrying out the program the selection of a work team is based on the organizational structure in accordance with the realm of its work.

**Data 8 (Monitoring and Evaluation Indicator)**

The Vice President's Secretariat provides monitoring of the Vice President's reporting on strategic issues, the Vice President's policies and the Vice President's Activities. Monitoring public perception at this time is still seen from the news sentiment.

*"Monitoring the preaching of the vice president's news, we do an evaluation every year, if our field every month"*

Based on the explanation above, the monitoring carried out at this time is still seen from the news sentiment. While the evaluation of the Vice President's Secretariat, which is to conduct an evaluation for once a year, and each sector submit its evaluation to see how much the maximum performance has been done. Constraints on the Implementation of the Communication Strategy of the Secretariat of the Vice President of the Republic of Indonesia in the context of realizing Open Government. The process of implementing the communication strategy of the Vice President's Secretariat in order to realize Open Government does not always meet a smooth path. There are several obstacles that must be faced by the Vice President's Secretariat which causes the process of implementing various communication strategies to be hampered. The obstacles faced are as follows: 1) There are no monitoring tools for social media and mainstream media regarding the Vice President's news, 2) Decreasing the function of reporting documentation tools.

Pursuant to the Law on Public Information Disclosure, the Secretariat of the Vice President as a public body is obliged to provide, provide and or publish public information which is under its authority to the applicant of public information properly so that it can be easily accessed by the public. The Vice President's Secretariat must increase transparency and accountability accompanied by the development and development of information and documentation systems based on reliable information and communication technology so that they can be easily accessed by the public.

1. **CONCLUSIONS**

Based on the results of research and discussion on the Communication Strategy of the Secretariat of the Vice President of the Republic of Indonesia in order to realize Open Government, the following conclusions can be drawn: Communication strategies of the Secretariat of the Vice President from the eight indicators of the communication strategy model according to Assifi and French theory, it can be seen that the communication strategy carried out can work well in accordance with the Law on Public Information Openness, although there are still some obstacles encountered such as the decline in the function of documentation tools coverage and lack of monitoring tools for social media and mainstream media for the Vice President's reporting. The implementation of the communication strategy carried out is based on the duties of the Vice President. The task area aims to help realize the vision and mission of the Vice President. The target audience is the public, the media, the ministry of institutions. The issues raised in this communication strategy are the four focuses of the Vice President: Poverty alleviation, Stunting,Radicalism and Islamic Economy. Whereas the Stakeholders are the President and Cabinet, the embassies of friendly countries, international organizations, communities and mass organizations. All forms of information such as the agenda, activities of the Vice President, the service for requesting photo documentation video and the Mersela Magazine of the Vice President's Secretariat can be accessed through the media website wapresri.go.id. The selection of media used by the Vice President's Secretariat is the wapresri.go.id website and social media which includes Instagram, Facebook, Twitter and Youtube of the Vice President, all of which can be accessed and updated at any time. Thus the Vice President's communication strategy has adopted the principle of Open Government which can be accessed openly and transparently by all audiences. With this in mind the Open Government can be realized within the Vice President's Secretariat. .

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