

ABSTRACT

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INTERNAL PUBLIC RELATION ACTIVITIES AT BUREAU PUBLIC COMMUNICATION OF NATIONAL CYBER AND CRYPTO AGENCY

The importance of transparent communication between government bodies and the public is very important, especially in communication related to cyber security in Indonesia. Public communication at BSSN has a strategic position in informing citizens about cyber security and related policies. This requires citizens to explain the risks and steps needed to protect themselves in the ever-growing digital realm. Not only that, transparency in communication between the government and the public is a foundation that must be strengthened to build public confidence and involvement. BSSN must be open and honest in disclosing data regarding cyber security policies, actions and developments to the public. This helps build healthy relationships and increase public participation in supporting cyber security initiatives. Practitioners as public relations officers at BSSN hold a crucial position in carrying out public communication tasks and implementing the #PreserveCyberspace campaign. They must have an in-depth understanding of social media algorithms and how to manage data related to cyber security. This description allows them to formulate accurate and relevant messages that build citizen opinion and support government efforts to address cyber security challenges.

Keywords: National Cyber and Crypto Agency, Public Communications, Communication Transparency, Cyberspace, Cyberspace Security