

ABSTRACT

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CONTENT CREATOR ACTIVITIES AT THE MINISTRY OF SEA TRANSPORTATION

The government and society need to establish effective communication, especially regarding information transparency, particularly concerning maritime transportation in Indonesia. The Organization and Public Relations at the Ministry of Maritime Affairs play a significant role in conveying information to the public related to maritime transportation safety as well as applicable regulations and policies. Openness in communication between the government and society not only serves to build trust but also to enhance public participation in the decision-making process. The Ministry of Maritime Affairs must always be transparent and accurate in conveying policies, actions, and information to the public. This is crucial to ensure that the public receives accurate and reliable information, which in turn will strengthen public trust in the government. The Organization and Public Relations section at the Ministry of Maritime Affairs has a very important responsibility in carrying out this public communication. By utilizing various communication channels such as social media, the Organization and Public Relations can reach a wider audience and ensure that the information conveyed is easily accessible and understood by the public. In addition, openness in receiving input and criticism from the public is also very important to improve the quality of services and policies implemented. Through effective and transparent communication, the Ministry of Maritime Affairs can build better relationships with the public, increase public participation, and ensure that the policies implemented truly align with the needs and expectations of society.

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