

GOVERNMENT COMMUNICATIONS TO ADDRESS ONLINE PROSTITUTION: SOCIAL STRATEGIES FOR AWARENESS

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Abstrak

Penelitian ini mengkaji peran komunikasi publik pemerintah dalam menangani isu prostitusi online yang berkembang, dengan fokus pada strategi sosial dan kemasyarakatan untuk regulasi digital dan kesadaran publik. Dengan menggunakan pendekatan kualitatif, penelitian ini mengeksplorasi bagaimana berbagai lembaga pemerintah mengomunikasikan kebijakan, peraturan, dan tindakan pencegahan yang bertujuan untuk mengekang prostitusi online. Perangkat lunak NVivo digunakan untuk menganalisis transkrip wawancara. Penelitian ini mempelajari implikasi sosial dari prostitusi online, termasuk dampaknya terhadap keamanan masyarakat, persepsi publik, dan norma-norma masyarakat. Melalui analisis tematik, penelitian ini mengidentifikasi strategi komunikasi utama yang digunakan oleh pemerintah untuk mengatur platform online, meningkatkan kesadaran masyarakat, dan berkolaborasi dengan penegak hukum dan tokoh masyarakat. Temuan penelitian ini mengungkapkan bahwa kampanye komunikasi publik yang efektif, dikombinasikan dengan regulasi digital dan pelibatan masyarakat, sangat penting untuk mengatasi tantangan prostitusi online. Penelitian ini berkontribusi pada pemahaman tentang bagaimana strategi komunikasi pemerintah dapat memengaruhi sikap dan perilaku masyarakat terkait prostitusi online, sekaligus menyoroti pentingnya pendekatan terpadu yang melibatkan penegakan kebijakan, wacana publik, dan tanggung jawab sosial. Rekomendasi dibuat untuk meningkatkan efektivitas upaya komunikasi publik untuk memastikan dukungan masyarakat yang lebih luas dan partisipasi aktif dalam memerangi masalah ini. Kata kunci: Prostitusi Online, Strategi Sosial, Komunitas, Kesadaran, Komunikasi Publik.

Abstract

This research examines the role of government public communication in addressing the growing issue of online prostitution, focusing on social and societal strategies for digital regulation and public awareness. Using a qualitative approach, this research explores how various government agencies communicate policies, regulations, and preventive measures aimed at curbing online prostitution. NVivo software was used to analyse interview transcripts. The research studied the social implications of online prostitution, including its impact on community safety, public perception, and societal norms. Through thematic analysis, the research identified key communication strategies used by the government to regulate online platforms, raise public awareness, and collaborate with law enforcement and community leaders. The findings reveal that effective public communication campaigns, combined with digital regulation and community engagement, are critical to addressing the challenges of online prostitution. This research contributes to the understanding of how government communication strategies can influence public attitudes and behaviours regarding online prostitution, while highlighting the importance of an integrated approach involving policy enforcement, public discourse and social responsibility. Recommendations are made to improve the effectiveness of public communication efforts to ensure wider community support and active participation in combating the issue. Keywords: Online Prostitution, Societal Strategies, Community, Awareness, Public Communication.



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INTRODUCTION

The emergence of digital platforms has profoundly altered the landscape of prostitution, making it more accessible while simultaneously complicating regulatory efforts that rely on traditional methods. With the shift of prostitution to online spaces, governments face significant new challenges in tackling this issue while maintaining public safety and community well-being. Unlike physical forms of prostitution, which can be more easily monitored and regulated through local enforcement, the digital realm presents unique opportunities for exploitation and illegal activities to flourish. The anonymity and accessibility of online platforms have exacerbated these challenges, necessitating new governance approaches that go beyond legal enforcement. These approaches must integrate public communication strategies and digital regulation to create a comprehensive response to the issue.

Government public communication plays a pivotal role in this response, as it shapes public understanding, influences societal norms, and informs regulatory frameworks. Communication strategies must not only provide clarity on the regulations in place but also foster engagement between the government and the public to build trust and promote compliance. Transparency and active participation from the public are critical components of this communication process.¹ By effectively communicating the risks and challenges associated with online prostitution, the government can promote community-based solutions and encourage adherence to digital regulations. Understanding how the public perceives these communications is crucial for assessing their effectiveness, as public support and engagement are key to successful regulation.² The purpose of this research is to examine how government public communication strategies address the issue of online prostitution, particularly in the context of social and community-based approaches to digital regulation and public awareness.

The rise of online prostitution introduces numerous social challenges, including concerns about public safety, the perpetuation of social stigma, and the complex nature of regulating digital environments. Traditional approaches to prostitution regulation are insufficient to address the dynamics of digital platforms that facilitate prostitution. Therefore, governments must adopt adaptive strategies that go beyond legal frameworks and focus on effective public communication. Despite the importance of these communication efforts, limited research has explored how governments communicate regulations related to online prostitution and how the public responds to such communications.

¹ Jinsoon Song, "The Implications of Providing Voice-Based Chatbots in Public Service for Digital Inclusion and Public Communication" (2023).

² Mara Ipa et al., "A Qualitative Study With Health Belief Model: Perceived Risks and Compliance Towards COVID-19 Prevention Measures Among Adults in Indonesia" (2023): 599–610.

This research seeks to bridge that gap by examining how government communication strategies can influence public perception and community engagement in relation to online prostitution. It investigates the effectiveness of these strategies in fostering public awareness, engagement, and compliance with regulations. Moreover, it aims to evaluate the role of digital platforms in disseminating government policies and regulations concerning online prostitution, and how public health considerations are communicated by the government. The study will also provide insights into how the public receives and responds to these messages, offering recommendations for improving communication efforts to enhance public support and compliance with digital regulations.

The objectives of this study are multi-faceted. First, it aims to analyze the impact of government public communication strategies on public perceptions of online prostitution. Second, it assesses how public awareness campaigns and community engagement contribute to government efforts in regulating online prostitution. Third, it evaluates the effectiveness of digital tools and platforms in the government's communication efforts surrounding prostitution regulation. Fourth, the study explores how public health considerations are incorporated into communication strategies addressing online prostitution. Finally, it seeks to identify opportunities for improving government communication strategies, ensuring better compliance with regulations and fostering public support.

This study is expected to provide valuable insights into the effectiveness of government public communications in addressing online prostitution, an issue of growing concern in the digital age. By focusing on the intersection of digital regulation and community responses, the research aims to contribute to a more comprehensive understanding of how government communication strategies can be optimized to meet the challenges posed by online prostitution. Additionally, the study addresses a key research gap by examining how the public reacts to government communication strategies, which can help policymakers develop more informed and effective frameworks for public communication.

Furthermore, this research offers practical recommendations for improving public awareness campaigns and incorporating public health considerations, thereby contributing to the safety and well-being of affected communities. Although there is a substantial body of research on the regulation of online prostitution, there remain significant gaps in understanding how these regulations are communicated to the public and how the public perceives and reacts to them. Much of the existing research focuses on the legal and regulatory frameworks, leaving a gap in understanding the role of public communication and community engagement in shaping the effectiveness of these regulations.

In addition to addressing this research gap, the study also explores the relationship between digital regulation and the social implications of online prostitution, which are often treated as

separate issues in the literature.³ This research integrates these perspectives, analyzing how government communication strategies influence public understanding and societal norms around online prostitution. The use of qualitative methods, including thematic analysis supported by NVivo software, allows for a more detailed exploration of the key elements involved in public communication and community engagement, a focus that remains underexplored in current literature.

The research employs a qualitative approach, utilizing NVivo software for data analysis. The methodology focuses on collecting data from interviews with government officials, community leaders, and representatives from NGOs actively involved in addressing online prostitution. In addition, the study examines official documents, media releases, and public statements that outline the government's communication strategies on online prostitution. Thematic analysis is used to identify and explore key themes in government communication strategies, public responses, and the role of digital platforms in fostering public engagement. NVivo software facilitates the coding and organization of qualitative data, enabling a deeper understanding of how these communication strategies are perceived by the public and how they influence societal norms and community engagement.⁴

Through its focus on community awareness, NGO involvement, and public engagement, this research contributes to a more holistic understanding of the issue. The findings will offer practical recommendations for enhancing the effectiveness of government-led communication campaigns aimed at mitigating the challenges associated with online prostitution. By improving public communication efforts, governments can foster better compliance with regulations, promote public safety, and address the broader societal impacts of online prostitution.

Government Public Communications and Online Prostitution

Government public communication regarding online prostitution is critical in shaping public perceptions, regulatory frameworks, and raising public awareness.⁵ As digital platforms increasingly facilitate the exchange of sexual services, governments must address the complexities of this issue by ensuring public safety and fostering informed discourse. A key to effective communication is establishing an interactive and responsive dialogue with the public, as traditional

³ Scott W Cunningham and Todd D Kendall, "Prostitution, Technology, and the Law: New Data and Directions" (2011).

⁴ Jianghui Liu et al., "KNN Algorithm and BP Neural Network Model Applied to Network News and Public Opinion Governance System" (2022).

⁵ Ronianysah Ronianysah et al., "Model Komunikasi Lingkungan Program Sungai Martapura Asri Di Kabupaten Banjar," *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan* 17, no. 5 (September 26, 2023): 3697–3722, <https://doi.org/10.35931/aq.v17i5.2692>.

methods such as formal documents often fall short of engaging public expectations.⁶ Research suggests that adopting dynamic communication strategies through social media and digital platforms can foster community participation, helping authorities better understand public concerns and adjust their policies accordingly.⁷

In addition, government communication around online prostitution must account for the legal and ethical implications of the practice, informing stakeholders of their rights and responsibilities to encourage compliance and reduce exploitation in the digital sex work industry.⁸ Public health considerations are also essential, with communication strategies that incorporate campaigns to educate individuals about the risks of online sex work, such as sexually transmitted infections and mental health issues.⁹ Integrating health promotion into these communications can foster a more informed public capable of navigating the complexities of online prostitution.

Furthermore, community engagement plays a vital role in improving government communications. E-participation platforms allow for broader public involvement in policy-making processes, enabling citizens to voice opinions and contribute to developing policies on online prostitution.¹⁰ This participatory approach not only empowers the public but also creates a sense of ownership over the regulatory frameworks affecting their lives.

Digital Tools and Platforms in Government Communication

Digital tools and platforms have become essential in government communication, transforming interactions between public authorities and citizens while improving information dissemination. The evolution of these technologies has enabled governments to enhance transparency, promote citizen engagement, and optimize service delivery. One significant advantage of digital tools is their capacity to facilitate real-time interactions between government entities and the public. The integration of information technology through e-government initiatives has revolutionized the nature of government interactions with citizens and businesses, streamlining communication and increasing the accessibility of services.¹¹

⁶ Ann O'Brien, William Golden, and Murray Scott, "Discovering Sense of Community Enabling Factors for Public and Government Staff in Online Public Engagement" (2021): 15–26.

⁷ Luke Hespanhol and Martin Tomitsch, "Power to the People: Hacking the City With Plug-in Interfaces for Community Engagement" (2018): 25–50; Tania Rizqia Putri and Firman Kurniawan Sujono, "Utilization of Social Media as Indonesia's Tourism Public Relations Strategy," *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan* 18, no. 2 (April 22, 2024): 1553–61, <https://doi.org/10.35931/aq.v18i2.2965>.

⁸ Dwi R S Firdaus and Jafnatya Regieri, "The Communication Pattern of Online Prostitution Business That Violates Intellectual Property Rights" (2022): 413–424.

⁹ David S Bimbi and Juline A Koken, "Public Health Policy and Practice With Male Sex Workers" (2014): 198–221.

¹⁰ Lember, "Engaging Citizens in Policy Making: The Potential and Challenges of E-Participation."

¹¹ Endang W Trilestari, "Implementation of E-Government in Accelerating Bureaucratic Reform in Indonesia" (2023): 338–348.

Social media has emerged as a powerful tool for governments to engage with the public. Effective management of these platforms ensures reliable and efficient communication between government departments and stakeholders, fostering a more informed citizenry.¹² Social media allows for open dialogue, enabling citizens to provide feedback and voice concerns, which in turn supports policy-making and service improvements.

Digital tools also promote transparency and accountability in government operations. The concept of open government, emphasizing accessible data and information, is increasingly supported by digital platforms that allow citizens to engage with government data.¹³ This availability of information enhances public trust, empowering citizens to hold leaders accountable and encouraging civic participation.

Despite their benefits, digital tools in government communication face challenges. Digital literacy, data privacy, and the digital divide can hinder the effectiveness of these initiatives. Mobile digital tools hold significant potential; however, technology literacy and infrastructure challenges must be addressed to ensure widespread adoption and use.¹⁴ Governments must also navigate data privacy and security complexities to protect citizens' information while utilizing these platforms for communication.

Furthermore, digital tools play a critical role in fostering community engagement. Strategic use of digital communication enhances the relationship between public authorities and citizens, facilitating co-production of public policies and services.¹⁵ This collaborative approach improves governance quality and ensures alignment with the community's needs and expectations.

Legal and Regulatory Frameworks

The legal and regulatory frameworks surrounding digital platforms and online prostitution present significant complexity due to the rapid evolution of technology and varying societal attitudes toward sex work. Governments and regulatory bodies must craft laws that address the unique characteristics of online prostitution while ensuring public safety and protecting the rights of individuals involved. A key consideration in this legal framework is the classification of digital platforms and their activities. As Dumančić and Avlona¹⁶ highlight, platform activities often require

¹² Suryo Khasabu, Andre Rahmanto, and Pawito Pawito, "Diskominfo Gresik's Innovation Through Social Media Management Tools" (2022): 224–229.

¹³ Noella Edelmann and Mary Franco, "Digital Transformation in the Context of the Open Government Partnership" (2020): 69–80.

¹⁴ James A Little et al., "A Digital Tool to Improve Patient Recruitment and Retention in Clinical Trials in Rural Colombia—A Preliminary Investigation for Cutaneous Leishmaniasis Research at Programa De Estudio Y Control De Enfermedades Tropicales (PECET)" (2020): 385–395.

¹⁵ Louis P P Homont, María J Canel, and Vilma Luoma-aho, "Digital Corporate Communication and Co-Productive Citizen Engagement" (2023): 413–425.

¹⁶ "The Regulatory Context and Legal Evolution: The Cases of Airbnb and Uber" (2022): 65–85.

a case-by-case analysis to determine appropriate regulation. This is particularly relevant for online prostitution, where platforms may operate in legal gray areas, complicating enforcement and regulatory clarity. The absence of a uniform legal definition for digital platforms further complicates consistent regulation across jurisdictions.¹⁷

Economic considerations also play a crucial role in shaping legal frameworks. Jakobsson and Kotsadam¹⁸ argue that the profitability of commercial sex is closely linked to the legal environment. Countries with permissive laws regarding sex work experience different market dynamics compared to those with stricter prohibitions, emphasizing the need for legal frameworks that regulate online prostitution while accounting for economic realities, including risks of exploitation and trafficking.

Intellectual property rights further complicate the regulation of online prostitution. Firdaus and Regieri¹⁹ note that communication patterns within online prostitution businesses often intersect with intellectual property concerns, raising issues related to content protection and the rights of individuals involved in the sex trade. Governments must carefully navigate these issues to ensure that regulations protect vulnerable individuals while effectively managing online prostitution.

In addition, regulatory frameworks must consider the ethical implications of online prostitution, particularly concerns about human trafficking and exploitation. Walby²⁰ emphasizes the importance of studying the effectiveness of legal and policy interventions in reducing coercion among sex workers. Legal frameworks must penalize exploitative practices while offering support and protection for those engaged in sex work.

Finally, the rapid advancement of technology challenges legal systems to keep pace, raising concerns about enforcement and compliance. Gupta²¹ argues that technological change often outstrips the ability of legal systems to adapt, leading to regulatory gaps that can be exploited. Thus, continuous evaluation and adaptation of legal frameworks are essential to effectively regulate online prostitution and the platforms that facilitate it.

Public Health Considerations for Online Prostitution

Public health considerations related to online prostitution encompass various issues affecting both the health of individuals involved in sex work and the broader community. The emergence of digital platforms has transformed sex work, requiring a nuanced understanding of the

¹⁷ Nofie Iman, "Regulating Digital Platforms" (2020): 26–45.

¹⁸ "The Economics of Trafficking for Sexual Exploitation" (2016).

¹⁹ "The Communication Pattern of Online Prostitution Business That Violates Intellectual Property Rights."

²⁰ "Trafficking Chains" (2024): 1–203.

²¹ "A Conceptual Framework for Digital Platform: A Soft System Methodology Approach" (2023): 117–130.

associated health risks and the protective measures that can be implemented. One of the primary concerns is the increased risk of sexually transmitted infections (STIs). The anonymity and convenience provided by online platforms can lead to risky sexual behaviors, such as unprotected sex, with users often unaware of the potential health consequences.²² Research highlights that the rise of dating and hook-up apps has contributed to escalating STI rates, underscoring the need for targeted public health interventions to promote safe sex practices.²³ Effective communication strategies that raise awareness about sexual health are critical in reducing these risks.

The accessibility of online health information significantly shapes the health behaviors of individuals engaged in online prostitution. Many sex workers depend on digital platforms for health information, emphasizing the importance of ensuring that accurate and reliable resources are readily available.²⁴ Public health authorities should prioritize developing user-friendly online resources that provide comprehensive sexual health information, mental health support, and guidance on accessing healthcare services.

The theoretical framework for this study incorporates concepts from communication, public policy, and digital governance. These frameworks will guide the exploration of how government public communication strategies can effectively address online prostitution while fostering societal engagement and compliance with digital regulations.

1. Open Government and Public Engagement

Open Government and Public Engagement represent a transformative governance model that prioritizes transparency, participation, and collaboration between governments and citizens. This approach has been enabled by advancements in information and communication technologies (ICTs), facilitating better dissemination of government data and enhancing citizen involvement in decision-making. Governments have increasingly adopted Open Government Data (OGD) initiatives to make public sector information accessible, promoting accountability and fostering innovation through the use of this data by citizens and businesses.²⁵ Public engagement, critical to Open Government, is strengthened by e-participation initiatives such as online forums and crowdsourcing platforms that empower citizens to influence policy decisions. However, the effectiveness of these efforts depends on their design, with poorly implemented processes potentially

²² Jennifer Power, "Traversing TechSex: Benefits and Risks in Digitally Mediated Sex and Relationships" (2024): 5–25.

²³ Ibid.

²⁴ Jeppe Eriksen, "Citizens' Access to Online Health Information – An International Survey of IMIA Member Countries" (2024).

²⁵ Omer H Abdelrahman, "Open Government Data: Development, Practice, and Challenges" (2022); Tsai-Tsu Su and Ming-Feng Kuo, "Revitalising Local Capacity in Taiwan: Institutional Arrangements, Consequences and Prospects" (2023): 91–115.

leading to disillusionment and eroded trust in institutions.²⁶ Social media also plays a vital role, enabling governments to engage in transparent, real-time dialogues with citizens. Despite these benefits, challenges such as institutional resistance and varying digital literacy levels persist.²⁷

2. Digital Communication and E-Participation

Digital communication and e-participation have become essential for modern governance and civic engagement, transforming how citizens interact with governments. Digital platforms enable real-time information dissemination and foster transparency, critical for building trust in public institutions.²⁸ Social media allows governments to communicate policies and gather public feedback, enhancing democratic participation.²⁹ E-participation initiatives, such as participatory budgeting and online consultations, further facilitate civic engagement by lowering barriers to participation and enabling broader demographics to engage in governance.³⁰ However, the effectiveness of these initiatives depends on addressing disparities in access to digital tools and ensuring well-designed platforms that value citizen contributions.³¹ Inclusive strategies are crucial to maximize the potential of digital communication and e-participation.³²

3. Social Norms and Stigma Reduction

Social norms significantly influence the stigma surrounding online prostitution, contributing to the discrimination and marginalization of sex workers. The prevailing societal views often frame sex workers as morally deviant or victims, perpetuating harmful stereotypes and limiting their access to health services and legal protection.³³ Criminalization exacerbates these issues by driving sex work underground, making it more dangerous.³⁴ Reducing stigma requires challenging these social norms through community

²⁶ Tiina Randma-Liiv, "Management and Organization of E-Participation: Synthesis From 15 European Initiatives" (2022).

²⁷ Hubeidatu Nuhu, Jean-Paul V Belle, and Marita Turpin, "Social Enablers and Constraints Related to the Publication and Use of Open Government Data in a Developing Country" (2020): 86–101.

²⁸ Homont, Canel, and Luoma-aho, "Digital Corporate Communication and Co-Productive Citizen Engagement."

²⁹ Hanna Reinikainen and Chiara Valentini, "Digital Corporate Communication and Public Sector Organizations" (2023): 400–412.

³⁰ (Martínez 2022)

³¹ Fabienne C v. Roten and Marta Entradas, "Public Engagement Measurement" (2017): 1–4.

³² Adedamola Tolani, Adebawale Owoseni, and Hossana Twinomurinzi, "Designing for Context Versus the Lock-in Effect of 'Free' Global Digital Platforms: A Case of SMEs From Nigeria" (2020): 321–332.

³³ Marina D Giusta and Neha Hui, "Labor Market for Sex Workers: Stigma and Occupational Choice" (2021): 1–29; Andrea Krüsi, Kate D'Adamo, and Ariel Sernick, "Criminalised Interactions With Law Enforcement and Impacts on Health and Safety in the Context of Different Legislative Frameworks Governing Sex Work Globally" (2021): 121–140.

³⁴ Chris Jones, "South African Perspective on Sexual Slavery, Sex Work and Exploitation" (2021).

mobilization and empowerment strategies, such as involving sex workers in advocacy and decision-making.³⁵ Digital platforms also provide opportunities for stigma reduction by offering safe spaces for sex workers to share resources and build solidarity, though online environments are not immune to the same stigmatization present offline. Legal reforms to decriminalize sex work and protect sex workers' rights are essential for reducing stigma both online and offline.³⁶

4. Public Health Communication Theory

Public health communication theory is critical for addressing the challenges of online prostitution, particularly in health promotion and stigma reduction. Stigma often deters sex workers from accessing health services, a situation worsened by criminalization and societal attitudes.³⁷ Public health campaigns must combat these negative perceptions by promoting a more nuanced understanding of sex work and empowering sex workers to advocate for their rights and health.³⁸ Tailored messaging, which resonates with sex workers and addresses their specific needs, is essential for effective interventions.³⁹ Digital platforms can enhance public health communication by providing safe spaces for education, peer support, and resource sharing.⁴⁰ However, public health campaigns must also address structural barriers, advocating for decriminalization and promoting sex workers' rights to improve health outcomes.⁴¹

RESEARCH METHOD

Research Design

This research employs a qualitative approach to explore how government public communication strategies address online prostitution, focusing on social and societal impacts, digital regulation, and public awareness. The study utilizes a thematic analysis to investigate the

³⁵ Ania Shapiro and Patricia A Duff, "Sexual and Reproductive Health and Rights Inequities Among Sex Workers Across the Life Course" (2021): 61–77.

³⁶ Elena Argento et al., "Global Burden of Violence and Other Human Rights Violations Against Sex Workers" (2021): 41–59.

³⁷ Ibid.; Krüsi, D'Adamo, and Sernick, "Criminalised Interactions With Law Enforcement and Impacts on Health and Safety in the Context of Different Legislative Frameworks Governing Sex Work Globally."

³⁸ Cynthia N Gil et al., "Best Practices and Challenges to Sex Worker Community Empowerment and Mobilisation Strategies to Promote Health and Human Rights" (2021): 189–206.

³⁹ Saroj Pachauri, Ash Pachauri, and Komal Mittal, "Female Sex Work Dynamics: Empowerment, Mobilization, Mobility" (2021): 43–60.

⁴⁰ Carmen H Logie et al., "Exploring the Protective Role of Sex Work Social Cohesion in Contexts of Violence and Criminalisation: A Case Study With Gender-Diverse Sex Workers in Jamaica" (2021): 79–94.

⁴¹ Krüsi, D'Adamo, and Sernick, "Criminalised Interactions With Law Enforcement and Impacts on Health and Safety in the Context of Different Legislative Frameworks Governing Sex Work Globally."

nuances of government communication efforts and their reception by the public. This approach enables an in-depth understanding of the interaction between governmental communications, public perceptions, and community engagement. The qualitative design allows for the exploration of complex social dynamics that are difficult to capture using quantitative methods, making it ideal for understanding the intricacies of public response to online prostitution regulation.

Participants

The participants in this study include three key groups: government officials, Legal expert, and Sociologist actively involved in addressing issues related to online prostitution. Government officials are selected for their role in shaping and implementing public communication strategies. Legal Expert provide insight into the public's reception of these communications, particularly in regard to public safety and social norms. Sociologist representatives, who often work directly with affected populations, contribute a perspective on community engagement and the effectiveness of public awareness campaigns.

Research Instruments

The primary research instrument for this qualitative study consists of semi-structured interviews. The interviews are designed to gather detailed insights from participants regarding their experiences with government public communication strategies and community engagement. An interview guide is developed to ensure consistency, with open-ended questions that allow participants to elaborate on their perspectives. Questions explore topics such as the effectiveness of communication methods, public response, the role of digital platforms, and the integration of public health considerations into government communications. Interviews are conducted either face-to-face or via video conferencing, depending on participant availability and preference.

In addition to interviews, document analysis is conducted on government reports, media releases, and public statements related to online prostitution. This method allows the research to contextualize the interview data within the broader communication framework employed by the government.

Data Collection

Data collection is carried out through in-depth interviews with the selected participants and the collection of relevant government documents.⁴² The interviews are recorded (with participant consent) and transcribed for analysis. Each interview lasts between 1 - 2 hours to ensure a comprehensive understanding of the participants' perspectives.

⁴² Natalie Osborne and Deanna Grant-Smith, "In-Depth Interviewing" (2021): 105–125.

Document collection focuses on public reports, media releases, and communications from governmental agencies, particularly those dealing with online prostitution regulations and community awareness campaigns. This secondary data supports the interview findings and helps triangulate the research results.

The interviews and documents are stored securely, ensuring participant confidentiality and compliance with ethical research standards. All participants are provided with detailed information regarding the purpose of the research and their rights, and written consent is obtained before participation.

Data Analysis

Data analysis is conducted using thematic analysis with the support of NVivo software, a tool for qualitative data coding and organization.⁴³ Thematic analysis involves identifying, analyzing, and reporting patterns or themes within the data. After the interviews are transcribed, the transcripts are imported into NVivo for coding. Key themes, such as Public Awareness Campaigns, Effective Communication Strategies, Multi-Stakeholder Collaboration, and Integration of Public Health Messaging, are identified and coded systematically.⁴⁴

NVivo, a qualitative data analysis software developed by QSR International, is designed to assist researchers in managing, analyzing, and visualizing large amounts of unstructured data such as interview transcripts, survey responses, and social media content. It offers advanced tools for data classification, sorting, and organizing into thematic categories, which supports a deeper understanding of complex relationships within the data.⁴⁵ NVivo's core functionality revolves around its powerful coding capabilities, allowing researchers to segment text into meaningful categories through techniques like open coding, axial coding, and selective coding. These methods enable a systematic breakdown, identification of relationships, and the integration of data into a coherent narrative.⁴⁶

⁴³ Sonia Dalkin et al., "Using Computer Assisted Qualitative Data Analysis Software (CAQDAS; NVivo) to Assist in the Complex Process of Realist Theory Generation, Refinement and Testing," *International Journal of Social Research Methodology* 24, no. 1 (2021): 123–134, <https://doi.org/10.1080/13645579.2020.1803528>.

⁴⁴ Agus Sulih Purwanto and Ruslan Prijadi, "The Role of Entrepreneurial Leadership to Maintain Company Performance Post Mergers & Acquisition," *Al Qalam: Jurnal Ilmiah Keagamaan dan Kemasyarakatan* 18, no. 3 (2024): 1656.

⁴⁵ Ganesh P Sahu and Naveen Singh, "Paradigm Shift of Indian Cash-Based Economy to Cash-Less Economy: A Study on Allahabad City" (2017): 453–461; Yulianto, Asnani, and Dewi A Hidayati, "Coffee Farmer Assistance Intervention in Rural Development in West Lampung, Indonesia" (2023): 1074–1086.

⁴⁶ Lika Brinkman and Ryanne Francot, "Developing a Resilient Sexual and Gender Minority Identity Online: The Importance of Social Media for Youth Before Coming Out" (2023); Fiona Buick, "Performance Management and Common Purpose: Rethinking Solutions to Inter-Organizational Working" (2021); Carmen T Cervantes, Enrique R García, and Irene Rivera-Trigueros, "The Use of NVivo in the Different Stages of Qualitative Research" (2017): 381–392.

Node	Sub-Node (Code)	Description	Example from Transcripts
Prostitution Online	- Legal Challenges	Issues related to the legal framework surrounding online prostitution	"Tetapi kemudian kita nyamar dulu anggota saya masuk dalam satu aplikasi michat Namanya...prostitusi online"
	- Role of Media	The impact of media in facilitating prostitution and illegal activities	"media sosial itu memang melahirkan pola baru dalam industri seksual komersil"
Regulation and Law Enforcement	- Inadequate Legislation	Discussion of current laws and gaps in addressing online prostitution	"Kita pemerintah tidak punya regulasi yang harus itu lah."
	- Law Enforcement Techniques	Techniques used by law enforcement to combat online prostitution	"Kami operasi yustisi. Jadi setiap hari kami ada operasi asuhan rembulan"
	- Challenges in Prosecution	Difficulties in prosecuting online prostitution	"Tetapi tidak bisa karena itu dianggap korban yang harus kita tangkap adalah mucikari"
Social Impact	- Sexual Exploitation	The exploitation inherent in prostitution, especially of minors	"Ketika anak dibawah umur ini ketahuan, itu saya kira masalah fenomenal di Indonesia"
	- Economic Factors	How economic hardship drives individuals into prostitution	"Jadi anak anak muda itu yang tidak ada pekerjaan, mereka terjerat dalam prostitusi online"
Prevention Strategies	- Education and Awareness	Prevention strategies through education and social awareness	"Upaya pencegahan itu bisa melalui pendidikan bisa melalui sosialisasi"
	- Government and Social Collaboration	Collaborative efforts between government bodies and social organizations for prevention	"Pemerintah harus berkolaborasi dengan LSM LSM"
Technological Influence	- Use of Applications in Prostitution	The use of apps and social media to facilitate prostitution	"Jadi sekarang bisa online dengan aplikasi seperti Michat dan lainnya"
	- Cybercrime and Law Enforcement	Law enforcement's role in preventing online crimes through digital means	"kepolisian sudah ada divisi cybercrime itu sudah ada"

One of NVivo's strengths is its support for various qualitative research approaches, including thematic analysis and grounded theory. The software allows for the visualization of themes and their interrelationships, making it easier to identify patterns and develop theories directly from the data.⁴⁷ Moreover, NVivo facilitates efficient data organization and cross-referencing across participant groups and documents, enabling researchers to analyze the depth of

⁴⁷ Glyn Everett et al., "Sustainable Drainage Systems: Helping People Live With Water" (2018): 145–163; Mayara E B Souza, Jorge Teixeira, and Abílio P Pacheco, "Mitigating Rural Fires Through Transformative Service Research: Value Cocreation With Forest-Related Rural Communities" (2022): 1709–1713.

each theme and how different stakeholders perceive key issues such as government communication strategies.⁴⁸

NVivo's visualization tools, such as word clouds and charts, enhance the communication of qualitative findings, making complex insights more accessible to broader audiences.⁴⁹ Its versatility in handling various data formats, including text, audio, video, and images, makes NVivo an essential tool for researchers across multiple disciplines, offering a richer, more nuanced analysis by integrating multiple data sources.⁵⁰

This functionality proves particularly valuable in studies examining government public communications. The iterative coding process refines emerging themes, allowing researchers to draw patterns and conclusions about the effectiveness of these strategies in addressing issues like online prostitution. Through a thematic approach, NVivo helps researchers explore the interaction between government strategies and societal responses, offering insights to improve public engagement and compliance with policies.⁵¹

RESULT AND DISCUSSION

This research emphasizes four key areas: Public Awareness Campaigns, Effective Communication Strategies, Multi-Stakeholder Collaboration, and Integration of Public Health Messaging. Each of these focal points offers opportunities to develop multiple diagrams that visually represent the relationships, patterns, and insights derived from the study.

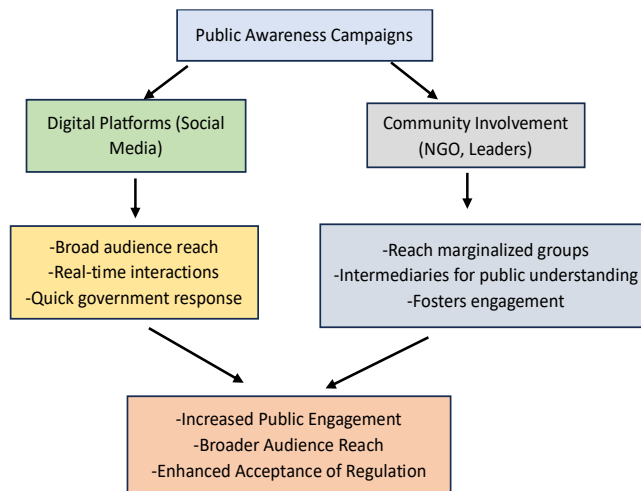
⁴⁸ Rocío S Muro, Eva J R Romero, and Carlota Sáenz de Tejada Granados, "Methodological Design and Application of NVIVO for a Perceptual Analysis of Green Infrastructure in the Periphery of Madrid" (2022): 82–96.

⁴⁹ Yulianto, Asnani, and Hidayati, "Coffee Farmer Assistance Intervention in Rural Development in West Lampung, Indonesia"; Claire Humphreys, "The City of Sport: London's Stadiums as Visitor Attractions" (2019): 91–116.

⁵⁰ Sahu and Singh, "Paradigm Shift of Indian Cash-Based Economy to Cash-Less Economy: A Study on Allahabad City"; Yulianto, Asnani, and Hidayati, "Coffee Farmer Assistance Intervention in Rural Development in West Lampung, Indonesia."

⁵¹ Everett et al., "Sustainable Drainage Systems: Helping People Live With Water"; Muro, Romero, and Granados, "Methodological Design and Application of NVIVO for a Perceptual Analysis of Green Infrastructure in the Periphery of Madrid."

Public Awareness Campaigns



The diagram illustrates the role of Public Awareness Campaigns in engaging the public and increasing the acceptance of government regulations. The two key components that drive these campaigns are Digital Platforms (Social Media) and Community Involvement (NGOs, Leaders), both of which work in tandem to enhance public engagement and broaden the audience reach.

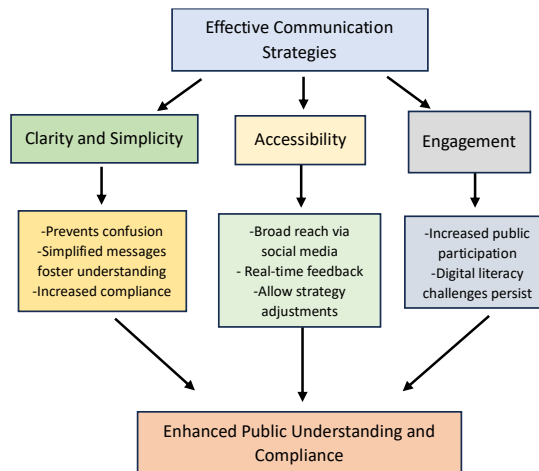
Digital Platforms such as social media are instrumental in reaching large audiences quickly. These platforms allow for real-time interactions between the government and the public, enabling immediate responses to public concerns and fostering two-way communication. This not only ensures that information is spread efficiently but also helps build trust, as the public feels heard and can receive timely feedback. Additionally, digital platforms provide the government with the ability to adapt and respond to the public's concerns in real-time, making communication more dynamic and effective.

On the other hand, Community Involvement, through the participation of NGOs and community leaders, plays a crucial role in reaching marginalized groups who may not engage with digital platforms or government communication directly. These community figures act as intermediaries, explaining complex regulations in simpler terms and ensuring that the public fully understands the implications of government policies. This localized, grassroots engagement fosters deeper connections and trust, making the public more likely to engage with and comply with the regulations.

As a result of these two components working together, public awareness campaigns lead to increased public engagement. The broad reach of digital platforms, combined with the personalized engagement provided by community leaders, ensures that government messages reach diverse segments of the population. This approach not only increases the public's interaction with the

campaign but also enhances their acceptance of regulations as they are better informed and feel more connected to the issues at hand.

Effective Communication Strategies



The diagram presents a framework for Effective Communication Strategies aimed at achieving Enhanced Public Understanding and Compliance. These strategies are built on three essential components: Clarity and Simplicity, Accessibility, and Engagement, each of which plays a critical role in ensuring the public understands and adheres to government regulations. Each component contributes to the overall success of communication efforts, as outlined in the following analysis.

Clarity and Simplicity are fundamental to preventing confusion and ensuring that messages are easily understood by the public. By avoiding complex terminology and presenting information in a straightforward manner, the government can foster better understanding among a broad audience. Simplified messages ensure that even those with limited knowledge or education can grasp the importance of regulations. This clarity directly impacts compliance rates, as individuals are more likely to follow regulations when they fully comprehend what is expected of them. In essence, when communication is clear, confusion is minimized, and adherence to guidelines increases.

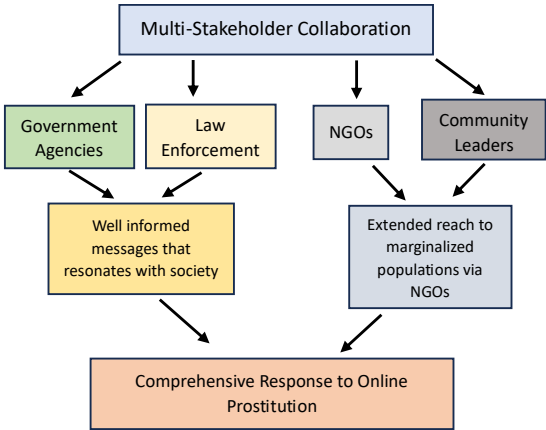
Accessibility focuses on the broad reach of communication, particularly through the use of social media platforms. Social media allows governments to quickly disseminate information to a large and diverse audience, ensuring that key messages are delivered in real time. One of the primary advantages of using digital platforms is the ability to receive immediate feedback from the public, enabling the government to assess public reactions and adjust its messaging strategies

accordingly. This adaptability ensures that communication remains effective and responsive to the public's needs, making accessibility a crucial element of an effective communication strategy.

Engagement enhances public participation by encouraging interaction between the government and the public. When people feel they are part of the conversation and can provide feedback, they are more likely to engage with and support government policies. Increased public engagement leads to higher participation rates, as individuals feel empowered to contribute to discussions around regulations and policies. However, challenges related to digital literacy persist, limiting the ability of some segments of the population to fully engage with digital platforms. Addressing these barriers is essential for ensuring that all citizens can participate equally in government communication efforts.

Together, these strategies - Clarity and Simplicity, Accessibility, and Engagement - culminate in Enhanced Public Understanding and Compliance. Simplified messaging ensures that the public can easily understand regulations, broad accessibility through social media expands the reach of these messages, and meaningful engagement fosters a sense of involvement. By combining these elements, governments can build a more informed and compliant public, which is essential for the success of policies and regulations. Despite the effectiveness of these strategies, overcoming challenges such as digital literacy will be important to ensuring equal participation and access to information for all.

Multi-Stakeholder Collaboration



The diagram outlines the role of Multi-Stakeholder Collaboration in addressing complex social issues like online prostitution. This collaborative approach involves key stakeholders such as Government Agencies, Law Enforcement, NGOs, and Community Leaders, each contributing to a more comprehensive and effective response. The result of this collaboration is the development of

Well-informed Messages that Resonate with Society and the Extended Reach to Marginalized Populations via NGOs, ultimately leading to a Comprehensive Response to Online Prostitution.

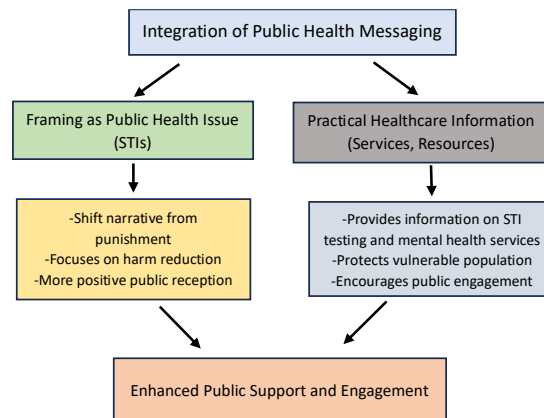
Government Agencies and Law Enforcement play a vital role in ensuring that public messaging is well-informed and resonates with society. Government agencies bring authority and structure to communication efforts, aligning messages with public policies and regulations. Law enforcement adds practical insights about the legal ramifications and enforcement measures surrounding online prostitution, ensuring that the public understands the legal consequences. Together, these stakeholders create messages that are not only grounded in legal frameworks but also reflect the societal impacts of the issue, making them more credible and relatable to the public.

On the other hand, NGOs and Community Leaders serve as intermediaries who extend the reach of government communication to marginalized and hard-to-reach populations. NGOs, with their established relationships with vulnerable communities, can communicate government messages in a way that resonates with these groups. They also provide essential advocacy and support for individuals who may not be reached through traditional governmental channels. Community leaders, who are respected figures within local communities, add credibility to the messaging and help bridge the gap between governmental efforts and local needs. This collaboration ensures that even the most vulnerable members of society are informed and supported in efforts to combat online prostitution.

The combination of these stakeholders results in two critical outcomes: Well-informed Messages and Extended Reach. By pooling the expertise of each stakeholder, the communication strategies become more comprehensive, addressing both the legal and social aspects of the issue. This produces messaging that resonates with the broader public while ensuring that marginalized populations are not excluded. NGOs and community leaders play a key role in ensuring that the communication strategy is inclusive, reaching those who are often left out of mainstream efforts.

Ultimately, this collaboration leads to a Comprehensive Response to Online Prostitution. By leveraging the strengths of government agencies, law enforcement, NGOs, and community leaders, the response becomes multi-faceted and addresses both enforcement and societal aspects. Well-informed messages foster public understanding and support, while extended reach ensures that vulnerable populations receive the necessary information and assistance. This collaborative approach is critical for addressing complex issues like online prostitution, as it provides a holistic solution that tackles the problem at multiple levels, ensuring both top-down enforcement and bottom-up community engagement.

Integration of Public Health Messaging



The diagram outlines the Integration of Public Health Messaging as a key component in enhancing public support and engagement. Two main strategies are highlighted: Framing the Issue as a Public Health Concern and Providing Practical Healthcare Information. Together, these approaches work to shift the public discourse from a punitive focus to one that emphasizes prevention and support, ultimately resulting in Enhanced Public Support and Engagement.

Framing the Issue as a Public Health Concern, particularly in relation to sexually transmitted infections (STIs) and mental health, shifts the narrative from punishment to prevention. Instead of focusing solely on legal consequences, this approach highlights the health risks associated with issues like prostitution or online exploitation. By focusing on harm reduction, the strategy seeks to minimize the negative impacts on individuals involved in risky behaviors, promoting a more empathetic and health-centered response. This shift in focus fosters a more positive public reception, as the government is seen as addressing the issue from a place of care and prevention rather than simply imposing penalties.

The second component, Providing Practical Healthcare Information, offers tangible solutions to address the health risks associated with such issues. By making information about STI testing and mental health services readily available, the government not only addresses public health concerns but also provides crucial support for vulnerable populations. This approach helps protect those most at risk by offering meaningful healthcare resources, which is essential for improving overall public health outcomes. Additionally, providing access to these services encourages greater public engagement, as individuals are more likely to participate in health initiatives when they see immediate, practical benefits.

Together, these strategies lead to Enhanced Public Support and Engagement. By reframing the issue as one of public health and offering practical, accessible solutions, the government shifts the conversation from punitive measures to preventive care. This approach generates a more

positive response from the public, who are more likely to support and engage with these initiatives. Offering concrete healthcare resources builds trust and demonstrates a commitment to improving public health, which is key to ensuring that vulnerable populations receive the support they need. Overall, these strategies create a more compassionate, effective approach to addressing complex social issues like online prostitution and exploitation.

CONCLUSION

The research on Government Public Communications in Addressing Online Prostitution highlights the vital role of public communication strategies in shaping public perceptions, raising awareness, and fostering community engagement in the regulation of online prostitution. The study found that digital platforms and community involvement, particularly through the use of social media and NGOs, are crucial in expanding the reach of public awareness campaigns. Digital platforms enable real-time interactions and quick government responses, while community involvement ensures that marginalized groups are included in the communication efforts. This combination of digital and localized engagement significantly enhances public participation and fosters greater acceptance of regulations.

Additionally, the study emphasizes the importance of Effective Communication Strategies that focus on Clarity, Simplicity, Accessibility, and Engagement. Clear and simple messaging helps prevent confusion, fosters better understanding, and increases public compliance with regulations. Accessibility through digital platforms ensures a broad reach, while engagement encourages public participation in discussions and decisions related to prostitution regulation. The integration of these strategies leads to Enhanced Public Understanding and Compliance, ensuring that regulations are better understood and more widely accepted.

Multi-Stakeholder Collaboration is another key finding of the research. Involving government agencies, law enforcement, NGOs, and community leaders creates a comprehensive approach to addressing online prostitution. Government agencies and law enforcement provide structure and credibility, while NGOs and community leaders extend the reach of government communication to marginalized populations. This collaboration ensures that messages are well-informed, resonate with the public, and reach vulnerable groups, resulting in a Comprehensive Response to Online Prostitution.

Finally, the Integration of Public Health Messaging plays a crucial role in shifting the narrative from punishment to prevention. By framing online prostitution as a public health issue, particularly concerning STIs and mental health, the government can promote harm reduction and foster a more positive public reception. Providing practical healthcare information, such as access to STI testing and mental health services, protects vulnerable populations and encourages public

engagement. This public health approach enhances public support and engagement, demonstrating a commitment to the well-being of those affected by online prostitution.

In conclusion, the research underscores the importance of a multi-faceted approach to government public communication strategies. By combining digital engagement, community involvement, clear and accessible messaging, multi-stakeholder collaboration, and public health integration, the government can foster greater public support, enhance compliance with regulations, and effectively address the challenges posed by online prostitution in the digital age.

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